

Post Accreditation Initiatives

2017

Apeejay College of Fine Arts, Jalandhar is a pioneer institution in the field of higher education and attracts students from all over the state, other parts of the country and even from overseas. The college completed 40 years of excellence in 2015 and has been offering quality education to its students through a wide range of value based and job oriented courses. The goal of the college is to provide students with an environment for all round development- mental, physical, social and spiritual. The students' enrolment has increased at a rapid scale over the last six years. Enrichment, enhancement, innovation and extension of academic frontiers were the focus of the post-accreditation period. The college is engaged in an on-going journey of continuous improvement championed by empowered faculty at all levels of the institution. The desire to soar high motivates every member of the college to give their best.

Post Accreditation Initiatives taken by the college per criterion are as under:

Criterion: I

POST ACCREDITATION INITIATIVES IN CURRICULAR ASPECTS:

1. Curriculum Changes and Introduction of New Courses:

The world is changing rapidly in terms of technology and its use which requires professions in respective fields. Keeping this in mind, the college introduced new courses based on social interests and their scope of employability.

- MA (English)
- MFA
- PG Diploma in Fashion Makeovers
- B.Voc. (E-commerce and Digital Marketing, Sound Technology, Theatre and Contemporary form of Dance)
- Skill Aided Courses

- Cooking and Catering
- Global Trade Management
- Tax Management
- Human Rights & Duties
- Health Psychology
- Vastu Shilp

Criterion: II

POST ACCREDITATION INITIATIVES IN TEACHING LEARNING & EVALUATION:

- (i) Introduction of School System
- Fostering an Inter-Disciplinary approach is the prime thrust of the Institution. To this end, in consonance with the NAAC recommendations, various departments have been integrated into a common umbrella by introducing a school system.

Sr.	Name of School	Departments
1	School of Languages	Department of English Department of Punjabi Department of Hindi
2	School of Social Sciences	Department of Home Sc. Department of Psychology Department of Philosophy Department of Physical Education Department of Pol. Sc. Department of History/PHC Department of Economics
3.	School of Art & Design	Department of Design (Interior, Fashion, Textile & Multimedia) Department of Fashion Makeovers Department of Fine Arts

Sr.	Name of School	Departments
		Department of Sculpture Department of Applied Art
4.	School of Performing Arts	Department of Music Vocal Department of Music Instrumental Department of Dance Department of Theatre
5.	School of Applied Sciences	Department of Computer Sc. & Applications Department of Mathematics Department of Physiotherapy Department of Physics
6.	School of Commerce & Management	Department of Commerce & Management
7.	School of Vocational Studies	B.Voc. (E-Commerce & Digital Marketing) B.Voc. (Contemporary Forms of Dance) B.Voc. (Theatre & Stage Craft) B.Voc. (Sound Technology)

- (ii) Introduction of Online Learning Management System (MOODLE)
- (iii) Over the years SC/ST/OBC student representation has increased

The introduction of Moodle has made education easy for students and they can download their notes, note down their syllabus, submit their assignments etc. Teachers post relevant information on Moodle with specific course details and students can note down important terms if they miss a class due to some constraints.

Criterion: III

POST ACCREDITATION INITIATIVES IN RESEARCH, INNOVATION AND EXTENSION:

1. Two more research journals introduced

There are plenty of opportunities available for faculty members as well as students to conduct

research. Whether it is presenting a paper at a conference or getting it published in a Journal, the college provides huge platforms to researchers. The college also has its own four research journals that regularly feature the latest in their respective fields. Out of these four journals, two (*Envision & Apeejay Journal of Computer Science and applications*) are available online also.

Ambrosia and *Descriptio* Journals have been introduced in the post accreditation period. Their details are given below:

<i>Ambrosia</i>	English	International Blind Peer Reviewed Referred Journal	-	2249-4499	-
<i>Descriptio</i>	Design	International Peer Reviewed Refereed Journal	-		-

Research by the Teachers:

The college has well qualified and research oriented faculty to its credit. At present it has one faculty member with D-Lit. Degree, 23 Ph.D. and 25 M. Phil. moreover 16 faculty members are presently pursuing their Ph.D. The faculty members of the institution have been doing research on various social and scientific phenomenon. The prioritized areas of the faculty members are tabulated below:

Sr.	Name of the faculty	Department	Prioritized Area of Research
1	Dr. Sunit	English	Indian Drama
2	Dr. Navjot S Deol	English	Irish Fiction
3	Ms. Monika Anand	Home Science	Adolescent Development and Maternal Employment
4	Ms. Jeevan	Fine Arts	Landscape Painting of Hoshiarpur
5	Ms. Rimpay Aggarwal	Fine Arts	Janam Sakhi B – 40
6	Ms. Raman Dadra	Punjabi	Psychological Analysis of Autobiographics of Punjabi Literary Personalities after 1980
7	Ms. Anupam Sood	Music Instrumental	Psychological impact of Teaching Music on Under graduate and Post Graduate students

Sr.	Name of the faculty	Department	Prioritized Area of Research
8	Ms. Seema Sharma	Music Instrumental	Contribution of Traditional Teaching Methodology in the establishment of young artists of classical music
9	Ms. Monica Bahri	Psychology	Clinical Psychology
10	Ms. Supreet	Economics	Leather Industry
11	Dr. Vandana Gautam	Commerce	Finance
12	Dr. Manisha Sharma	Commerce	Finance
13	Ms. Payal Arora	Commerce	Corporate Governance
14	Mr. Kewal Krishan	Mathematics	Scheduling
15	Ms. Simkee Dev	Economics	Gender issues in Punjab
16	Dr. Apra	Economics	Small Scale Industries
17	Mr. Mohinder Kumar Mastana	Sculpture	Contemporary Sculpture of Punjab
18	Ms. Aarti Verma	Commerce	Human Resource Management
19	Ms. Shad Lakshmi	Commerce	Finance
20	Ms. Jasleen Chawla	Commerce	Finance

2. National and International Collaborations leveraged over the years

The institution has formal agreements or MOU's with Willem de Kooning Academy, Cod Art Rotterdam Netherlands, Chengdu Textile College and National University of Singapore Research Institute, China (NUSRI). These collaborations have contributed to the growth of students, faculty and institution in the following ways.

Collaboration with international and national Institutes and local authorities	Contribution to the institute
Willem de Kooning Academie, Netherlands	The collaboration gave practical as well as international exposure of designs to the students. The workshop ' <i>Creating Pioneer</i> ' organized by the Willem de Kooning Academie in Netherlands enhanced the knowledge of students in the field of

Collaboration with international and national Institutes and local authorities	Contribution to the institute
	fashion, textiles, interior designs and graphics. Moreover students from Netherland learnt traditional crafts of Punjab like Fulkari embroidery, Durry weaving, Art of making Punjabi Jutti, Inlay work of Hoshiarpur.
CodArt, Rotterdam Netherlands	The students from CodArts, on their visit to the institution learnt about various folk instruments like Rabab, Taus, Sarangi, Sarinda and Sitar etc. They also learnt about the intricacies of I Classical Music i.e. Bandish, Devotional Compositions, Folk songs, Sufi songs.
Chengdu Textile College, China	The collaboration gave deep insight to the students about the Chinese crafts like calligraphy, traditional Chinese Embroidery (Shu), Paper craft, Printing and Painting Techniques. The students and faculty of the college demonstrated traditional I embroideries like Kasuti embroidery, Fulkari and Gujrat embroidery. Students from both the countries also participated in the fashion show exhibiting their traditional and contemporary dresses. Moreover on their visit to I students from China also learnt traditional crafts of Punjab.
NUSRI, China	The students of the institution on their visit to NUSRI, learnt about the business practices followed by the Chinese companies. During their stay in China the visited many renowned industries of China i.e. ASUS, Silk Embroidery and many software companies also.
Guru Nanak Dev University, Amritsar	The institute regularly collaborates with GNDU, parent University for various activities like curriculum development, holding of exams, faculty development program, evaluation of answer sheets, question paper setting and youth festivals.

Collaboration with international and national Institutes and local authorities	Contribution to the institute
Lalit Kala Academy, New Delhi	The institute regularly conducts workshops in association with Lalit Kala Academy, which promotes art and other crafts in the region.
Virsa Vihar, Jalandhar	The institution's Stya Paul Art Gallery at Virsa Vihar, Jalandhar regularly holds exhibitions which provides platform to budding artists of the region.
Hospitals	The institution has linkages with several renowned hospitals like: Sacred Heart Hospital, Gulab Devi Hospital, Tagore Hospital & Heart Care Centre, Apex Hospital, Spine and Ortho Care Hospital for Clinical Training of the students.
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Punjab Legal Services Authority, Chandigarh	The institution with association with Punjab Legal Services Authority organized inter college youth festival to generate awareness about law and various social events.
Doordharshan	The institute every year works in association with the Doordarshan for independence day celebration.
FM Chanel	The institute has also given a platform to 94.3 MyFM for selection of students as Radio Jockey.
Divya Jyoti Jagrity Sansthan	The college worked in tandem with Divya Jyoti Jagrity Sansthan to organize events for reducing stress among youth and talk shows to deal with social issues.
Punjab Police	The institution, in association with Punjab Police and Traffic Police Jalandhar, regularly organizes public – police interactions and seminars on road safety.

Collaboration with international and national Institutes and local authorities	Contribution to the institute
NGO's	The institute regularly works in association with Unique Home, Prayas, Pinglaghar, Old Age Homes, Goonj and Red Cross Society for the betterment of weaker sections of the society.
IIT, Roorkee	The students attended a national workshop on craft and skill development in IIT, Roorkee and learnt about wood carving weaving etc.
District Administration	The college regularly works in collaboration with District Administration to organize state level functions e.g. Smart City Project and for celebration of International Women's Day, International Senior Citizen's Day etc.
Local Colleges	The institution regularly participates in the events organized by the local colleges like Synergy (Khalsa College), EcoMania (DAV Jalandhar), Umang (Hindu Kanya College, Kapurthala)
Local Schools	The college also collaborates with local schools during Tech Fest. This activity provides a platform to the school students to showcase their talent.

3. Research collaboration with industry promoted

4. Consultancy Cell Established

- **Substantial increase in consultancy by various departments as per NAAC recommendation. Various departments of the College promoting consultancy include:**
- The Physiotherapy department of the institution has a strong linkage with the various hospitals of the city for clinical training of their students (III & IV Year), as a part of their curriculum.
- The College has established EDC (Entrepreneurship Development Cell) in the college for institute, industry interface so as to provide consultancy services to the industry.

- The department of Psychology has also given free consultancy to women cell in Jalandhar on issues related to child abuse, crime against women, family disputes, divorce cases etc.
- Free OPD for needy patients by Physiotherapy Department

5. Intellectual Property Rights Cell Established

- IPR Cell was formed in year 2010 after the second phase of accreditation by NAAC in 2009
- It was established to promote Research in the institution
- During last 5 years, several activities were organized under the aegis of IPR Cell of the College with an objective to procure copyrights and patents for the research undertaken in the Institution.

6. Research Projects by students

The various departments dealing with research based projects include departments of Computer Science and I.T., Design (Interior / Fashion / textile), Applied Arts and Multimedia.

Sr.	Department	Number of students' research projects in the last five years
1.	Computer Science	7
2.	Multimedia	7
3	Physiotherapy	14
4.	Textiles Designing	12
5.	Fashion Designing	12
6.	Interior Designing	8

7. Entrepreneurship Development Cell (EDC) established

The college always endeavors to implement the suggestions given by the collaborative institutes e.g. Entrepreneurship Development Cell (EDC) was constituted in the college after the suggestion of Entrepreneurship Development Institute of India. These collaborations have played significant role in developing research aptitude among the students and the faculty. Through these linkages, institution has been quite successful in procuring good placements for its students. It has also given exposure for self-employment to the students. Through its linkages college has also executed its role in the sphere of corporate social responsibility.

Criterion IV

POST ACCREDITATION INITIATIVES IN INFRASTRUCTURE & LEARNING RESOURCES:

In order to refashion the Institution, Apeejay has made major developments in its infrastructure in past few years to impart valuable education mingled with proper facilities. The College has also employed world class architects to develop eminent changes in classrooms, outer campus, laboratories and libraries.

Infrastructure enhanced

- 1. A huge ground was established at the entrance of the college**
- 2. A huge lawn tennis ground was established for the aspirants of sports activities**
- 3. Meditation room was constructed to sooth the souls in this hectic era of stress**
- 4. Research room was put up to enhance the research oriented works in the college**
- 5. A video Conference room was also built**
- 6. To inculcate the proficiency skills, language lab was also established**
- 7. The college campus is highly secured being under 24 hour CCTV surveillance**
- 8. Facilities / Equipment for teaching and learning strengthened**
 - Smart Boards are installed in all the classes of the campus
 - LCD Projectors in lecture halls are also installed to enhance digital education system
- 9. Laboratories established**
 - Multimedia Lab
 - Applied Art Lab
 - Dark Room
 - Language Lab
- 10. Psychology Lab Strengthened as per NAAC Recommendations**
- 11. English Lab made functional as per recommendation of NAAC**
- 12. Studios established**

- Fashion Makeover Studio
- Photography Studio
- Chroma Studio
- Audio Video Production Studio

13. Technology Enabled Learning Spaces enhanced

- SPSS Lab
- Applied Art Studio
- Makeover Studio
- Video Conferencing Room
- Audio Video Studio
- Sound Studio
- E Library
- Kindle

14. The college encourages the use of ICT resources for teaching and learning by the staff as well as the students. Various facilities have been provided by the college to make the campus IT friendly

ICT enabled campus

- Moodle
- Facebook page
- Virtual Library
- Central computing facility in Main Library
- Audio – Visual Resources in Music Studio
- KOHA
- Cyber-zone in Main Library
- Inlibnet subscription
- Photography Lab
- Multimedia Lab
- BFA Lab

Criterion V

POST ACCREDITATION INITIATIVES IN STUDENT SUPPORT AND PROGRESSION

Apeejay College of Fine Arts, Jalandhar always works hard to provide student support services. Since its last accreditation the institute has shown tremendous progress in student support services.

- 1. Receiving the feedback from the students on the utility of support services made a regular feature**
- 2. Free of cost English speaking classes**
- 3. Counselling Cell and Centre for Competitive Exams established**
- 4. Yoga and Meditation-a Regular Feature**
- 5. Communication Skill Classes Strengthened**
- 6. Skill Based Training introduced through Vocational Courses**
- 7. Scholarships for the deserving students strengthened**

Criterion VI

POST ACCREDITATION INITIATIVES IN GOVERNANCE, LEADERSHIP AND MANAGEMENT

Since its last accreditation, the institute has successfully maintained and enhanced the e-governance in various areas of Institute Management to build reliable, vertical and horizontal connectivity.

- 1. Software for Planning and Development**
- 2. Computerized Administration**
- 3. Computerized Finance and Accounting**
- 4. Computerization of Admission Record**
- 5. Examination System Computerized. Attendance of Students and Staff Computerized**
- 6. CCTV**

Criterion VII

POST ACCREDITATION INITIATIVES IN INNOVATION AND BEST PRACTICES

Since its last accreditation, the institute has successfully maintained and promoted many new innovations and best practices

Best Practices

- 1. Democratic and Transparent System for College Functioning**
- 2. Hi Tech Infrastructure**
- 3. Skill Oriented Courses Introduced**
- 4. Consultancy and Extension Activities for fruitful College Community Nexus**
- 5. Institutional Collaborations and linkages with National and International Bodies**
- 6. Entrepreneurial Development Cell**
- 7. Skills and Cultural Enhancement and Holistic Development of Students**
- 8. Promotion of Indian Art and Culture**
- 9. Fostering an Inter Disciplinary Approach'**
- 10. Alumni Network Strengthened**
- 11. Proposals for NAAC Unit made**
- 12. Job Training to students in relevant areas through Placement Cell**
- 13. Promotion of Academic Exchange Programmes**

Long Term Perspective Plan (milestones to cover)

- Introduction of New Courses
- Introduction of Short Term Skill Based Courses
- Establishment of Kaushal Kendra
- Establishment of Centre for Ethnic Art and Craft
- More Nexus with Craftsmen
- Installation of Solar Unit for renewal Energy Source
- Procurement of Land for Hostel
- More International Linkages and Collaborations
- To encourage other Departments for Journal Publications

- Strengthening of Sports Activities and Infrastructure
- Strengthening of E Library
- Encouraging Students and Faculty for more Research Projects
- Establishment of Evening Wing for Competitive Exams

Apeejay College of Fine Arts, Jalandhar has come a long way since its last accreditation. It has shown phenomenal growth in all fields viz. Curricular, Research, Consultancy, Governance, Infrastructure and International Collaborations and is raring to reach the skies.