

Annual Self Assessment for the Performance Based Appraisal System (PBAS)

Session/Year : 2009-2016

(To be completed and submitted at the end of each academic year)

**PART A: GENERAL
INFORMATION**

1. Name (Block letters) : DR. PALLAV MUKHOPADHYAY
2. Father's /Mother's Name/
Husband's Name : Mr. Pranab Mukhopadhyay
3. Department : Journalism and Mass Communication
4. Current Designation & Grade Pay : Assistant Professor (Stage 1) & Rs.6000/-
5. Date of last Promotion : Promotion due on 16.03.2015 though has not been effected
6. Address for Correspondence (With Pin Code)
: "Srabantika" Cooperative Housing, Flat No.
12, N-364, Baishnabghata Patuli Township,
Kolkata-700094
7. Permanent Address (With Pin Code) :
"Srabantika" Cooperative Housing, Flat No.
12, N-364, Baishnabghata Patuli Township,
Kolkata-700094
Telephone No. :
90889-75409
E-mail :
pmy_m@rediff
mail.com
8. Whether acquired any degrees or fresh academic qualifications during the year : No
9. Academic Staff College Orientation/ Refresher Course attended during the year :

Name of the Course/Summer School	Place	Duration	Sponsoring Agency
Orientation Programme	Jadavpur University	14.07.14- 11.08.14	UGC
Refresher Course	Jadavpur University	3.12.14- 23.12.14	UGC

10. Date of Appointment : 02.03.2009
11. For which position & AGP you are applying under CAS : Assistant Professor (Stage 2) & AGP Rs.7000/-
12. Date of eligibility for Promotion : 16.03.2015

13. Educational Qualification (Graduation onwards):

Examination	Name of the University	Year of Passi	Marks obtained(%)	Class/Grade
B.Sc. (Hons.)	University of Calcutta	2001	51.75%	Second
M.A.	University of Calcutta	2004	66.10%	First Class Second
Other Examination, if any	Sc. Comm. & Media Prac.- C.U. N. R. & Anchor. – WBSCTE Video Journalism – WBSCTE PGDMC – J.U.	2001 2002 2003 2003	82.20% 70.60% 65.58%	Certif. of Merit First, Grade S First, Grade A First

14. Research Degree(s):

Degree	Name of the University	Date of Award	Title
M.Phil	No		
Ph.D./D.Phil	University of Calcutta	Ph.D. Degree Awarded on 04.04.2017	Rise of Terrorism and Its Impact on Indian Media
D.Sc./D. Lit.	No		

15. Details of Teaching/Research/Academic Experience :

Designation	Employer	Period of service From To	Scale of Pay
Assistant Professor	West Bengal State University	17.03.2009 Continuing	Rs.15,600 - Rs.39,100, AGP Rs.6,000

I declare that the particulars given above are correct to the best of my knowledge and belief.

(Pallav Mukhopadhyay)

Signature of the Candidate

**Part B : Academic Performance Indicators (API)
for 2009-2010**

**CATEGORY 1 : TEACHING, LEARNING AND EVALUATION RELATED
ACTIVITIES**

(i) Lectures, Seminars, Tutorials, Practical, Contact hours undertaken as Percentage of Lectures allocated

Sl.No.	Course/ Paper	Level	Mode of Teaching	Class allotted as Per Schedule	No. of Classes Conducted	% of Classes/Practical taken as Per Record
1.	M.A. in Journalism & Mass Communication /Semester 1/Paper 1 Mass Communication and Paper 2 Reporting & Editing (Practical)	P.G.	Lecture (L) Practical (P)	20 Classes per week	20 Classes per week	100% Classes /Practical taken
2.	M. A. in Journalism & Mass Communication /Semester 2/Paper 4 Film and Paper 5 History of Journalism	P.G.	Lecture (L)	20 Classes per week	20 Classes per week	100% Classes taken
3.	M.A. in Journalism & Mass Communication (MAJM) Sikkim Manipal University Garia Centre, South 24 Pargana All Theory and Practical Papers	P.G.	Lecture (L) Practical (P)	22 Classes per week	22 Classes per week	100% Classes /Practical taken

4.	P. G. Diploma in Journalism & Mass Communication (PGJMC) IGNOU Study Centre 2801 IswarChandra PathaBhavan Mass Communication Paper 1	P.G.	Lecture (L) Tutorial (T)	2 Classes per week	2 Classes per week	100% Classes /Tutorial taken
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Lecture (L), Seminar (S), Tutorial(T), Practical(P), Contact Hours(C)

		API
a)	Classes taken (Maximum 50 for 100% performance & proportionate score up to 80% performance, below which no score may be given)	50
b)	Teaching load in excess of UGC norms/Special Lectures/ Classes taken at the Study Centre located in the District other than Kolkata (Max Score - 10)	10

(ii) Reading/Instructional material consulted and additional knowledge resources provided to students

Sl. No.	Course/Paper	Consulted	Prescribed	Additional Resource provided
1.	M.A. in Journalism & Mass Communication/Semester 1/Paper 1 Mass Communication and Paper 2 Reporting & Editing (Practical)	Text and Reference Books	Text and Reference Books	Provided Study Materials both in hard and soft copies, E-Books, Power Point Slide Presentation, Newspapers, News Journals, Agency Creeds etc.
2.	M. A. in Journalism & Mass Communication/Semester 2/Paper 4 Film and Paper 5 History of Journalism	Text and Reference Books	Text and Reference Books	Provided Study Materials both in hard and soft copies, E-Books, Power Point Slide Presentation, Films.

3.	M.A. in Journalism & Mass Communication (MAJM) Sikkim Manipal University Garia Centre All Theory and Practical Papers	Study Material	Text and Reference Books	Provided Study Materials both in hard and soft copies, E-Books, Power Point Slide Presentation, Newspapers, News Journals, Agency Creeds, Films etc.
4.	P. G. Diploma in Journalism & Mass Communication (PGJMC) IGNOU Study Centre 2801 Iswar Chandra Patha Bhavan Mass Communication Paper 1	Study Material	Text and Reference Books	Provided Study Materials both in hard and soft copies, E-Books, Power Point Slide Presentation etc.
API score based on preparation and Imparting of knowledge/Instruction as per Curriculum and Syllabus enrichment by providing additional resources to students (Max. Score : 20)				API Score
				20

(iii) Use of Participatory and Innovative Teaching-Learning Methodologies; Updating of Subject Content, Course Improvement etc.

Sl. No.	Short Description	API Score
1.	Used participatory and innovative teaching-learning methodology like usage of Laptop to enhance the skill of communication amongst students. Provided materials to the students from updated national and international journals, Helping students to release 'Sangbadik' the wall magazine edited, printed and published by the students. Guided and Supervised how to cover a news story from press conference/meet at Kolkata Press Club, North 24 Pargana Press Club etc.	10
2.	Provided knowledge and skills how to take interview, how to read news, how to present a programme etc.	10
Total score (Max. Score : 20)		20

(iv) Examination Duties Assigned and Performed

Sl. No.	Type of Examination Duties	Duties Assigned	Extent to which carried out (%)	API Score
1.	Invigilation, question paper setting, moderation, evaluation/assessment of answer scripts of Mid and End Semester Examination of M. A. in Journalism and Mass Communication	Invigilation, question paper setting, moderation, evaluation/assessment of answer scripts of Mid and End Semester Examination of M. A. in Journalism and Mass Communication assigned by Department of Journalism & Mass Communication	100%	5
2.	Invigilation of B.A./B.Sc./B.Com (Hons. & General) Examination	Invigilation Duties assigned by Controller of Examination	100%	5

3.	Chairperson of UGBOS of Journalism and Mass Communication	Paper Setting, Moderation, Evaluation of Answer Scripts assigned by the Registrar	100%	5
4.	Invigilation, evaluation/assessment of Assignments in M.A. in Journalism & Mass Communication (MAJM) Sikkim Manipal University Garia Centre, South 24 Pargana	Invigilation, evaluation/assessment of Assignments assigned by the Director of the Centre	100%	5
5.	Evaluation/Assessment of Assignments in P. G. Diploma in Journalism & Mass Communication (PGJMC) IGNOU Study Centre 2801 Iswar Chandra Patha Bhavan	Evaluation/Assessment of Assignments assigned by the Coordinator of the Centre	100%	5
Total Score (Max. 25)				25

CATEGORY 2 : CO-CURRICULAR, EXTENSION AND PROFESSIONAL DEVELOPMENT RELATED ACTIVITIES

Sl. No.	Type of Activity	Average Hrs./Week	API Score
	i) Extension, Co-curricular & Field based Activities		
1.	Organised Students' Visit at Kolkata Press Club, North 24 Pargana Press Club	2 Hrs/Week	5
2.	Organised Students' Educational Visit at Town Hall Kolkata	Once	5
3.	Organised Students' participation in Vox Pop Programme at the eve of Autumn Festival 2009, Kolkata International Book Fair 2010	Twice	5
4.	Directed Recitation Programme in the Annual Programme of Release of Festival Issue of 'Srishtir Ekush Shatak' and Participated with the students in performing 'Collage of Bengali Poems'	Once	5
Total (Max : 20)			20

	ii) Contribution to Corporate life and Management of the Institution	Yearly/Semester wise responsibilities	API Score
	NIL		NIL
	Total (Max : 15)		NIL
	iii) Professional Development Activities		
1.	Organizing International Seminar Titled “Narrative Journalism – Today and Tomorrow” as Joint Convener on behalf of Department of Journalism & Mass Communication, West Bengal State University		15
	Total (Max : 15)		NIL
	Total score (i+ii+iii) (Max : 25)		35

CATEGORY-3 : RESEARCH AND ACADEMIC CONTRIBUTIONS

A) Published Papers in Journals No

Sl. No.	Title with page no.	Journal	ISSN/ISBN No.	Whether peer reviewed. Impact factor, if any	No. of Co-author	Whether you are the main author	API Score
							NIL

B(i) Articles/Chapters published in Books

Sl. No.	Title with page no.	Book title, editor & publisher	ISSN/ISBN No.	Whether peer reviewed	No. of Co-author	Whether you are the main author	API Score
1.	Global Warming with an Indian Perspective, 78-101	Environmental Challenges of the 21 st Century, Sudip Datta Banik and Saikat Kumar Basu, A.P.H. Publishing Corporation, New Delhi	ISBN 978-81-313-0660-4	Peer reviewed	NIL	Yes	5
2.	Problem of Gender Inequality and Expansion of Education of Women in West Bengal, 151-178	Gender : Problems and Policies, K. R. Gupta, Atlantic Publishers, New Delhi	ISBN 978-81-269-1060-1	Peer reviewed	NIL	Yes	5

ii) Full Papers in Conference Proceedings No

Sl. No.	Title with page no.	Details of Conference Publication	ISSN/ISBN No.	No. of Co-author	Whether you are the main author	API Score
						NIL

iii) Books Published as Single Author or as Editor No

Sl. No.	Title with page no.	Type of Book & Authorship	Publisher & ISSN/ISBN No.	Whether Peer Reviewed	No. of Co-Author	Whether you are the Main Author	API Score
							NIL

C) Ongoing and Completed Research Projects and Consultancies**C.(i) & (ii) Ongoing Projects/Consultancies : No**

Sl. No.	Title	Agency	Period	Grant/ Amount mobilized (Rs. Lakh)	API Score
					NIL

C.(iii) & (iv) Completed Projects/Consultancies No

Sl. No.	Title	Agency	Period	Grant/ Amount mobilized (Rs. Lakh)	Whether Policy Document Patent as Outcome	API Score
						NIL

D) Research Guidance No

Sl. No.	Number enrolled	Thesis submitted	Degree awarded	API Score
M.Phil or equivalent				NIL
Ph.D. or equivalent				NIL

**E) (i) Training Courses, Teaching-Learning-Evaluation Technology Programmes,
Faculty Development Programme (not less than one week duration) No**

Sl. No.	Programme	Duration	Organized by	API Score
				NIL

E)(ii) Papers presented in Conferences, Seminars, Workshops, Symposia

Sl. No.	Title of the paper presented	Title of Conference/ Seminar	Organized by	Whether International/ National/State/ Regional/College or University Level	API Score
1.	Issues of Narrative Journalism : Today and Tomorrow	Narrative Journalism – Today and Tomorrow	Department of Journalism & Mass Communication, West Bengal State University	International	10
2.	Role of Science Fair in Popularisation of Science in West Bengal	17 th West Bengal State Science and Technology Congress	West Bengal State Council of Science and Technology and West Bengal University of Animal and Fishery Sciences, Kolkata	State	5

E)(iii) Invited lectures/ Chairing the session or presentation for conferences/ symposia etc.

Sl. No.	Title of the Lecture/ Academic Session	Title of Conference/ Seminar	Organized by	Whether International/ National/State/ Regional/College or University Level	API score
				No	NIL

IV. Summary of API Scores

	Criteria	Last Academic Year	Total - API Score for Assessment Period	Annual Average API Score for Assessment Period
I	Teaching, Learning and Evaluation related Activities	2009-2010	125	125

II	Co-curricular, Extension and Professional Development related Activities	2009-2010	35	35
	Total (I+II)		160	160
III	Research and Academic Contributions	2009-2010	25	25

**Part B: Academic Performance Indicators (API)
for 2010-2011**

**CATEGORY 1: TEACHING, LEARNING AND EVALUATION RELATED
ACTIVITIES**

(i) Lectures, Seminars, Tutorials, Practical Contact hours undertaken taken as Percentage of Lectures allocated

Sl. No.	Course/ Paper	Level	Mode of Teaching	Class allotted as Per Schedule	No. of Classes conducted	% of Classes/Practical taken as Per Record
1.	M. A. in Journalism & Mass Communication/Semester 2/Paper 4 Film and Paper 5 History of Journalism	P.G.	Lecture (L)	8 Classes per week	8 Classes per week	100% Classes taken
2.	M. A. in Journalism & Mass Communication/Semester 3/Paper 6 Advertising & Campaigning and Paper 6 Public Relations & Event Management and Advertising & Campaigning (Practical)	P.G.	Lecture (L) Practical (P)	8 Classes per week	8 Classes per week	100% Classes /Practical taken

3.	P. G. Diploma in Journalism & Mass Communication (PGJMC) in IGNOU Study Centre 2801 IsvarChandra PathaBhavan Mass Communication Paper 1	P.G.	Lecture (L) Tutorial (T)	2 Classes per week	2 Classes per week	100% Classes /Tutorial taken
4.	P. G. Diploma in Development Communication in Roopkala Kendro, North 24 Pargana, Semester 2, Development Communication	P.G.	Lecture (L) Tutorial (T)	2 Classes per week	2 Classes per week	100% Classes /Tutorial taken

Lecture (L), Seminar (S), Tutorial(T), Practical(P), Contact Hours(C)

		API
a)	Classes taken (Maximum 50 for 100% performance & proportionate score up to 80% performance, below which no score may be given)	50
b)	Teaching load in excess of UGC norms/Special Lectures/ Classes taken at the Study Centre located in the District other than Kolkata (Max Score - 10)	10

(ii) Reading/Instructional Material consulted and Additional Knowledge Resources provided to students

Sl. No.	Course/ Paper	Consulted	Prescribed	Additional Resource provided
1.	M. A. in Journalism & Mass Communication/Semester 2/Paper 4 Film and Paper 5 History of Journalism	Text and Reference Books	Text and Reference Books	Provided Study Materials both in hard and soft copies, E-Books, Power Point Slide Presentation etc.
2.	M. A. in Journalism & Mass Communication/Semester 3/Paper 6 Advertising & Campaigning and Paper 6 Public Relations & Event Management and Advertising & Campaigning (Practical)	Text and Reference Books	Text and Reference Books	Provided Study Materials both in hard and soft copies, E-Books, Power Point Slide Presentation etc.
3.	P. G. Diploma in Journalism & Mass Communication (PGJMC) in IGNOU Study Centre 2801 IswarChandra PathaBhavan Mass Communication Paper 1	Study Material	Text and Reference Books	Provided Study Materials both in hard and soft copies, E-Books, Power Point Slide Presentation etc.
4.	P. G. Diploma in Development Communication in Roopkala Kendro, North 24 Pargana, Semester 2, Development Communication	Study Material	Text and Reference Books	Provided Study Materials both in hard and soft copies, E-Books, Power Point Slide Presentation etc.
API Score based on Preparation and Imparting of Knowledge/Instruction as per curriculum and syllabus enrichment by providing additional resources to students (Max. Score : 20)				API Score
				20

(iii) Use of Participatory and Innovative Teaching-Learning Methodologies; Updating of Subject Content, Course Improvement etc.

Sl. No.	Short Description	API Score
1.	Used participatory and innovative teaching-learning methodology like usage of Laptop to enhance the skill of communication amongst students. Provided materials to the students from updated national and international journals, Guided and Supervised how to organize an event, a press conference/meet.	10
2.	Provided knowledge and skills how to take interview, how to present a programme etc.	10
Total score (Max. Score : 20)		20

(iv) Examination Duties Assigned and Performed

Sl. No.	Type of Examination duties	Duties Assigned	Extent to which carried out (%)	API Score
1.	Invigilation, question paper setting, moderation, evaluation/assessment of answer scripts of Mid and End Semester Examination of M. A. in Journalism and Mass Communication	Invigilation, question paper setting, moderation, evaluation/assessment of answer scripts of Mid and End Semester	100%	3
2.	Invigilation of B.A./B.Sc./B.Com (Hons. & General) Examination	Invigilation Duties assigned by Controller of Examination	100%	3
3.	Chairperson of UGBOS of Journalism and Mass Communication	Paper Setting, Moderation, Evaluation of	100%	4
4.	Evaluation/Assessment of Assignments in P. G. Diploma in Journalism & Mass Communication (PGJMC) IGNOU Study Centre 2801 Iswar Chandra Patha Bhavan	Evaluation/Assessment of Assignments assigned by the Coordinator of the Centre	100%	3

5.	Setting Paper MC1102 for 1 st Semester Examination 2010 in Mass Communication & Videography in Vidyasagar University	Question Paper Setting	100%	3
6.	Setting Paper VIII for M.A. 2 nd Semester Examination 2010 in Journalism & Mass Communication in Visva Bharati	Question Paper Setting	100%	3
7.	Setting Paper III for Term End Examination 2010 in Post Graduate Diploma in Public Relations and Advertising in Netaji Subhas Open University	Question Paper Setting	100%	3
8.	Setting Paper II for M.A. Semester I Examination 2010 in Journalism & Mass Communication in Visva Bharati	Question Paper Setting	100%	3
Total Score (Max. 25)				25

CATEGORY 2 : CO-CURRICULAR, EXTENSION AND PROFESSIONAL DEVELOPMENT RELATED ACTIVITIES

Sl. No.	Type of Activity	Average Hrs./Week	API Score
	i)Extension, Co-curricular & Field based Activities		
1.	Directed Recitation Programme in the Annual Programme of Release of Festival Issue of 'Srishtir Ekush Shatak' and Participated with the students in performing 'Collage of Bengali Poems'	Once	5
2.	Guided Educational Tour at Maldah for Documentary	Once	5
3.	Guided students in event management in State Student-Youth Festival organized by Directorate of Youth Welfare, Govt. of West Bengal	Once	5

4.	Judge of Cultural Competition in West Bengal State Student-Youth Festival in 2011	Once	5
	Total (Max : 20)		20
	ii) Contribution to Corporate Life and Management of the Institution	Yearly/Semester wise Responsibilities	API Score
			NIL
	Total (Max : 15)		NIL
	iii) Professional Development Activities		
1.	Participated in the Training Programme of Public Relations and Event Management in State Student-Youth Festival organized by Department of Sports and Youth Services from 19 th December, 2010 to 8 th January, 2011		15
	Total (Max : 15)		15
	Total score (i+ii+iii) (Max : 25)		35

CATEGORY-3 : RESEARCH AND ACADEMIC CONTRIBUTIONS

A) Published Papers in Journals No

Sl. No.	Title with Page No.	Journal	ISSN/ISBN No.	Whether Peer Reviewed. Impact Factor, if any	No. of Co-Author	Whether you are the Main Author	API Score
							NIL

B(i) Articles/Chapters published in Books

Sl. No.	Title with Page No.	Book Title, Editor & Publisher	ISSN/ISBN No.	Whether Peer Reviewed	No. of Co-Author	Whether you are the Main Author	API Score
1.	Shishushram Bandher Swikriti Theke Shishu Arthanitir Swikritir Dabi, Page No. 107-116	Shishur Adhikar Banam Shishushram, Anindya Bhukta, Mitram, Kolkata	ISBN 978-81-88171-37-8	Yes	NIL	Yes	5
2.	Role of Media in Projecting Developmental Needs of Women : A Case Study Page No. 503-531	Anatomy of Public Policy Reforms and Development, N. U. Khan and Sigamani P., Macmillan	ISBN 10 : 0230-33274-9 ISBN 13 : 978-0230-33274-4	Yes	NIL	Yes	10

ii) Full papers in Conference Proceedings No

Sl. No.	Title with Page No.	Details of Conference Publication	ISSN/ISBN No.	No. of Co-Author	Whether you are the Main Author	API Score
						NIL

iii) Books Published as Single Author or as Editor

Sl. No.	Title with Page No.	Type of Book & Authorship	Publisher & ISSN/ISBN No.	Whether Peer Reviewed	No. of Co-Author	Whether you are the Main Author	API Score
1.	Ei Bishva Ei Samay, 1-272	Book on International Relations, Communication and Current Affairs, Sole Authorship	Ekush Shatak, Kolkata	Yes	NIL	Yes	

C) Ongoing and Completed Research Projects and Consultancies

C.(i) & (ii) Ongoing Projects/Consultancies No

Sl. No.	Title	Agency	Period	Grant/ Amount Mobilized (Rs. Lakh)	API Score
					NIL

C.(iii) & (iv) Completed Projects/Consultancies No

Sl. No.	Title	Agency	Period	Grant/ Amount Mobilized (Rs. Lakh)	Whether Policy Document Patent as Outcome	API Score
						NIL

D) Research Guidance No

Sl. No.	Number Enrolled	Thesis Submitted	Degree Awarded	API Score
M.Phil or Equivalent				NIL
Ph. D. or Equivalent				NIL

E) (i) Training Courses, Teaching-Learning-Evaluation Technology Programmes, Faculty Development Programme (Not less than One Week Duration) No

Sl. No.	Programme	Duration	Organized by	API Score
				NIL

E)(ii) Papers presented in Conferences, Seminars, Workshops, Symposia

Sl. No.	Title of the Paper Presented	Title of Conference/ Seminar	Organized by	Whether International/ National/State/ Regional/College or University Level	API Score
1.	Impact of Globalisation on Bollywood Mainstream Hindi Film : A Case Study	Changing Contours of Cinema	Department of Mass Communication, University of Burdwan	National	7.5
2.	Role of Newspapers in Covering Maoist Terrorism in West Bengal : A Case Study	36 th All India Sociological Conference 2010	Indian Sociological Society	National	7.5
3.	Impact of Terrorist Strike in Mumbai (26/11) on Indian Media : A Case Study	1 st International Conference of South Asian Society of Criminology and Victimology (SASCV)	South Asian Society of Criminology and Victimology (SASCV)	International	10
4.	Role of Newspaper in the Movement of Anti-Partition of Bengal : An Analysis	27 th Annual Conference 2011	Paschimbanga Itihas Samsad	State	5
5.	Role of Media in Projecting Development Needs of Women : A Case Study	International Conference on "Relevance of Policy Reforms on Development : Challenges before Emerging Economies"	Department of Social Work, Jamia Millia Islamia	International	10

6.	Role of Paschimbanga Vijnan Mancha in Popularisation of Science in West Bengal	18 th West Bengal State Science and Technology Congress, 2011	West Bengal Science and Technology Council and Department, Govt. of West Bengal and Ramkrishna Mission Residential College(Autonomous) Narendrapur	State	5
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E)(iii) Invited Lectures/Chairing the Session or Presentation for Conferences/Symposia etc.

No

Sl. No.	Title of the Lecture/Academic Session	Title of Conference/Seminar	Organized by	Whether International/National/State/Regional/College or University Level	API Score
1.	Development Communication : Role of Media	Development Communication : Role of Media	Department of Journalism & Mass Communication, Vivekananda College	National	5
2.	Salil Chowdhury's Songs and its Social Impact/Music and its Social Implications	Workshop on Music with special emphasis on Folk and Tribal Music	West Bengal State University (WBSU) in collaboration with Institute of Media Arts & Culture (IMAC)	University	3

IV. Summary of API Scores

	Criteria	Last Academic Year	Total API Score for Assessment Period	Annual Average API Score for Assessment Period
I	Teaching, Learning and Evaluation related Activities	2010-2011	125	125

II	Co-curricular, Extension and Professional Development related Activities	2010-2011	35	35
	Total (I+II)		160	160
III	Research and Academic Contributions	2010-2011	68	68

**Part B: Academic Performance Indicators (API)
for 2011-2012**

**CATEGORY 1 : TEACHING, LEARNING AND EVALUATION RELATED
ACTIVITIES**

(i) Lectures, Seminars, Tutorials, Practical, Contact hours undertaken taken as percentage of lectures allocated

Sl. No.	Course/ Paper	Level	Mode of Teaching	Class allotted as Per Schedule	No. of Classes Conducted	% of Classes/Practical taken as Per Record
1.	M. A. in Journalism & Mass Communication/Semester 3/Paper 6 Advertising & Campaigning and Paper 6 Public Relations & Event Management and Advertising & Campaigning (Practical) and Paper 8 Special Paper	P.G.	Lecture (L) Practical (P)	8 Classes per week	8 Classes per week	100% Classes /Practical taken
2.	M. A. in Journalism & Mass Communication/Semester 4/Paper 9 Media Ethics & Media Management	P.G.	Lecture (L) Practical (P)	8 Classes per week	8 Classes per week	100% Classes /Practical taken

3.	P. G. Diploma in Journalism & Mass Communication (PGJMC) in IGNOU Study Centre 2801 IswarChandra PathaBhavan Mass Communication Paper 1	P.G.	Lecture (L) Tutorial (T)	2 Classes per week	2 Classes per week	100% Classes /Tutorial taken
4.	P. G. Diploma in Development Communication in Roopkala Kendro, North 24 Pargana, Development Communication	P.G.	Lecture (L) Tutorial (T)	2 Classes per week	2 Classes per week	100% Classes /Tutorial taken
5.	P. G. Diploma in Public Relations and Advertising in Netaji Subhas Open University (NSOU) Paper 1, 2, 3, 5	P.G.	Lecture (L) Tutorial (T)	2 Classes per week	2 Classes per week	100% Classes /Tutorial taken

Lecture (L), Seminar (S), Tutorial(T),Practical(P), Contact Hours(C)

		API
a)	Classes taken (Maximum 50 for 100% Performance & Proportionate Score up to 80% Performance, below which no Score may be given)	50
b)	Teaching load in excess of UGC Norms/ Special Lectures/ Classes taken at the Study Centre located in the District other than Kolkata (Max Score - 10)	10

(ii) Reading/Instructional Material Consulted and Additional Knowledge Resources provided to Students

Sl. No.	Course/Paper	Consulted	Prescribed	Additional Resource Provided
1.	M. A. in Journalism & Mass Communication/Semester 3/Paper 6 Advertising & Campaigning and Paper 6 Public Relations & Event Management and Advertising & Campaigning (Practical) and Paper 8 Special Paper	Text and Reference Books	Text and Reference Books	Provided Study Materials both in hard and soft copies, E-Books, Power Point Slide Presentation etc.
2.	M. A. in Journalism & Mass Communication/Semester 4/Paper 9 Media Ethics & Media Management	Text and Reference Books	Text and Reference Books	Provided Study Materials both in hard and soft copies, E-Books, Power Point Slide Presentation etc.
3.	P. G. Diploma in Journalism & Mass Communication (PGJMC) in IGNOU Study Centre 2801 IswarChandra PathaBhavan Mass Communication Paper 1	Study Material	Text and Reference Books	Provided Study Materials both in hard and soft copies, E-Books, Power Point Slide Presentation etc.
4.	P. G. Diploma in Development Communication in Roopkala Kendro, North 24 Pargana, Development Communication	Study Material	Text and Reference Books	Provided Study Materials both in hard and soft copies, E-Books, Power Point Slide Presentation etc.
API Score based on Preparation and Imparting of Knowledge/Instruction as Per Curriculum and Syllabus Enrichment by providing Additional Resources to Students (Max. Score : 20)				API Score 20

(iii) Use of Participatory and Innovative Teaching-Learning Methodologies; Updating of Subject Content, Course Improvement etc.

Sl. No.	Short description	API Score
1.	Used participatory and innovative teaching-learning methodology like usage of Laptop to enhance the skill of communication amongst students. Provided materials to the students from updated national and international journals, Guided and Supervised how to write dissertation.	10
2.	Provided knowledge and skills how to take interview, how to conduct a press conference etc.	10
Total score (Max. Score : 20)		20

(iv) Examination Duties Assigned and Performed

Sl. No.	Type of Examination Duties	Duties Assigned	Extent to which carried out (%)	API Score
1.	Invigilation, question paper setting, moderation, evaluation/assessment of answer scripts of Mid and End Semester Examination of M. A. in Journalism and Mass Communication	Invigilation, question paper setting, moderation, evaluation/assessment of answer scripts of Mid and End Semester Examination of M. A. in Journalism and Mass Communication assigned by Department of Journalism & Mass Communication	100%	3
2.	Invigilation of B.A./B.Sc./B.Com (Hons. & General) Examination	Invigilation Duties assigned by Controller of Examination	100%	2
3.	Chairperson of UGBOS of Journalism and Mass Communication	Paper Setting, Moderation, Evaluation of Answer Scripts assigned by the Registrar	100%	3

4.	Evaluation/Assessment of Assignments in P. G. Diploma in Journalism & Mass Communication (PGJMC) IGNOU Study Centre 2801 Iswar Chandra Patha Bhavan	Evaluation/Assessment of Assignments assigned by the Coordinator of the Centre	100%	2
5.	Paper Setter for M.A. Semester 2 Paper 8 Examination of Journalism & Mass Comm.in Visva Bharati in 2011	Question Paper Setting	100%	3
6.	Paper Setter for M.A. Semester 1 Examination of Mass Comm. & Videography, Paper 3, Group A 2011 in Rabindra Bharati University	Question Paper Setting	100%	3
7.	Paper Setter for M.A. Semester 1 Examination of Mass Comm. & Videography, Paper 3, Group B 2011 in Rabindra Bharati University	Question Paper Setting	100%	3
8.	Examiner to Evaluate Term End Answer Scripts of 2010 & 2011 of PGDJMC Paper 3 Gr. A & Paper 6 Gr. C in Netaji Subhas Open University (NSOU)	Evaluation of Answer Scripts	100%	3
9.	Paper Setter for M.A. Semester 2 Paper 8 Examination of Journalism & Mass Comm.in Visva Bharati in 2012	Question Paper Setting	100%	3
Total Score (Max. 25)				25

CATEGORY 2 : CO-CURRICULAR, EXTENSION AND PROFESSIONAL DEVELOPMENT RELATED ACTIVITIES

Sl. No.	Type of Activity	Average Hrs./Week	API Score
	i) Extension, Co-Curricular & Field based Activities		

1.	Organised Students' Visit at Kolkata Press Club, North 24 Pargana Press Club	2 Hrs/Week	5
2.	Organised Students' Educational Visit at Town Hall Kolkata	Once	5
3.	Directed Recitation Programme in the Annual Programme of Release of Festival Issue of 'Srishtir Ekush Shatak' and Participated with the students in performing 'Collage of Bengali Poems'	Once	5
4.	Conducted 'KabiPranam' Cultural Programme organized by Baishnabghata Patuli Upanagari Nagarik Samiti	Once	5
	Total (Max : 20)		20
	ii) Contribution to Corporate life and Management of the Institution	Yearly/Semester wise Responsibilities	API score
	Total (Max : 15)		NIL
	iii) Professional Development Activities		
1.	Participated in Regional Workshop on Science Broadcasting organized by Vigyan Prasar, Department of Science and Technology, Govt. of India		15
	Total (Max : 15)		15
	Total score (i+ii+iii) (Max : 25)		35

C) Ongoing and Completed Research Projects and Consultancies

C.(i) & (ii) Ongoing Projects/ Consultancies No

Sl. No.	Title	Agency	Period	Grant/ Amount Mobilized (Rs. Lakh)	API Score
					NIL

C.(iii) & (iv) Completed Projects/Consultancies No

Sl. No.	Title	Agency	Period	Grant/ Amount Mobilized (Rs. Lakh)	Whether Policy Document Patent as Outcome	API Score
						NIL

D) Research Guidance No

Sl. No.	Number Enrolled	Thesis Submitted	Degree Awarded	API Score
M.Phil or Equivalent				NIL
Ph. D. or Equivalent				NIL

E) (i) Training Courses, Teaching-Learning-Evaluation Technology Programmes, Faculty Development Programme (Not less than One Week Duration) No

Sl. No.	Programme	Duration	Organized by	API Score
				NIL

E)(ii) Papers presented in Conferences, Seminars, Workshops, Symposia

Sl. No.	Title of the Paper Presented	Title of Conference/Seminar	Organized by	Whether International/National/State/Regional/College or University Level	API Score
1.	Recent Trends in Indian Journalism and its Impact on Society	Recent Changes in Indian Journalism and Its Impact on Society	Department of Journalism & Mass Communication, Rishi Bankim Chandra College	National	7.5
2.	Representation of Poverty in Indian Mainstream Hindi Film (1947-1990) : A Case Study	Conference on Pratyaha : Everyday Lifeworld	Institute of Development Studies, Kolkata	National	7.5
3.	Representation of Environment in the Newspapers of West Bengal : A Case Study	Global Environmental Issues : Challenges to Industry, Ecology and Society	Integrated Research and Development Foundation (IRDF)	International	10
4.	Digital News Media – Opportunities and Challenges : An Analysis	Issues of Journalistic Ethics and Freedom in the Contemporary Age of Digital Media	Department of Journalism & Mass Communication, University of Calcutta	International	10
5.	Commoditisation of News : A Challenge to Serious Journalism in India	Journalism in the Age of New Media	Department of Journalism & Mass Communication, University of Calcutta	National	7.5
6.	Role of Raja RamMohan Roy in Indian Journalism : An Analysis	27 th Annual Conference	Paschimbanga Itihas Samsad	State	5

7.	Science Popularisation & Media	19 th West Bengal State Science & Technology Congress	Saha Institute of Nuclear Physics, Kolkata & W.B. Science & Technology Department, Govt. of West Bengal	State	5
8.	Representation of Women in Mainstream Bollywood Hindi Films : A Case Study	De-stereotyping Indian Body and Desire : Reconsidering the Representations	Department of English, Southfield College	National	7.5
9.	Portrayal of Women in Recent Mainstream Hindi Films (2001-2010) : A Case Study	Social Ex(in)clusion and Women in India	Women's Studies (COP) Southfield College	National	7.5

E)(iii) Invited Lectures/ Chairing the Session or Presentation for Conferences/ Symposia etc.
No

Sl. No.	Title of the Lecture/ Academic Session	Title of Conference/ Seminar	Organized by	Whether International/ National/State/ Regional/College or University Level	API Score
1.	Public Relations	Public Relations	IGNOU	National	5
2.	Recent Trends in Indian Journalism and its Impact on Society	Recent Changes in Indian Journalism and Its Impact on Society	Department of Journalism & Mass Communication, Rishi Bankim Chandra College	National	5

3.	Mass Communication and its Application in Society	Mass Communication and its Application in Society	Department of Journalism & Mass Communication, Rishi Bankim Chandra College	College	3
4.	Practical Implementation of Reporting and Editing in Print Media	Practical Implementation of Reporting and Editing in Print Media	Department of Journalism & Mass Communication, Rishi Bankim Chandra College for Women	College	3
5.	Practical Implementation of Reporting and Editing in Print Media	Practical Implementation of Reporting and Editing in Print Media	Department of Journalism & Mass Communication, Ramkrishna Sarada Mission Vivekananda Vidyabhavan	College	3
6.	Community Enrichment	Community Enrichment	N.S.S., West Bengal State University	University	3

IV. Summary of API Scores

	Criteria	Last Academic Year	Total- API Score for Assessment Period	Annual Average API Score for Assessment Period
I	Teaching, Learning and Evaluation related Activities	2011-2012	125	125
II	Co-curricular, Extension and Professional Development related Activities	2011-2012	35	35
	Total (I+II)		160	160
III	Research and Academic Contributions	2011-2012	89.5	89.5

**Part B: Academic Performance Indicators (API)
for 2012-2013**

**CATEGORY 1 : TEACHING, LEARNING AND EVALUATION RELATED
ACTIVITIES**

**(i) Lectures, Seminars, Tutorials, Practical, Contact hours undertaken taken as
Percentage of Lectures Allocated**

Sl. No.	Course/ Paper	Level	Mode of Teaching	Class Allotted as Per Schedule	No. of Classes Conducted	% of Classes/Practical taken as Per Record
1.	M.A. in Journalism & Mass Communication/Paper 9	P.G.	Lecture (L)	8 Classes per week	8 Classes per week	100% Classes taken
2.	M. A. in Journalism & Mass Communication/Semester 2/Paper 4 Film and Paper 5 History of Journalism	P.G.	Lecture (L)	8 Classes per week	8 Classes per week	100% Classes taken
3.	M.A. in Film Studies/Semester 4/Videography as Head (Officiating) Department of Film Studies	P.G.	Lecture (L)	4 Classes per week	4 Classes per week	100% Classes taken

4.	M.A. in Film Studies/Semester 3/Screenplay, Art and Visual Perception, Dissertation as Head (Officiating), Department of Film Studies	P.G.	Lecture (L)	4 Classes per week	4 Classes per week	100% Classes taken
5.	P. G. Diploma in Journalism & Mass Communication (PGJMC) in IGNOU Study Centre 2801 IswarChandra PathaBhavan Mass Communication Paper 1	P.G.	Lecture (L) Tutorial (T)	2 Classes per week	2 Classes per week	100% Classes /Tutorial taken

6.	Feature Writing(AF W1), Writing for Radio(AWR 1), Translation(ATR1) in IGNOU Special Study Centre 2827D Vidyasagar Smriti Mandir	U.G.	Lecture (L) Tutorial (T)	2 Classes per week	2 Classes per week	100% Classes /Tutorial taken
7.	P.G.D.P.R. A.D. Paper 1, 2, 3, 5 in Netaji Subhas Open University	P.G.	Lecture (L) Tutorial (T)	2 Classes per week	2 Classes per week	100% Classes /Tutorial taken
8.	P.G.D.J.M. C. Paper 1, 2, 3, 4 in Netaji Subhas Open University	P.G.	Lecture (L) Tutorial (T)	2 Classes per week	2 Classes per week	100% Classes /Tutorial taken

Lecture (L), Seminar (S), Tutorial(T), Practical(P), Contact Hours(C)

		API
a)	Classes taken (Maximum 50 for 100% Performance & Proportionate Score up to 80% Performance, below which no Score may be given)	50
b)	Teaching load in excess of UGC Norms/Special Lectures/ Classes taken at the Study Centre located in the District other than Kolkata (Max Score - 10)	10

(ii) Reading/Instructional Material consulted and Additional Knowledge Resources provided to Students

Sl. No.	Course/ Paper	Consulted	Prescribed	Additional Resource Provided
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1.	M. A. in Journalism & Mass Communication/Paper 1, 4, 5, 6, 9	Text and Reference Books	Text and Reference Books	Provided Study Materials both in hard and soft copies, E-Books, Power Point Slide Presentation etc.
2.	M. A. in Film Studies/Paper Dissertation, Screenplay, Film and Media, Art and Visual Perception	Text and Reference Books	Text and Reference Books	Provided Study Materials both in hard and soft copies, E-Books, Power Point
3.	P. G. Diploma in Journalism & Mass Communication (PGJMC) in IGNOU Study Centre 2801 IswarChandra PathaBhavan	Study Material	Text and Reference Books	Provided Study Materials both in hard and soft copies, E-Books, Power Point Slide Presentation etc.
API Score based on Preparation and Imparting of knowledge/Instruction as Per Curriculum and Syllabus enrichment by providing Additional Resources to Students (Max. Score : 20)				API Score
				20

(iii) Use of Participatory and Innovative Teaching-Learning Methodologies; Updating of Subject Content, Course Improvement etc.

Sl. No.	Short Description	API Score
1.	Used participatory and innovative teaching-learning methodology like usage of Laptop to enhance the skill of communication amongst students. Provided materials to the students from updated national and international journals, Guided and Supervised how to write dissertation.	10
2.	Provided knowledge and skills how to write script for television production, short film etc.	10
Total score (Max. Score : 20)		20

(iv) Examination Duties Assigned and Performed

Sl. No.	Type of Examination Duties	Duties Assigned	Extent to which carried out (%)	API Score
1.	Invigilation, question paper setting, evaluation/assessment of answer scripts of Mid Semester Examination, Question Paper Setting of End Semester Examination of M. A. in Journalism and Mass Communication	Invigilation, question paper setting, evaluation/assessment of answer scripts of Mid Semester Examination, Question Paper Setting of End Semester Examination of M. A. in Journalism and Mass Communication assigned by Department of Journalism & Mass Communication	100%	2

2.	Invigilation, question paper setting, moderation, evaluation/assessment of answer scripts of Mid and End Semester Examination of M. A. in Film Studies	Invigilation, question paper setting, moderation, evaluation/assessment of answer scripts of Mid and End Semester Examination of M. A. in Film Studies	100%	2
3.	Invigilation of B.A./B.Sc./B.Com (Hons. & General) Examination	Invigilation Duties assigned by Controller of Examination	100%	1
4.	Member of UGBOS of Film Studies	Paper Setting, Moderation, Evaluation of Answer Scripts	100%	2
5.	Evaluation/Assessment of Assignments in P. G. Diploma in Journalism & Mass Communication (PGJMC) IGNOU Study Centre 2801 Iswar Chandra Patha Bhavan	Evaluation/Assessment of Assignments assigned by the Coordinator of the Centre	100%	1
6.	Invigilation Duty at IGNOU Special Study Centre 2827D Vidyasagar Smriti Mandir	Invigilation	100%	1
7.	Paper Setter for M.A. Sem-I Examination, 2012 in Mass Comm., Paper 3, Group A in Rabindra Bharati University	Paper Setting	100%	2
8.	Paper Setter for M.A. Sem-I Examination, 2012 in Mass Comm., Paper 3, Group B in Rabindra Bharati University	Paper Setting	100%	2
9.	Paper Setter for M.A. Sem-I Exam., in Journalism & Mass Comm., 2012, Paper IV in Visva Bharati	Paper Setting	100%	2

10.	Examiner in Mass Comm., & Videography Paper MCV 101 Exam., 2012 in Vidyasagar University	Evaluation of Answer Scripts	100%	2
11.	Paper Setter for M.A. in Mass Comm., Sem.,-I Exam., 2012, Paper 101 in University of Burdwan	Paper Setting	100%	2
12.	Paper Setter for M.A. Sem.-II Exam., in Journalism & Mass Comm., 2012, Paper VIII in Visva Bharati	Paper Setting	100%	1
13.	Paper Setter for B.A. Part III General Exam., 2013 FMSG Paper 4A in University of Calcutta	Paper Setting	100%	1
14.	Paper Setter for PGDJMC T.E. Exam., 2012 & 2013 in Netaji Subhas Open University, Paper 6 Group A	Paper Setting	100%	1
15.	Paper Setter for PGDJMC T.E. Exam., 2012 & 2013 in Netaji Subhas Open University, Paper 6 Group C	Paper Setting	100%	1
16.	Invigilation/Other Works relating to Entrance Examination of P.G. Diploma Course of Indian Institute of Mass Communication, New Delhi	Invigilation/Other Works	100%	2
Total Score (Max. 25)				25

CATEGORY 2 : CO-CURRICULAR, EXTENSION AND PROFESSIONAL DEVELOPMENT RELATED ACTIVITIES

Sl. No.	Type of Activity	Average Hrs./Week	API Score
	i) Extension, Co-curricular & Field based Activities		

1.	Directed Recitation Programme in the Annual Programme of Release of Festival Issue of 'Srishtir Ekush Shatak' and Participated with the students in performing 'Collage of Bengali Poems'	Once	4
2.	Chief Guest at Celebration of Parents Day of Gospel Home School	Once	4
2.	Guided students for Making of Documentary	Once	4
3.	Guided students of N.S.O.U. for Making of Documentary	Once	4
4.	Guided students of I.G.N.O.U. about Event Management	Once	4
	Total (Max : 20)		20
	ii) Contribution to Corporate life and Management of the Institution	Yearly/Semester wise Responsibilities	API Score
	Total (Max : 15)		NIL
	iii) Professional Development Activities		
1.	Life Member of Indian School of Social Sciences, Calcutta		5
2.	Life Member of Paschimbanga Itihas Samsad		5
	Total (Max : 15)		10
	Total score (i+ii+iii) (Max : 25)		30

CATEGORY-3 : RESEARCH AND ACADEMIC CONTRIBUTIONS**A) Published Papers in Journals**

Sl. No.	Title with Page No.	Journal	ISSN/ISBN No.	Whether Peer Reviewed Impact Factor, if any	No. of Co-Author	Whether You are the Main Author	API Score
1.	Impact of Globalisation on International News Flow : A Critical Appraisal, Page No. 3-12	International Journal of Communication Development	ISSN 2231-2498	Peer Reviewed	NIL	Yes	15

B(i) Articles/Chapters Published in Books

Sl. No.	Title with Page No.	Book Title, Editor & Publisher	ISSN/ISBN No.	Whether Peer Reviewed	No. of Co-Author	Whether You are the Main Author	API Score
1.	Digital News Media – Opportunities and Challenges : An Analysis, 184-192	Issues of Journalistic Ethics and Freedom in the Contemporary Age of Digital Media', Prof. Dr. Tapati Basu, Subarnarekha, Kolkata	ISBN : 81-86263-004	Peer Reviewed	NIL	Yes	5

2.	Influence of Commercialism on Content of Newspapers : A Case Study, 79-88	Issues of Media Content, Market and Technology , Dr. Ambrish Saxena, Kanishka Publishers, New Delhi	ISBN : 978-81-8457-402-9	Peer Reviewed	NIL	Yes	5
3.	Ashanto Assam, Samadhaner Path Ki?, Page No. 76-88	Bharater Bichchhinnatabadi Andolon, Anindya Bhukta, Mitram, Kolkata	ISBN : 978-93-80036-44-1	Peer Reviewed	NIL	Yes	5
4.	Bharatiya Sangbadikatay Raja Rammohan Roy-er Bhumika : Ekti Bishlesan, Page No. 702-710	Itihas Anusandhan – 27, Manju Chattopadhyay, Paschimbanega Itihas Samsad, Kolkata	ISBN : 978-81-910874-3-7	Peer Reviewed	NIL	Yes	5

ii) Full Papers in Conference Proceedings

Sl. No.	Title with Page No.	Details of Conference Publication	ISSN/ ISBN No.	No. of Co-Author	Whether You are the Main Author	API Score
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C) Ongoing and Completed Research Projects and Consultancies

C.(i) & (ii) Ongoing Projects/Consultancies No

Sl. No.	Title	Agency	Period	Grant/ Amount Mobilized (Rs. Lakh)	API Score
					NIL

C.(iii) & (iv) Completed Projects/Consultancies No

Sl. No.	Title	Agency	Period	Grant/ Amount Mobilized (Rs. Lakh)	Whether Policy Document. Patent as Outcome	API Score
						NIL

D) Research Guidance No

Sl. No.	Number Enrolled	Thesis Submitted	Degree Awarded	API Score
M.Phil or Equivalent				NIL
Ph. D. or Equivalent				NIL

E) (i) Training Courses, Teaching-Learning-Evaluation Technology Programmes, Faculty Development Programme (Not less than One Week Duration)

Sl. No.	Programme	Duration	Organized by	API Score
				NIL

E)(ii) Papers Presented in Conferences, Seminars, Workshops, Symposia

Sl. No.	Title of the Paper Presented	Title of Conference/ Seminar	Organized by	Whether International/ National/State/ Regional/College or University Level	API Score
1.	Influence of Commercialism on Content of Newspapers : A Case Study	Issues of Content & Technology in Contemporary Media	College of Journalism and Mass Communication, Teerthankar Mahaveer University	National	7.5
2.	Role of Media in Combating Crisis of Women Trafficking in India : An Analysis	Human Trafficking : Causal Dimensions & Social	Department of Sociology, Nayagarh Autonomous College	National	7.5
3.	Bharater Swadhinata Sangrame Prantik Narir Bhumika : Ekti Bishleshan	29 th Annual Conference, 2013	Paschimbanga Itihas Samsad	State	5
4.	Media in Science Popularisation	20 th West Bengal State Science & Technology Congress	B.E.S.U., Shibpur & W.B. Science & Technology Council & Department, Govt. of West Bengal	State	5

E)(iii) Invited Lectures/ Chairing the Session or Presentation for Conferences/ Symposia etc.

Sl. No.	Title of the Lecture/ Academic Session	Title of Conference/ Seminar	Organized by	Whether International/ National/State/ Regional/College or University Level	API Score
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1.	Literature and Music in Bengali Film	Literature and Music in Bengali Film	Department of Journalism and Mass Communication, Barrackpore Rastraguru Surendranath College	College	3
2.	News Reporting	News Reporting	Department of Journalism and Mass Communication, Dum Dum Motijheel Rabindra Mahavidyalaya	College	3
3.	Impact of Literature and Tagore Songs in Bengali Cinema	Impact of Literature and Tagore Songs in Bengali Cinema	Department of Journalism and Mass Communication, Mrinalini Datta Mahavidyapith	College	3

IV. Summary of API Scores

	Criteria	Last Academic Year	Total API Score for Assessment Period	Annual Average API Score for Assessment Period
I	Teaching, Learning and Evaluation related Activities	2012-2013	125	125
II	Co-curricular, Extension and Professional Development related Activities	2012-2013	30	30
	Total (I+II)		155	155
III	Research and Academic Contributions	2012-2013	79	79

**Part B: Academic Performance Indicators (API)
for 2013-2014**

**CATEGORY 1 : TEACHING, LEARNING AND EVALUATION RELATED
ACTIVITIES**

**(i) Lectures, Seminars, Tutorials, Practical, Contact hours undertaken taken as
Percentage of Lectures Allocated**

Sl. No.	Course/ Paper	Level	Mode of Teaching	Class Allotted as Per Schedule	No. of Classes Conducted	% of Classes/Practical taken as Per Record
1.	M.A. in Journalism & Mass Communication/Paper 9	P.G.	Lecture (L)	8 Classes per week	8 Classes per week	100% Classes taken
2.	M. A. in Journalism & Mass Communication/Paper 4 Film and Paper 5 History of Journalism	P.G.	Lecture (L)	8 Classes per week	8 Classes per week	100% Classes taken
3.	M.A. in Film Studies/Screenplay/as Head (Officiating) , Department of Film Studies	P.G.	Lecture (L)	6 Classes per week	6 Classes per week	100% Classes taken
4.	M.A. in Philosophy/ Media Ethics and Child Labour	P.G.	Lecture (L)	2 Classes per week	2 Classes per week	100% Classes taken

5.	M.A. in Film Studies/Film and Media as Head (Officiating), Department of Film Studies	P.G.	Lecture (L)	6 Classes per week	6 Classes per week	100% Classes taken
6.	P. G. Diploma in Journalism & Mass Communication (PGJMC) in IGNOU Study Centre 2801	P.G.	Lecture (L) Tutorial (T)	2 Classes per week	2 Classes per week	100% Classes /Tutorial taken
7.	Feature Writing(AF W1), Writing for Radio(AWR 1), Translation(ATR1) in IGNOU Special Study Centre 2827D Vidyasagar Smriti Mandir	U.G.	Lecture (L) Tutorial (T)	2 Classes per week	2 Classes per week	100% Classes /Tutorial taken
8.	P.G.D.P.R. A.D. Paper 1, 2, 3, 5 in Netaji Subhas Open University (NSOU)	P.G.	Lecture (L) Tutorial (T)	2 Classes per week	2 Classes per week	100% Classes /Tutorial taken

9.	P.G.D.J.M. C. Paper 1, 2, 3, 4 in Netaji Subhas Open University (NSOU)	P.G.	Lecture (L) Tutorial (T)	2 Classes per week	2 Classes per week	100% Classes /Tutorial taken
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Lecture (L), Seminar (S), Tutorial(T), Practical(P), Contact Hours(C)

		API
a)	Classes taken (Maximum 50 for 100% Performance & Proportionate Score up to 80% Performance, below which no Score may be given)	50
b)	Teaching Load in excess of UGC Norms/Special Lectures/ Classes taken at the Study Centre located in the District other than Kolkata (Max Score - 10)	10

(ii) Reading/Instructional Material Consulted and Additional Knowledge Resources provided to Students

Sl. No.	Course/Paper	Consulted	Prescribed	Additional Resource Provided
1.	M. A. in Journalism & Mass Communication/ Paper 9 and Paper 4	Text and Reference Books	Text and Reference Books	Provided Study Materials both in hard and soft copies, E-Books, Power Point Slide Presentation etc.
2.	M. A. in Film Studies/Paper Videography, Screenplay, Art and Visual Perception, Dissertation	Text and Reference Books	Text and Reference Books	Provided Study Materials both in hard and soft copies, E-Books, Power Point Slide Presentation etc.
3.	P. G. Diploma in Journalism & Mass Communication (PGJMC) in IGNOU Study Centre 2801 IswarChandra PathaBhavan	Study Material	Text and Reference Books	Provided Study Materials both in hard and soft copies, E-Books, Power Point Slide Presentation etc.
4.	Feature Writing(AFW1), Writing for Radio(AWR1), Translation(ATR1) in IGNOU Special Study Centre 2827D	Study Material	Text and Reference Books	Provided Study Materials both in hard and soft copies, E-Books, Power Point Slide Presentation etc.

5.	P. G. Diploma in Public Relations and Advertising in Netaji Subhas Open University (NSOU) Paper 1, 2, 3, 5	Study Material	Text and Reference Books	Provided Study Materials both in hard and soft copies, E-Books, Power Point Slide Presentation etc.
6.	P.G.D.J.M.C. Paper 1, 2, 3, 4 in Netaji Subhas Open University (NSOU)	Study Material	Text and Reference Books	Provided Study Materials both in hard and soft copies, E-Books, Power Point Slide Presentation etc.
API Score based on Preparation and Imparting of Knowledge/instruction as Per Curriculum and Syllabus Enrichment by providing Additional Resources to Students (Max. Score : 20)				API Score
				20

(iii) Use of Participatory and Innovative Teaching-Learning Methodologies; Updating of Subject Content, Course Improvement etc.

Sl. No.	Short Description	API Score
1.	Used participatory and innovative teaching-learning methodology like usage of Laptop to enhance the skill of communication amongst students. Provided materials to the students from updated national and international journals, Guided and Supervised how to write dissertation.	10
2.	Provided knowledge and skills how to write script for television production, short film etc.	10
Total Score (Max. Score : 20)		20

(iv) Examination Duties Assigned and Performed

Sl. No.	Type of Examination Duties	Duties Assigned	Extent to which carried out (%)	API Score
1.	Invigilation, question paper setting, evaluation/assessment of answer scripts of Mid Semester Examination, Question Paper Setting of End Semester Examination of M. A. in Journalism and Mass Communication	Invigilation, question paper setting, evaluation/assessment of answer scripts of Mid Semester Examination, Question Paper Setting of End Semester Examination of M. A. in Journalism and Mass Communication assigned by Department of Journalism & Mass Communication	100%	1.5

2.	Invigilation, question paper setting, moderation, evaluation/assessment of answer scripts of Mid and End Semester Examination of M. A. in Film Studies	Invigilation, question paper setting, moderation, evaluation/assessment of answer scripts of Mid and End Semester Examination of M. A. in Film Studies	100%	1.5
3.	Invigilation of B.A./B.Sc./B.Com (Hons. & General) Examination	Invigilation Duties assigned by Controller of Examination	100%	1
4.	Member of UGBOS of Film Studies	Paper Setting, Moderation, Evaluation of Answer Scripts	100%	2
5.	Evaluation/Assessment of Assignments in P. G. Diploma in Journalism & Mass Communication (PGJMC) IGNOU Study Centre 2801 Iswar Chandra Patha Bhavan	Evaluation/Assessment of Assignments assigned by the Coordinator of the Centre	100%	1
6.	Invigilation Duty at IGNOU Special Study Centre 2827D Vidyasagar Smriti Mandir and Assessment of Answer Scripts	Invigilation and Assessment of Answer Scripts	100%	1
7.	Paper Setting for M.A. in Mass Comm., Exam., 2013 Paper 403 in University of Burdwan	Paper Setting	100%	1
8.	Paper Setting for M.A. Part-I Exam. in Mass Comm. & Videography 2013 Paper III Group A in Rabindra Bharati University	Paper Setting	100%	1
9.	Paper Setting for M.A. Part-I Exam in Mass Comm. & Videography 2013 Paper III Group B in Rabindra Bharati University	Paper Setting	100%	1

10.	Examiner for M.A. Part-II Exam. in Mass Comm. & Videography 2013 Paper VII Rabindra Bharati University	Evaluation	100%	1
11.	Examiner for P.G. Diploma Exam. in Mass Comm. 2013 Paper MC06, MC01 University of Calcutta	Evaluation	100%	1
10.	Paper Setter for M.A. Sem.-I Exam. 2013 for Journalism & Mass Comm., Paper IV in Visva Bharati	Paper Setting	100%	1
11.	Examiner in P.G. Dip. in Mass Comm. & Videography 2013 Paper MC 201 in Vidyasagar University	Evaluation of Answer Scripts	100%	1
12.	Examiner in PGDJMC T.E.E. 2012 & 2013 Paper II Group B in Netaji Subhas Open University	Evaluation of Answer Scripts	100%	1
13.	Examiner for B.A. Part-I Hons. Examination 2013 for Mass Comm. & Journalism Paper II in University of Gour Banga	Evaluation of Answer Scripts	100%	1
14.	Examiner in PGDJMC T.E.E. 2012 & 2013 Paper 6A & 6C in Netaji Subhas Open University	Evaluation of Answer Scripts	100%	1
15.	Paper Setter for M.A. Part-I Exam., 2013 in Mass Comm. Paper II in Rabindra Bharati University	Paper Setting	100%	1
16.	Paper Setter for M.A. Sem.-I Exam., 2013-14 in Mass Comm. & Videography Paper 104 in Rabindra Bharati University	Paper Setting	100%	1
17.	Paper Setter in PGDJMC T.E.E. 2014 Paper III Group A, Paper VI Group A & C in Netaji Subhas Open University	Paper Setting	100%	1

18.	Paper Setting for M.A. in Mass Comm., Exam., 2013 Sem. I Paper 101 in University of Burdwan	Paper Setting	100%	1
19.	Paper Setting for B.A.Part-I Hons. Exam., 2013 in Mass Comm.& Journalism, Paper II Group A in University of Burdwan	Paper Setting	100%	1
20.	Paper Setting for B.A.Part-I Hons. Exam., 2013 in Mass Comm.& Journalism, Paper II Group B in University of Burdwan	Paper Setting	100%	1
21.	Paper Setter for M.A. Sem.-II Exam. 2014 for Journalism & Mass Comm., Paper VIII in Visva Bharati	Paper Setting	100%	1
Total Score (Max. 25)				25

CATEGORY 2 : CO-CURRICULAR, EXTENSION AND PROFESSIONAL DEVELOPMENT RELATED ACTIVITIES

Sl. No.	Type of Activity	Average Hrs./Week	API Score
	i) Extension, Co-curricular & Field based Activities		
1.	Directed Recitation Programme in the Annual Programme of Release of Festival Issue of 'Srishtir Ekush Shatak' and Participated with the students in performing 'Collage of Bengali Poems'	Once	5
2.	Guided students for Making of Documentary	Once	5
3.	Guided students of N.S.O.U. for Making of Documentary	Once	5
4.	Guided students of I.G.N.O.U. about Event Management	Once	5
	Total (Max : 20)		20
	ii) Contribution to Corporate life and Management of the Institution	Yearly/Semester wise Responsibilities	API Score
	Total (Max : 15)		NIL

	iii) Professional Development Activities		
1.	Directed Workshop on Journalism at Howrah Press Club	Once	10
2.	Life Member of Indian School of Social Sciences, Calcutta		2
3.	Life Member of Paschimbanga Itihas Samsad		1
4.	Life Member of Bangiya Sahitya Parishad		2
	Total (Max : 15)		15
	Total score (i+ii+iii) (Max : 25)		35

CATEGORY-3 : RESEARCH AND ACADEMIC CONTRIBUTIONS

A) Published Papers in Journals

Sl. No.	Title with Page No.	Journal	ISSN/ISBN No.	Whether Peer Reviewed Impact Factor, if any	No. of Co-Author	Whether You are the Main Author	API Score
1.	Representation of Poverty in Indian Mainstream Hindi Films (1947-90) : A Case Study, 123-133	Film International 1	ISBN : 9-771651-682006	Peer Reviewed	NIL	Yes	15
2.	Are Media really fulfilling its Social Responsibility in Indian Democracy? – A Critical Perspective, 80-95	Research Process	ISSN : 2321-211X	Peer Reviewed	NIL	Yes	15

B(i) Articles/Chapters Published in Books

Sl. No.	Title with Page No.	Book Title, Editor & Publisher	ISSN/ISBN No.	Whether Peer Reviewed	No. of Co-Author	Whether You are the Main Author	API Score
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C) Ongoing and Completed Research Projects and Consultancies

C.(i) & (ii) Ongoing Projects/Consultancies No

Sl. No.	Title	Agency	Period	Grant/ Amount Mobilized (Rs. Lakh)	API Score
					NIL

C.(iii) & (iv) Completed Projects/Consultancies No

Sl. No.	Title	Agency	Period	Grant/ Amount Mobilized (Rs. Lakh)	Whether Policy Document Patent as Outcome	API Score
						NIL

D) Research Guidance No

Sl. No.	Number Enrolled	Thesis Submitted	Degree Awarded	API Score
M. Phil or Equivalent				NIL
Ph. D. or Equivalent				NIL

E) (i) Training Courses, Teaching-Learning-Evaluation Technology Programmes, Faculty Development Programme (Not less than One Week Duration) No

Sl. No.	Programme	Duration	Organized by	API Score
				NIL

E)(ii) Papers Presented in Conferences, Seminars, Workshops, Symposia

Sl. No.	Title of the Paper Presented	Title of Conference/ Seminar	Organized by	Whether International/ National/State/ Regional/College or University Level	API Score
1.	Are Indian Media really fulfilling its responsibility for Development of the Country? - A Critical Perspective	Frontiers of Development Practices in India : Reconfiguring the Development of Underdevelopment	Department of Sociology, School of Social Sciences, Ravenshaw University	National	7.5
2.	Popular Hindi Films and Diasporic Identity : 'Pardesh' (1997) – A Case Study	Questioning Identity : Response of the State and Community in Contemporary India	Department of Political Science & Department of Sociology, Barrackpore Rastraguru Surendranath College	National	7.5
3.	Media Ethics	Dimension on Ethics : East and West	Department of Philosophy, West Bengal State University	University	3
4.	Role of Media in Covering Terrorism	Youth, Naxalism and Terrorism : The Politics of Development in Indian Subcontinent	P.G. Department of Sociology, Isabella Thoburn College	National	7.5
5.	Portrayal of Women in Hindi Film of 1960s : An Analysis	Role of Media in Nation Building	Iswar Saran Degree College	National	7.5

E)(iii) Invited Lectures/ Chairing the Session or Presentation for Conferences/ Symposia etc.

Sl. No.	Title of the Lecture/ Academic Session	Title of Conference/ Seminar	Organized by	Whether International/ National/State/ Regional/College or University Level	API score
1.	Terrorism and Democracy in USA	Terrorism and Democracy in USA	Indian School of Social Sciences, Calcutta	State	5
2.	Media Ethics	Dimension on Ethics : East and West	Department of Philosophy, West Bengal State University	University	3
3.	Literature and Bengali Film	Literature and Bengali Film	Department of Journalism & Mass Communication, Hiralal Mazumdar Memorial College for Women	College	3

IV. Summary of API scores

	Criteria	Last Academic Year	Total API Score for Assessment Period	Annual Average API Score for Assessment Period
I	Teaching, Learning and Evaluation related Activities	2013-2014	125	125
II	Co-curricular, Extension and Professional Development related Activities	2013-2014	35	35
	Total (I+II)		160	160
III	Research and Academic Contributions	2013-2014	84	84

**Part B: Academic Performance Indicators (API)
for 2014-2015**

**CATEGORY 1 : TEACHING, LEARNING AND EVALUATION RELATED
ACTIVITIES**

(i) Lectures, Seminars, Tutorials, Practical, Contact hours undertaken taken as Percentage of Lectures Allocated

Sl. No.	Course/ Paper	Level	Mode of Teaching	Class allotted as Per Schedule	No. of Classes Conducted	% of Classes/Practical taken as Per Record
1.	M.A. in Journalism & Mass Communication/Paper 1, 4, 5, 6 , 7 ,9	P.G.	Lecture (L)	16	16	100%
2.	M.A. in Film Studies/ Paper Film & Media, Screenplay, Art & Visual Perception, Dissertation	P.G.	Lecture (L) Tutorial (T)	12	12	100%

3.	IGNOU Study Centre 2801 IswarChandr a PathaBhava n P. G. Diploma in Journalism & Mass Communicat ion (PGJMC) in Mass Communicat ion Paper 1, Post Graduate Diploma in Audio Programme Production (PGDAPP), Diploma in Creative Writing in English (DCE)	P.G.	Lecture (L) Tutorial (T)	6 Classes per week	6 Classes per week	100% Classes /Tutorial taken
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4.	IGNOU Special Study Centre 2827D Vidyasagar Smriti Mandir Feature Writing(AF W1), Writing for Radio(AWR 1), Translation(ATR1) Radio Lekhan (BRPA101), BCA- MCSO15	U.G.	Lecture (L) Tutorial (T)	10 Classes per week	10 Classes per week	100% Classes /Tutorial taken
5.	P.G.D.P.R. A.D. Paper 1, 2, 3, 5 in Netaji Subhas Open University (NSOU)	P.G.	Lecture (L) Tutorial (T)	2 Classes per week	2 Classes per week	100% Classes /Tutorial taken
6.	P.G.D.J.M. C. Paper 1, 2, 3, 4 in Netaji Subhas Open University	P.G.	Lecture (L) Tutorial (T)	2 Classes per week	2 Classes per week	100% Classes /Tutorial taken
7.	M.A. in Philosophy/ Media Ethics and Child Labour in West Bengal State University	P.G.	Lecture (L) Tutorial (T)	2 Classes per week	2 Classes per week	100% Classes /Tutorial taken

Lecture (L), Seminar (S), Tutorial(T), Practical(P), Contact Hours(C)

		API
a)	Classes taken (Maximum 50 for 100% Performance & Proportionate Score up to 80% Performance, below which no Score may be given)	50
b)	Teaching load in excess of UGC Norms/Special Lectures/Classes taken at the Study Centre located in the District other than Kolkata (Max Score - 10)	10

(ii) Reading/Instructional Material Consulted and Additional Knowledge resources provided to Students

Sl. No.	Course/Paper	Consulted	Prescribed	Additional Resource provided
1.	M.A. in Journalism & Mass Communication/Paper 1, 4, 5, 6, 7, 9	Text and Reference Books	Text and Reference Books	Provided Study Materials both in hard and soft copies, E-Books, Power Point Slide Presentation etc.
2.	M.A. in Film Studies/ Paper Film & Media, Screenplay, Art & Visual Perception, Dissertation	Text and Reference Books	Text and Reference Books	Provided Study Materials both in hard and soft copies, E-Books, Power Point Slide Presentation etc.
3.	IGNOU Study Centre 2801 IswarChandra PathaBhavan P. G. Diploma in Journalism & Mass Communication (PGJMC) in Mass Communication Paper 1, Post Graduate Diploma in Audio Programme Production (PGDAPP), Diploma in Creative Writing in English (DCE)	Study Material	Text and Reference Books	Provided Study Materials both in hard and soft copies, E-Books, Power Point Slide Presentation etc.
4.	IGNOU Special Study Centre 2827D Vidyasagar Smriti Mandir Feature Writing(AFW1), Writing for Radio(AWR1), Translation(ATR1) Radio Lekhan (BRPA101), BCA-MCSO15	Study Material	Text and Reference Books	Provided Study Materials both in hard and soft copies, E-Books, Power Point Slide Presentation etc.

5.	P.G.D.P.R.A.D. Paper 1, 2, 3, 5 in Netaji Subhas Open University (NSOU)	Study Material	Text and Reference Books	Provided Study Materials both in hard and soft copies, E-Books, Power Point Slide Presentation etc.
6.	P.G.D.J.M.C. Paper 1, 2, 3, 4 in Netaji Subhas Open University (NSOU)	Study Material	Text and Reference Books	Provided Study Materials both in hard and soft copies, E-Books, Power Point Slide Presentation etc.
7.	M.A. in Philosophy/ Paper Media Ethics and Child Labour in West Bengal State University	Study Material	Text and Reference Books	Provided Study Materials both in hard and soft copies, E-Books, Power Point Slide Presentation etc.
API Score based on Preparation and Imparting of knowledge/Instruction as per Curriculum and Syllabus Enrichment by providing additional resources to students (Max. Score : 20)				API Score 20

(iii) Use of Participatory and Innovative Teaching-Learning Methodologies; Updating of Subject Content, Course Improvement etc.

Sl. No.	Short Description	API Score
1.	Used participatory and innovative teaching-learning methodology like usage of Laptop to enhance the skill of communication amongst students. Provided materials to the students from updated national and international journals, Guided and Supervised how to write dissertation.	5
2.	Provided knowledge and skills how to write script for television production, short film etc.	5
3.	Preparation of Syllabus of Communication Theory for M.A. in Drama in Rabindra Bharati University	10
Total score (Max. Score : 20)		20

(iv) Examination Duties Assigned and Performed

Sl. No.	Type of Examination duties	Duties Assigned	Extent to which carried out (%)	API Score
1.	Invigilation, question paper setting, evaluation/assessment of answer scripts of Mid Semester Examination, Question Paper Setting of End Semester Examination of M. A. in Journalism and Mass Communication	Invigilation, question paper setting, evaluation/assessment of answer scripts of Mid Semester Examination, Question Paper Setting of End Semester Examination of M. A. in Journalism and Mass Communication assigned by Department of Journalism & Mass Communication	100%	1

2.	Invigilation, question paper setting, moderation, evaluation/assessment of answer scripts of Mid and End Semester Examination of M. A. in Film Studies	Invigilation, question paper setting, moderation, evaluation/assessment of answer scripts of Mid and End Semester Examination of M. A. in Film Studies	100%	1
3.	Invigilation of B.A./B.Sc./B.Com (Hons. & General) Examination	Invigilation Duties assigned by Controller of Examination	100%	1
4.	Member of UGBOS of Film Studies	Paper Setting, Moderation, Evaluation of Answer Scripts	100%	1
5.	Member of B.O.S. of PGDJMC & PGDPR&AD Course in Netaji Subhas Open University	Paper Setting, Moderation, Evaluation of Answer Scripts	100%	1
6.	Evaluation/Assessment of Assignments in P. G. Diploma in Journalism & Mass Communication (PGJMC) IGNOU Study Centre 2801 Iswar Chandra Patha Bhavan	Evaluation/Assessment of Assignments assigned by the Coordinator of the Centre	100%	1
7.	Invigilation Duty at IGNOU Special Study Centre 2827D Vidyasagar Smriti Mandir and Assessment of Answer Scripts	Invigilation and Assessment of Answer Scripts	100%	1
8.	Re-examiner of M.A. Part-I Examination 2013 in Journalism and Mass Communication, Paper 1 in University of Calcutta	Reexamination of Answer Scripts	100%	1

9.	Paper Setter for M.A. Examination in Mass Comm., 2014, Semester II, Paper 202 in University of Burdwan	Paper Setting	100%	1
10.	Examiner in Mass Comm. & Videography Exam., 2014, Sem. 1, Paper MC101 in Vidyasagar University	Evaluation of Answer Scripts	100%	1
11.	Re-evaluation in M.A. Sem.-I Exam. 2013, J.M.C. Paper IV in Visva Bharati	Re-evaluation of Answer Scripts	100%	1
12.	Examiner of PGDJMC Exam. 2013, 2014, Paper III, Group A in Netaji Subhas Open University	Evaluation of Answer Scripts	100%	1
13.	Examiner for M.A. Sem. 2 Exam., 2014 in Mass Comm. & Videography Paper 2.4 in Rabindra Bharati University	Evaluation of Answer Scripts	100%	1
14.	Examiner of PGDJMC Exam. 2013, 2014, Paper VI, Group A in Netaji Subhas Open University	Evaluation of Answer Scripts	100%	1
15.	Paper Setter in M.A. Sem.-I Exam., 2014 Paper IV in Visva Bharati	Paper Setting	100%	1
16.	External Examiner of M.A. Sem. III Exam. 2014 Paper XII in Visva Bharati	Evaluation of Project/Field Work	100%	1
17.	Examiner for B.A. Part II General Examination 2014 HURG Paper III in West Bengal State University	Evaluation of Answer Scripts	100%	1
18.	Examiner for M.A. Sem. 1 Exam., 2014 in Mass Comm. & Videography Paper 104 in Rabindra Bharati University	Evaluation of Answer Scripts	100%	1

19.	Paper Setter for Term End and Assignment for PGDJMC 2015 Paper VI Group A & C in Netaji Subhas Open University	Paper Setting	100%	1
20.	Paper Setter for B.A. Part III General 2015 FMSG Paper 4 Group A in University of Calcutta	Paper Setting	100%	1
21.	Paper Setter for M.A. in Mass Comm. Exam. 2014, Sem.-I Paper 103 in University of Calcutta	Paper Setting	100%	1
22.	Examiner for B.A. Part I General Examination 2014 HURG Paper I in West Bengal State University	Evaluation of Answer Scripts	100%	1
23.	Paper Setter for B.A Part III (Hons.) Exam., 2015 in Mass Comm. & Journalism Paper VII in University of Gour Banga	Paper Setting	100%	1
24.	Paper Setter for M.A. Examination in Mass Comm., 2014, Semester I, Paper 101 in University of Burdwan	Paper Setting	100%	1
25.	Paper Setter for Term End and Assignment for PGDPR&AD 2015 Paper IV in Netaji Subhas Open University	Paper Setting	100%	1
Total Score (Max. 25)				25

CATEGORY 2 : CO-CURRICULAR, EXTENSION AND PROFESSIONAL DEVELOPMENT RELATED ACTIVITIES

Sl. No.	Type of Activity	Average Hrs./Week	API Score
	i)Extension, Co-curricular & Field based Activities		

1.	Directed Recitation Programme in the Annual Programme of Release of Festival Issue of 'Srishtir Ekush Shatak' and Participated with the students in performing 'Collage of Bengali Poems'	Once	5
2.	Guided students for Making of Documentary	Once	1
3.	Guided students of N.S.O.U. for Making of Documentary	Once	2
4.	Guided students of I.G.N.O.U. about Event Management	Once	2
5.	Speech on Cultural Programme at International Mother Tongue Day organized by Amar Ekushe (Sanskritik Jot)	Once	5
6.	Chief Guest at Annual Function and Prize Distribution Ceremony of Sarada Sishu Bihar, An Educational Institution of Ramakrishna Vivekananda Mission, Barasat Branch	Once	5
Total (Max : 20)			20
ii) Contribution to Corporate Life and Management of the Institution		Yearly/Semester wise Responsibilities	API Score
1.	Conducted Three Day Workshop on Management of Publishing House : Its Academic and Administrative Responsibilities at Ekush Shatak Press, Kolkata	Once	10
Total (Max : 15)			10
iii) Professional Development Activities			
1.	Conducted Training Course on Literary, Creative and Journalistic Writing : Problems and Prospects on behalf of 'Srishtir Ekush Shatak' Magazine at Kolkata	Once	10
2.	Life Member of Indian School of Social Sciences, Calcutta		2
3.	Life Member of Paschimbanga Itihas Samsad		1

4.	Life Member of Bangiya Sahitya Parishad		2
	Total (Max : 15)		15
	Total score (i+ii+iii) (Max : 25)		45

CATEGORY-3 : RESEARCH AND ACADEMIC CONTRIBUTIONS**A) Published Papers in Journals**

Sl. No.	Title with Page No.	Journal	ISSN/ISBN No.	Whether Peer Reviewed. Impact Factor, if any	No. of Co-Author	Whether You are the Main Author	API Score
1.	Origin & Development of Literary Journalism and Its Impact on Indian Print Media, Page No. 12-22	Mass Media	ISSN 2277-7369	Peer Reviewed	NIL	You	15

B(i) Articles/Chapters published in Books

Sl. No.	Title with Page No.	Book Title, Editor & Publisher	ISSN/ISBN No.	Whether Peer Reviewed	No. of Co-Author	Whether You are the Main Author	API Score
1.	Panditmashai : Upanyas Theke Chalachchitra, Page No. 239-248	Panditmasai Biparjayer Barnamala, Debabrata Biswas & Shyamal Chandra Das, PrajnaBikash, Kolkata	ISBN : 978-93-83016-35-8	Peer Reviewed	NIL	Yes	5

2.	Portray of Women in Recent Mainstream Hindi Films : A Case Study, Page No. 185-222	Divided Spaces : Discourse on Social Exclusion and Women in India, Durga P. Chhetri, Gyan Publishing House, New Delhi	ISBN : 978-81-212-1225-0	Peer Reviewed	NIL	Yes	5
3.	Woman on Trial in Mainstream Hindi Films – An Analysis with Special Reference to ‘Aradhana’ (1969), ‘Andaz’ (1971) and ‘Daag’ (1973), Page No. 137-144	Women Empowerment in India : Challenges Ahead; Debashis Mazumdar, Pushpita Sarkar, Udayan Bandyopadhyay, Lopamudra Sengupta; Naba Ballygunge Mahavidyalaya, Kolkata	ISBN : 978-81-923645-7-5	Peer Reviewed	NIL	Yes	5

4.	Popular Hindi Films and Diasporic Identity : 'Pardes' (1997) – A Case Study, Page No. 138-154	Questioning Identity : Response of the State and Community in Contemporary India, Molly Ghosh and Sutapa Ghosh, K. P. Bagchi & Company, Kolkata	ISBN : 978-81-7074-348-4	Peer Reviewed	NIL	Yes	5
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ii) Full Papers in Conference Proceedings

No

Sl. No.	Title with Page No.	Details of Conference Publication	ISSN/ ISBN No.	No. of Co-Author	Whether You are the Main Author	API Score
						NIL

iii) Books published as Single Author or as Editor

Sl. No.	Title with Page No.	Type of Book & Authorship	Publisher & ISSN/ISBN No.	Whether Peer Reviewed	No. of Co-Author	Whether You are the Main Author	API Score
1.	Commoditization of News : A Challenge to Serious Journalism in India, 1-42	Book on Journalism, Sole Authorship	Lap Lambert Academic Publishing, Saarbrucken, Deutschland/ Germany, ISBN : 978-3-659-50993-3	Peer Reviewed	NIL	Yes	50

2.	Reviewing Bollywood, Page No. 1- 239	Book on Mainstream Hindi Film, Sole Authorship	Ekush Shatak, Kolkata, ISBN : 978- 93-83521-26- 5	Peer Reviewed	NIL	Yes	25
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C) Ongoing and Completed Research Projects and Consultancies**C.(i) & (ii) Ongoing Projects/Consultancies** No

Sl. No.	Title	Agency	Period	Grant/ Amount Mobilized (Rs. Lakh)	API Score
					NIL

C.(iii) & (iv) Completed Projects/ Consultancies No

Sl. No.	Title	Agency	Period	Grant/ Amount Mobilized (Rs. Lakh)	Whether Policy Document. Patent as Outcome	API Score
						NIL

D) Research Guidance No

Sl. No.	Number Enrolled	Thesis Submitted	Degree Awarded	API Score
M. Phil or Equivalent				NIL
Ph.D. or Equivalent				NIL

E) (i) Training Courses, Teaching-Learning-Evaluation Technology Programmes, Faculty Development Programme (Not Less than One Week Duration)

Sl. No.	Programme	Duration	Organized by	API Score
1.	Faculty Development	One Week	IGNOU Special Study Centre 2827D Vidyasagar Smriti Mandir	10
2.	Orientation Programme	Four Weeks 14.07.14-11.08.14	Academic Staff College, Jadavpur University	20
3.	Refresher Course	Three Weeks 3.12.14-23.12.14	Department of Film Studies, Jadavpur University	20

E)(ii) Papers Presented in Conferences, Seminars, Workshops, Symposia

Sl. No.	Title of the Paper Presented	Title of Conference/ Seminar	Organized by	Whether International/ National/State/ Regional/College or University Level	API Score
1.	Women in Trial in Mainstream Hindi Film – An Analysis with Special Reference to ‘Aradhana’ (1969), ‘Andaz’ (1971) and ‘Daag’ (1973)	Women Empowerment in India : Challenges Ahead	Department of Economics & Political Science, Bangabasi College	National	7.5
2.	Swadhinottor Bangla Upanyase Pratibad : Sahitya Theke Chalachchitra	Swadhinata Paraborti Bangla Upanyase Protibad	Department of Bengali, Dewan Abdul Gani College	National	7.5
3.	Rabindranatake Pratibad : Prasanga ‘Achalayatan’ O ‘Muktadhara’	Rabindra Natoke Protibadi Bhabna	Department of Bengali, South Malda College	National	7.5
4.	Janmashatabarser Alope Bishista Abhineta Bikash Roy : Ekti Mulyayan	31 st Annual Conference	Paschimbanga Itihas Samsad	State	5

E)(iii) Invited lectures/Chairing the Session or Presentation for Conferences/ Symposia etc.

Sl. No.	Title of the Lecture/ Academic Session	Title of Conference/ Seminar	Organized by	Whether International/ National/State/ Regional/College or University Level	API Score
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1.	Literature to Screen	Workshop on Screen Writing	School of Humanities and Social Sciences, Netaji Subhas Open University	University	3
2.	Chairing the Session of Swadhinottor Bangla Upanyase Pratibad : Sahitya Theke Chalachchitra	Swadhinata Paraborti Bangla Upanyase Protibad	Department of Bengali, Dewan Abdul Gani College	National	7.5
3.	Chairing the Session of Rabindranatake Pratibad : Prasanga 'Achalayatan' O 'Muktadhara'	Rabindra Natoke Protibadi Bhabna	Department of Bengali, South Malda College	National	7.5
4.	Newspaper Reporting & Editing	Newspaper Reporting & Editing	Mirror Welfare Media Organisation, Naihati, 24Pgs (N)	State	5
5.	Sharat Srijan : Sahitya Theke Chalachchitra	Amar Kathashilpi SharatChandra	Nikhil Bharat Banga Sahitya Sammelan	State	5

IV. Summary of API Scores

	Criteria	Last Academic Year	Total API Score for Assessment Period	Annual Average API Score for Assessment Period
I	Teaching, Learning and Evaluation related Activities	2014-2015	125	125
II	Co-curricular, Extension and Professional Development related Activities	2014-2015	45	45
	Total (I+II)		170	170
III	Research and Academic Contributions	2014-2015	215.5	215.5

**Part B: Academic Performance Indicators (API)
for 2015-2016**

**CATEGORY 1 : TEACHING, LEARNING AND EVALUATION RELATED
ACTIVITIES**

(i) Lectures, Seminars, Tutorials, Practical, Contact hours undertaken taken as Percentage of Lectures Allocated

Sl. No.	Course/ Paper	Level	Mode of Teaching	Class allotted as Per Schedule	No. of Classes Conducted	% of Classes/Practical taken as Per Record
1.	M.A. in Journalism & Mass Communication/Paper 1, 4, 5, 6 , 7 ,9	P.G.	Lecture (L)	16	16	100%
2.	M.A. in Film Studies/ Paper Film & Media, Screenplay, Art & Visual Perception, Dissertation	P.G.	Lecture (L) Tutorial (T)	12	12	100%

3.	IGNOU Study Centre 2801 IswarChandr a PathaBhava n P. G. Diploma in Journalism & Mass Communicat ion (PGJMC) in Mass Communicat ion Paper 1, Post Graduate Diploma in Audio Programme Production (PGDAPP), Diploma in Creative Writing in English (DCE)	P.G.	Lecture (L) Tutorial (T)	6 Classes per week	6 Classes per week	100% Classes /Tutorial taken
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4.	IGNOU Special Study Centre 2827D Vidyasagar Smriti Mandir Feature Writing(AF W1), Writing for Radio(AWR 1), Translation(ATR1) Radio Lekhan (BRPA101), BCA- MCSO15	U.G.	Lecture (L) Tutorial (T)	10 Classes per week	10 Classes per week	100% Classes /Tutorial taken
5.	P.G.D.P.R. A.D. Paper 1, 2, 3, 5 in Netaji Subhas Open University (NSOU)	P.G.	Lecture (L) Tutorial (T)	2 Classes per week	2 Classes per week	100% Classes /Tutorial taken
6.	P.G.D.J.M. C. Paper 1, 2, 3, 4 in Netaji Subhas Open University	P.G.	Lecture (L) Tutorial (T)	2 Classes per week	2 Classes per week	100% Classes /Tutorial taken
7.	M.A. in Philosophy/ Media Ethics and Child Labour in West Bengal State University	P.G.	Lecture (L) Tutorial (T)	2 Classes per week	2 Classes per week	100% Classes /Tutorial taken

Lecture (L), Seminar (S), Tutorial(T), Practical(P), Contact Hours (C)

		API
a)	Classes taken (Maximum 50 for 100% Performance & Proportionate Score up to 80% Performance, below which no Score may be given)	50
b)	Teaching load in excess of UGC Norms/Special Lectures/Classes taken at the Study Centre located in the District other than Kolkata (Max Score - 10)	10

(ii) Reading/Instructional Material Consulted and Additional Knowledge resources provided to Students

Sl. No.	Course/Paper	Consulted	Prescribed	Additional Resource provided
1.	M.A. in Journalism & Mass Communication/Paper 1, 4, 5, 6, 7, 9	Text and Reference Books	Text and Reference Books	Provided Study Materials both in hard and soft copies, E-Books, Power Point Slide Presentation etc.
2.	M.A. in Film Studies/ Paper Film & Media, Screenplay, Art & Visual Perception, Dissertation	Text and Reference Books	Text and Reference Books	Provided Study Materials both in hard and soft copies, E-Books, Power Point Slide Presentation etc.
3.	IGNOU Study Centre 2801 IswarChandra PathaBhavan P. G. Diploma in Journalism & Mass Communication (PGJMC) in Mass Communication Paper 1, Post Graduate Diploma in Audio Programme Production (PGDAPP), Diploma in Creative Writing in English (DCE)	Study Material	Text and Reference Books	Provided Study Materials both in hard and soft copies, E-Books, Power Point Slide Presentation etc.
4.	IGNOU Special Study Centre 2827D Vidyasagar Smriti Mandir Feature Writing(AFW1), Writing for Radio(AWR1), Translation(ATR1) Radio Lekhan (BRPA101), BCA-MCSO15	Study Material	Text and Reference Books	Provided Study Materials both in hard and soft copies, E-Books, Power Point Slide Presentation etc.

5.	P.G.D.P.R.A.D. Paper 1, 2, 3, 5 in Netaji Subhas Open University (NSOU)	Study Material	Text and Reference Books	Provided Study Materials both in hard and soft copies, E-Books, Power Point Slide Presentation etc.
6.	P.G.D.J.M.C. Paper 1, 2, 3, 4 in Netaji Subhas Open University (NSOU)	Study Material	Text and Reference Books	Provided Study Materials both in hard and soft copies, E-Books, Power Point Slide Presentation etc.
7.	M.A. in Philosophy Paper Media Ethics and Child Labour in West Bengal State University	Study Material	Text and Reference Books	Provided Study Materials both in hard and soft copies, E-Books, Power Point Slide Presentation etc.
API Score based on Preparation and Imparting of knowledge/Instruction as per Curriculum and Syllabus Enrichment by providing additional resources to students (Max. Score : 20)				API Score 20

(iii) Use of Participatory and Innovative Teaching-Learning Methodologies; Updating of Subject Content, Course Improvement etc.

Sl. No.	Short Description	API Score
1.	Used participatory and innovative teaching-learning methodology like usage of Laptop to enhance the skill of communication amongst students. Provided materials to the students from updated national and international journals, Guided and Supervised how to write dissertation.	10
2.	Provided knowledge and skills how to write script for television production, short film etc.	10
Total score (Max. Score : 20)		20

(iv) Examination Duties Assigned and Performed

Sl. No.	Type of Examination duties	Duties Assigned	Extent to which carried out (%)	API Score
1.	Invigilation, question paper setting, evaluation/assessment of answer scripts of Mid Semester Examination, Question Paper Setting of End Semester Examination of M. A. in Journalism and Mass Communication	Invigilation, question paper setting, evaluation/assessment of answer scripts of Mid Semester Examination, Question Paper Setting of End Semester Examination of M. A. in Journalism and Mass Communication assigned by Department of Journalism & Mass Communication	100%	3

2.	Invigilation, question paper setting, moderation, evaluation/assessment of answer scripts of Mid and End Semester Examination of M. A. in Film Studies	Invigilation, question paper setting, moderation, evaluation/assessment of answer scripts of Mid and End Semester Examination of M. A. in Film Studies	100%	3
3.	Invigilation of B.A./B.Sc./B.Com (Hons. & General) Examination	Invigilation Duties assigned by Controller of Examination	100%	3
4.	Coordinator of UGBOS of Film Studies, West Bengal State University	Moderation	100%	3
5.	Member of B.O.S. of PGDJMC & PGDPR&AD Course in Netaji Subhas Open University	Paper Setting, Moderation, Evaluation of Answer Scripts	100%	3
6.	Evaluation/Assessment of Assignments in P. G. Diploma in Journalism & Mass Communication (PGJMC) IGNOU Study Centre 2801 Iswar Chandra Patha Bhavan	Evaluation/Assessment of Assignments assigned by the Coordinator of the Centre	100%	2
7.	Invigilation Duty at IGNOU Special Study Centre 2827D Vidyasagar Smriti Mandir and Assessment of Answer Scripts	Invigilation and Assessment of Answer Scripts	100%	2
8.	External Examiner of Practical Dissertation and Report Writing & Viva-Voce in M. A. Semester-II & IV Examinations 2015 of Visva-Bharati	External Examiner	100%	2

9.	Reviewer of FMSG Part-II, 2015 of West Bengal State University	Reviewer	100%	2
10.	Paper Setter of Paper-II, Part-II, FMSG, West Bengal State University	Paper Setter	100%	2
Total Score (Max. 25)				25

CATEGORY 2 : CO-CURRICULAR, EXTENSION AND PROFESSIONAL DEVELOPMENT RELATED ACTIVITIES

Sl. No.	Type of Activity	Average Hrs./Week	API Score
	i) Extension, Co-Curricular & Field based Activities		
1.	Participated in “Kabi Pranaam” as Resource Person organized by Dakshin Kolikata Krira O Sanskriti Parishad, Kolkata	Once	5
2.	Chief Guest at the Workshop on Advance Journalism to enlighten Tomorrow’s Journalist organized by Swachitra Khass Khobor, Kolkata	Once	5
3.	Judge of the Theatrics Event of the Annual Cultural Fest ELIXIR ’16, organized by B. P. Poddar Institute of Management and Technology, Kolkata	Once	5
4.	Guided students for Making of Documentary	Once	2
5.	Guided students of N.S.O.U. for Making of Documentary	Once	2
6.	Guided students of I.G.N.O.U. about Event Management	Once	1
Total (Max : 20)			20
	ii) Contribution to Corporate Life and Management of the Institution	Yearly/Semester wise Responsibilities	API Score
Total (Max : 15)			NIL
	iii) Professional Development Activities		

1.	Member of the Scientific Board of International Reviewers of “Comunicar”, an Indexed, Peer Reviewed, ISSN, International, Media Education Research Journal having Impact Factor 2.212		5
2.	Convener of National Level Workshop on “From Script to Screen” organized by Department of Film Studies, West Bengal State University		5
3.	Convener of National Seminar on “Indian Film and Its Impact on Society” organized by Department of Film Studies, West Bengal State University		5
	Total (Max : 15)		NIL
	Total score (i+ii+iii) (Max : 25)		35

CATEGORY-3 : RESEARCH AND ACADEMIC CONTRIBUTIONS

A. Published Papers in Journals

Sl. No.	Title with Page No.	Journal	ISSN/ISBN No.	Whether Peer Reviewed. Impact Factor, if any	No. of Co-Author	Whether You are the Main Author	API Score
1.	Golden Jubilee Celebration of A Classic	“Parbo Kagaj”	ISSN No.2395-597X	Peer Reviewed	NIL	Yes	15
2.	Golden Jubilee of A Lyric Poem “Atithi”	“Parbo Kagaj”	ISSN No.2395-597X	Peer Reviewed	NIL	Yes	15

B(i) Articles/Chapters published in Books

Sl. No.	Title with Page No.	Book Title, Editor & Publisher	ISSN/ISBN No.	Whether Peer Reviewed	No. of Co-Author	Whether You are the Main Author	API Score
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1.	Biodiversity Crisis in India : Thoughts and Suggestions, Page No. 278-291	Global Environmental Crises, Challenges and Sustainable Solutions from Multiple Perspectives, Edited By : Saikat Kumar Basu, Peiman Zandi, Shahram Khademi Chalaras, Haghshenas Publication	ISBN : 978-600-7304-56-3	Peer Reviewed	One	Yes	6
2.	Portrayal of Women in Hindi Films of the 1960s: An Analysis, Page No. 46-59	Role of Media in Nation Building, Anand Shanker Singh, Cambridge Scholars Publishing, U.K.	ISBN (10) : 1-4438-9096-0 ISBN (13) : 978-1-4438-9096-0	Peer Reviewed	NIL	Yes	10
3.	Abhineta Bijan Bhattacharya, Page No. 86-102	Srasta Bijan Bhattacharya O Devigarjan, Debabrata Biswas, Byanjanbar na	ISBN : 978-93-84729-18-9	Peer Reviewed	NIL	Yes	5

4.	Fundamentals of Screenwriting, Page No. 20-24	Structure and Dimensions of Screen Writing : An Initiative of ODL, Arijit Ghosh, Netaji Subhas Open University, School of Humanities	ISBN : 978-93-82112-18-1	Peer Reviewed	NIL	Yes	5
5.	'Titas Ekti Nadir Naam' : Sahitya Theke Chalachchitra, Page No. 295-304	Srasta Adaiyta Mallabarma n O Titas Ekti Nadir Naam, Debabrata Biswas and Shyamal Chandra Das, Byanjanbar na	ISBN : 978-81-929245-3-3	Peer Reviewed	NIL	Yes	5

ii) Full Papers in Conference Proceedings

Sl. No.	Title with Page No.	Details of Conference Publication	ISSN/ ISBN No.	No. of Co-Author	Whether You are the Main Author	API Score
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C) Ongoing and Completed Research Projects and Consultancies

C.(i) & (ii) Ongoing Projects/Consultancies No

Sl. No.	Title	Agency	Period	Grant/ Amount Mobilized (Rs. Lakh)	API Score
					NIL

C.(iii) & (iv) Completed Projects/Consultancies No

Sl. No.	Title	Agency	Period	Grant/ Amount Mobilized (Rs. Lakh)	Whether Policy Document. Patent as Outcome	API Score
						NIL

D) Research Guidance No

Sl. No.	Number Enrolled	Thesis Submitted	Degree Awarded	API Score
M. Phil or Equivalent				NIL
Ph.D. or Equivalent				NIL

E) (i) Training Courses, Teaching-Learning-Evaluation Technology Programmes, Faculty Development Programme (Not Less than One Week Duration)

Sl. No.	Programme	Duration	Organized by	API Score
				NIL

E)(ii) Papers Presented in Conferences, Seminars, Workshops, Symposia

Sl. No.	Title of the Paper Presented	Title of Conference/ Seminar	Organized by	Whether International/ National/State/ Regional/College or University Level	API Score
1.	‘Titas Ekti Nadir Naam’ – Sahitya Theke Chalachchitra	Janmo Shatoborshe Adwaita Mallabarman	Asannagar Madan Mohan Tarkalankar College	National	7.5
2.	Kabitar Abritti : Ekti Anusandhan	Unish-Bisher Kabita : Oitijhya O Uttaradhikar	Manbhum Mahavidyalaya	National	7.5

E)(iii) Invited Lectures/Chairing the Session or Presentation for Conferences/ Symposia etc.

Sl. No.	Title of the Lecture/ Academic Session	Title of Conference/ Seminar	Organized by	Whether International/ National/State/ Regional/College or University Level	API Score
1.	Chairing the Session of Janmo Shatoborshe Adwaita Mallabarman	Janmo Shatoborshe Adwaita Mallabarman	Asannagar Madan Mohan Tarkalankar College	National	7.5
2.	Rabindranather Sahityer Chitrarup	Rabindra Paksha	Nikhil Bharat Banga Sahitya Sammelan, South Kolkata Branch	State	5
3.	Deshatwabodhak Bangla Chhabi		Nikhil Bharat Banga Sahitya Sammelan, South Kolkata Branch	State	5

4.	“Atithi” : Sahitya Theke Chalachchitra		Department of Journalism & Mass Communication, Sree Chaitanya College, Habra	College	3
5.	News Presentation	Advance Journalism to enlighten Tomorrow’s Journalist	Swachitra Khass Khobor	State	5

IV. Summary of API Scores

	Criteria	Last Academic Year	Total API Score for Assessment Period	Annual Average API Score for Assessment Period
I	Teaching, Learning and Evaluation related Activities	2015-2016	125	125
II	Co-curricular, Extension and Professional Development related Activities	2015-2016	35	35
	Total (I+II)		160	160
III	Research and Academic Contributions	2015-2016	121.5	121.5

