

Jagannath International Management School

Vasant Kunj, New Delhi-110070

(Affiliated to Guru Gobind Singh Indraprastha University, New Delhi)

Recognized u/s 2(f) by UGC & Accredited with 'A' Grade by NAAC

Participant of UNGC & UNPRME, New York

ISO 9001:2015 Quality Certified

Best Practices

(Session: 2019-20)

Best Practice-I

1. Title of the Practice

Research and Live Project Training Experience Given To Students through Conference Paper Presentation and SEO Training for JIMS Website

2. Objectives of the Practice

- To teach them how to perform research in trending and latest IT areas.
- To train them on how to do Literature Survey and prepare research notes.
- To train them on how to prepare the conference paper and do the paper formatting as per standard formats.
- To guide on various data gathering tools and other research techniques
- To train them on how to present papers in the conferences
- To train them on Optimizing content using SEO best practices such as improvisation of Title tags, Header Tags and Meta description tags of all the pages of JIMSVK website with identified keywords stuffing.
- Training students on how to update the website based on the content received from Content writing team.
- To train them on creation & updating a blog site on regular basis for the content provided content writing team & link it with www.jimsvk.org, XML Sitemap Creation
- The students have also been trained on Off-Page Optimization

3. The Context

The practice was brought into full motion since 2019 only, our institute established the JIMSNest cell under JBIC. The students interested to work for Digital Marketing are trained under the supervision of faculty incharge are given intensive training on the same with exposure on JIMS VK website. The students interested in academic research are given opportunity to learn and write research papers in the in area of their interest and any chosen faculty for presenting papers in reputed conferences and journals.

4. The Practice

- The students were offered to work with one of the faculty as per their area of interest and were guided from start to end in the process of research paper writing
- The students were required to present the papers in the National Conference organized by the department or outside too
- The students from all BCA classes are offered to work for JIMS VK brand promotion and website optimization under Branding committee
- The selected students are trained by the Faculty Teal Leader and are given weekly targets to train themselves and achieve the goal

5. Evidence of Success

10 students are awarded SEO Training Certificate.

14 students are awarded Research Paper Presentation Certificate.

6. Problems Encountered and Resources Required

- eLearning's time and place flexibility attracts more and more students to online education. However, many of them encounter serious challenges that prevent them from completing their Learning like:-Adaptability Struggle, Technical Issues, Computer Literacy, Self-Motivation
- More Research tools and softwares are needed to upgrade the standard of research by students Like Reliable Plagrism softwares. These research software and research tools enable researchers to construct theories and system models.
- More Advanced SEO tools are needed for better results.

Best Practice-II:

1. Title of the Practice

A platform for voiceless, Community Radio JIMS Vasant Kunj 90.4 MHz

2. Objectives of the Practice

- To provide a resource to community and students for their education, training and development.
- To develop mathematical temperament in the community and enable them to get rid of phobia/fear for Maths.
- To create awareness regarding the issues like voting, health and well-being and Gender Equality.

3. The Context

The Institute has the distinction of first and the only Community Radio station known as Community Radio JIMS Vasant Kunj 90.4 MHz of GGSIP University, Dwarka, New Delhi. The objective of the station is to give voice to the people living in the vicinity of the 5 KM radius by providing them a platform to raise their voices on contextual issues and behaviour change. The focus of the station has been to enhance the knowledge and skills of the students and community by motivating them for integration of these into their everyday life. Total broadcast hours are 6 hours daily.

4. The Practice

The mantra for programme production is ideation by the community and students for community and students and station of the community and students. Community Radio has been used as a tool for sharing of thoughts, ideas and bringing to the centre stage issues concerning the community be it related to an individual, cause or institution. The station offers internships to both the community and students which has been able to raise their self-esteem and recognition in their community.

The programme production process follows:

- Plan a schedule
- Idea generation
- Research
- Selection of formats
- Selection of experts
- Script Writing
- Voice Modulation
- Production/ Recording
- Editing and Mixing
- On Air

The major areas for the programmes are related to:

- Creating mathematical temperament
- Awareness on Sustainable Development Goals
- Emotional Wellness

- Health and well being
- Women Empowerment
- Awareness on Covid-19
- Voter Awareness
- Policies and programmes of Government
- Legal awareness

5. Evidence of Success

Each programme or series of Community Radio is based on prior baseline surveys and outreach activities conducted by students and supervised by faculties to understand the need and requirements of community from radio station. On the basis of available data Radio Station conceptualized their programmes and on the completion of such series they conduct summative surveys too. such recent project was Radio Mathematics which was catalysed and supported by DST shows that after the completion of this series now audience are more confident and they do not feel fear to maths even they have developed mathematical temperament too. In the study it was also visible that due to the simple language and execution of programmes, Community developed their interest.

The other series of community radio station was based on emotional wellness which was completely an untouched issue for our targeted audience but after the series they have shared with us that now they can relate to their emotions more rationally and now they understand different aspects of emotional health.

6. Problems Encountered and Resources Required

CR JIMS Vasant Kunj is not facing any major issue in terms of programme production and participation of community representatives in programmes, but there are few issues which we encounter during the process.

We are dealing with urban slum and the targeted audience have different issues and need from us so to cater their need we need voices from the officials and sometimes face issues in getting them connected.

As we are functioning as CR station it's really important to have community participation on regular basis but due to their societal circumstances sometimes we found them shy and non-participatory in the process.

Conducting outreach activities and surveys is time consuming as well as costly process too, so sometimes we feel that government must provide funding to all CR stations as we are non-profitable broadcasters and participating on development of masses on ground level.