

## CRITERION 7- INSTITUTIONAL VALUES AND BEST PRACTICES

### 7.2 Best Practice 1:

1. Title of the practice: Environment Consciousness among all sections of the institutions.
2. Goal: To make the campus green, healthy and conducive to academic activities
3. The Context: At present many of the educational institutions in and around the city are suffering from degradation of the environment. We have tried to make our campus free from this degradation – physical pollution, law and order problems, external interference, unhealthy practices among students like ragging and addiction to drugs. The need for making the campus free from all such evils has been strongly felt by the management of the institution and all stakeholders. This has prompted us to take positive steps to create an ambience where academic activities can proceed without any hindrance.
4. The Practice:
  - Smoking and chewing of tobacco in any form is strictly banned in the campus.
  - Ragging in any form is strictly prohibited and would attract harsh punishment.
  - Discipline is strictly maintained.
  - The campus is clean and green.
  - The College building is kept clean and well maintained.
  - Plastic cups and carry bags are not used in the campus.

The Governing Body and the Grievance Redressal cell include a student representative, but there is no students' union. As a result there is no scope for any external intrusion into the affairs of the institution.

#### 5. Evidence of Success:

Although there are a good number of Govt./Govt. Sponsored colleges in the city , yet a section of students flock to this college because of a trouble –free ambience. The guardians seek to get their children admitted to this institution and have expressed their appreciation of the cleanliness, ambience, discipline and greenery of the campus.

#### 6. Problems encountered and resources required:

The College is located in an area full of storehouses (godowns) and factories. As a result, it is impossible for the institution to take measures against air pollution. The road connecting the College with the bus routes is also dirty and used by heavy vehicles as parking space. We have to wean some of the male students away from the habit of smoking and gutka chewing.

The practice does not involve much of expenditure. It has full support of the Management and any resources required are provided by the Management.

#### 7. Notes (Optional)

#### 8. Contact details:

Name of the Principal: Dr. Mausumi Singh Sengupta

Name of the Institution: Taradevi Harakchand Kankaria Jain College

City: Kolkata                      Pin Code: 700002

Accredited Status: Not yet accredited  
Work Phone: 033 2352 6056 Fax: 033 2546 8008  
Website: www.thkjaincollege.ac.in E-mail:principalthk@gmail.com  
Mobile: 09830892492

## **Best Practice 2:**

1. Title of the practice: Professional Experience earned by students of 'Film Studies' and 'Journalism and Mass Communication'
2. Goal: To provide an opportunity to students of 'Journalism and Mass Communication' 'Film Studies' to gain hands-on experience in film making and to make them ready for employment.
3. The Context: With the advent of a large number of TV channels, the demand for people who can produce TV serials, documentaries, Ad-films, corporate films etc. is increasing rapidly. News channels also require personnel for producing news clips, interviews, field reporting, various forms of Journalism like sports journalism and political journalism. On the other hand, the College started with conventional subjects and soon the need for need-based and job-oriented courses was felt. It is under these contexts that the subjects 'Film Studies' and 'Journalism and Mass Communication' were introduced by the institution.
4. The Practice: Students of 'Film Studies' and 'Journalism and Mass Communication' are required to practice reporting, editing, photo-editing, page composition. Each student prepares a documentary on various topics, mainly issues of social relevance. In this year, they have prepared a documentary on Rabindra Nath Tagore named 'Tagore Today'. The documentary in the form of a DVD is available for academic purposes.
5. Evidence of Success: The subjects have been introduced in the year 2014-15 and the first batch is yet to pass the final examination. The materials produced by the students in their first year are stored by the departments.  
The subjects have already gained popularity and the demand for admission has increased in the current year.
6. Problems encountered and resources required

The departments have procured expensive infrastructure in the form of (i) Apple i-Mac computer for Editing (ii) Sony Movie camera (iii) Canon DSLR still-cum-video camera (iv) Sound Recorder and Equalizer (v) Microphones and Audio Output Box etc. The equipment has cost the college Rs. 5.5 lakhs approximately. Some additional expenditure was incurred to install air-condition in the labs. The resources have been provided by the Management and the departments are running smoothly. There are plans to augment the infrastructure.

### 7. Notes (Optional)

### 8. Contact details:

Name of the Principal: Dr. Mausumi Singh Sengupta  
Name of the Institution: Taradevi Harakchand Kankaria Jain College  
City: Kolkata Pin Code: 700002  
Accredited Status: Not yet accredited  
Work Phone: 033 2352 6056 Fax: 033 2546 8008  
Website: www.thkjaincollege.ac.in E-mail:principalthk@gmail.com  
Mobile: 09830892492