



St Joseph College of Communication

Media Village, Changanassery
Affiliated to Mahatma Gandhi University, Kottayam, Kerala

Vision: Transforming Media for a Wholesome World

Founded in 2004

ANNUAL REPORT OF IQAC DURING ACADEMIC YEAR 2023-24

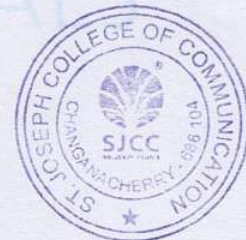
The Internal Quality Assurance Cell (IQAC) of the institution continued its dedication to enhancing academic quality and ensuring continuous improvement during the academic year 2023-24. This report highlights the key initiatives undertaken by the IQAC during this period.

A film festival was organized and conducted in SJCC under the auspices of IQAC, as part of the 20th anniversary of our college on 28,30 June and 1st July, 2023. The festival showcased a diverse range of films in 3 sessions-Directors Corner, Students Corner and Timelapse. Directors Corner showcased contemporary works of independent film makers. Students corner screened handpicked works (14 films) from our current crop of students. In time lapse series, the celebrated works of our alumni over 20 years was showcased, out of 43 google entries ,9 films were selected for screening.

IQAC organized "24 Frames," a film festival for school students, in response to the request from the Block Resource Centre (BRC) on 17 October 2023. These events aimed to promote aptitude for film appreciation among school students.

"Celluloid film festival " was organized and conducted in SJCC ,under the auspices of IQAC,based on request from "Samagra Shiksha Kerala" in Kottayam district, under the Changanacherry Block Resource Centre. A total of 50 students from 23 high schools and higher secondary schools participated in the one-day event. Students from class 9 to 12 were selected, with two representatives from each school forming the film club. The festival showcased films with artistic value, documentaries, and short films, aiming to appreciate films and interact with experts in the field. Film study has been introduced to assist language learning, and the club aims to train students in filmmaking, fostering vision and values in the evolving era. This initiative encourages students to engage with the world through visual language, promoting creativity and interaction.

IQAC initiated the establishment of an Electoral Literacy Club to promote awareness and understanding of democratic processes among students. The club organized various activities, including seminar by Mr.Sajan Alex and interactive sessions, to foster a sense of responsibility and active participation in the electoral system.





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IQAC introduced a system to collect and incorporate feedback from employers during student internships. This initiative aimed to enhance the quality of internships, improve student performance, and align the institution's curriculum with industry requirements.

During the academic year 2023-24, the IQAC continued its commitment to enhancing the institutional quality and ensuring continuous improvement. These initiatives contributed to the overall development of the institution and further strengthened its foundation for maintaining high-quality education and research.




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SJCC
VALUES IN VISUALS