

# ILSASS

## PROSPECTUS

MAJMC Journalism &  
Mass Communication

MSW (HR)

BSW(SE) MSW

BA (Advanced) Journalism &  
Mass Communication

BA (Advanced)  
Applied Psychology

BA (Advanced)  
English Language & Literature

BA (Advanced) Politics &  
International Relations

BA (Advanced)  
Applied Economics

PG Diploma In  
Child Guidance & Counseling



CHARUTAR VIDYA MANDAL'S

### INSTITUTE OF LANGUAGE STUDIES AND APPLIED SOCIAL SCIENCES

(A Self-financed English Medium College, Affiliated to Sardar Patel University)



## SPU Youth Festival 2016



*"Win the World with Wisdom"*

INSTITUTE OF LANGUAGE STUDIES  
AND APPLIED SOCIAL SCIENCES

(A Self-financed English Medium College, Affiliated to Sardar Patel University)

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**“Education is  
a continuous  
process of  
transmission  
of knowledge,  
culture and  
civilization.”**

## Message from the Chairman

We, at Vallabh Vidyanagar, have imbibed the indomitable spirit of true and great visionaries like Sardar Patel, Shri Bhaikaka and Shri Bhikhabhai Saheb. It is their farsightedness and missionary zeal that led to the establishment of Vidyanagar six decades ago. Today this educational township has become a true centre of learning with a huge vibrant students' community, excellent faculty members and an environment which fosters the integral development of students. In a span of six decades, Charutar Vidya Mandal has established large number of world class educational institutions with excellent infrastructure and Modern Technology.

In contemporary times, when the government aid is not forthcoming in the establishment of new institutions and new courses, Charutar Vidya Mandal has taken upon itself the responsibility of providing quality education to students from Gujarat and from all over India and abroad. We, at CVM, carry forward the legacy of Shri Bhaikaka, Shri Bhikhabhai and Dr H M Patel and fulfil their desire to transform Vidyanagar into Modern Nalanda and Takshshila.

I take this opportunity to introduce our Institute, Institute of Language Studies and Applied Social Sciences, popularly known as ILSASS. The objective of establishing ILSASS is to provide quality education in the field of Social Sciences namely Applied Economics, English Language and Literature, Political Science and International Relations, Journalism and Mass Communication, Social Work (Social Enterprise), MHRM, MSW and MAJMC. I want to upgrade the college into a centre for M.Phil. and Ph.D. Studies as well. In the near future we intend to introduce study of world religion so as to mould well informed and religiously educated citizens in the country who would take a lead to create a harmonious world. I am absolutely certain that the study of Social Sciences will add to the human capital of the country.

I heartily welcome you to ILSASS and I am absolutely confident that it will make a huge difference in your life and career both qualitatively and quantitatively.

**C L Patel**

Chairman, Charutar Vidya Mandal



**“***Lord, please help me, to strengthen their voices, bodies and minds, to express their feelings and control them sometimes, to explore what's near and to venture afar; but most important to love who they are.* **”**



## Message from the Principal

At the completion of Higher Secondary Education, students are standing at threshold of a new beginning. They have to make the most crucial decisions of their lives. These decisions include choosing a course in line with their intellectual quotient, emotional quotient and spiritual quotient. Students also have to choose their career keeping in mind the demands and challenges of a dynamic world. Institute of Language Studies and Applied Social Sciences, popularly known as ILSASS, provides an answer to your search for an institution which cater to your quest for knowledge and secure future career. We, at ILSASS, put lot of emphasis on cultivating confidence and inculcating life skills in our students. It is our mission to promote all round personality development. The college academic calendar incorporates all the activities that foster entrepreneurial skills, leadership quality, communication and presentation skills, project writing skills, film appreciation, visits to places for exposure and learning to name a few.

I am indeed very happy to say that the institute is offering postgraduate courses like MSW(HR), MAJMC & MSW. The institute is also planning to introduce various other postgraduate courses in the coming time. The Institute imparts academic as well as personal counselling to each student on continuous basis. For this purpose each teacher is assigned 25 students. The process of counselling generates everlasting bond between the teacher and the students. This bond is used to guide and help the student not only in studies but also in co-curricular activities and career guidance. The college equips the students to become life long leaders and to live up to the punch line of the college - "Win the world with wisdom." I welcome all those daring students who have the courage to take up this clarion call and win the world with wisdom.

**Sunny Thomas**  
Principal, ILSASS





## About the Institute

Institute of Language Studies and Applied Social Sciences popularly known as ILSASS was established in the year 2009. The aim of establishing this Institute is to provide excellent education to the students who wish to graduate in arts and social sciences. The Institute has been established by Charutar Vidya Mandal, the biggest educational trust of Gujarat, which is already running 45 educational institutions catering to around 35,000 students from across the country and abroad.

ILSASS is affiliated to Sardar Patel University, Vallabh Vidyanagar, Anand, Gujarat. The college is offering various specialization in BA namely Applied Economics, Politics and International Relations, English Language & Literature, Journalism and Mass Communication and Applied Psychology. It also offers BSW with a special emphasis on Social Enterprise, MSW-HR, MSW, MAJMC, & PG Diploma in Child Guidance & Counseling. All these courses are taught through English Medium. The college is situated amidst the lush greenery of Vallabh Vidyanagar, an educational campus that dates back to 1946. The college offers courses with a distinct global perspective and trains students to become global citizens.



## OUR VISION

"To make education the most powerful instrument of social, economic and cultural transformation and to augment the quality of human capital of the society."

## OUR MISSION

"Empower the students with knowledge and wisdom, and enrich with lifelong learning skills."

## OBJECTIVES

The goal of ILSASS is to provide students with an environment for the holistic development of their mental, physical, aesthetic, social, and spiritual potentials, together with the attitudes of integrity, hard work, honesty, fairness, empathy and tolerance, so that they give their best. Excellence in these fields is to be interpreted with the following objectives.

- To create a seamless convergence of theoretical learning and practical implementation.
- To offer courses and subjects in alignment with expectations of the industry and society, thus ushering towards employability.
- To establish unique identity in the educational world by providing applied aspects of arts and social sciences.
- To tap, nurture and unleash the innovative entrepreneurial abilities of students and scholars, and thereby ensure lifelong socio-economic value addition.
- To create and nourish a stimulating learning environment.
- To forge and reward excellence in the curricular as well as co curricular activities.
- To develop traits that leads to sustainable career growth.
- To institutionalize quality in all aspects of teaching and learning.



# WHY JOIN ILSASS ???

YOU should join ILSASS as YOU will have an opportunity to...

1. Study in the first English Medium Arts College of Gujarat offering courses in Humanities and Social Sciences with applied nature
2. Have an extra edge over others as the syllabi integrates practical lessons and exposure to real life work situations
3. Select significant and valuable combination of subjects which hones the working skills
4. Sharpen your skills to prepare yourself for academic, industrial, commercial as well as entrepreneur world
5. Have live field exposure, hands on projects and Internship
6. Avail the benefit of the Choice Based Credit System (CBCS) enabling the students to choose the correct combination of subjects
7. Acquire 176 credits in three years leading to the acquisition of advanced degree for the purpose of pursuing studies abroad.

## What Makes Us Different?

- Global Career Opportunities
- Qualified and Dedicated Faculty Team
- Exposure to International Environment
- Focus on Personality Development
- Well equipped JMC Studio
- Stimulating and Innovative Learning Environment
- Career Counseling & Personal Attention
- Best Environment for Studies, Field-Work and Research
- Opportunity for pursuing career in civil services in both at State and Central level
- Additional facility to learn computer application
- Additional facility to develop proficiency in English Language

These features offer solutions to the problems confronted by academicians as well as industry in the emerging knowledge economy







# PROGRAMS OFFERED

All the courses are affiliated to Sardar Patel University,  
Vallabh Vidyanagar, Anand, Gujarat.

1	BA (Advanced)	Applied Economics
2	BA (Advanced)	Politics and International Relations
3	BA (Advanced)	English Language and Literature
4	BA (Advanced)	Applied Psychology
5	BA (Advanced)	Journalism & Mass Communication
6	BSW (SE)	Bachelor of Social Work (Social Enterprise)
7	MSW (HR)	Master of Social Work (HR)
8	MSW	Master of Social Work
9	MAJMC	Master of Arts In Journalism & Mass Communication
10	Ph.D	Economics/Psychology/Journalism & Mass Communication
11	Diploma	Advanced Diploma in Child Guidance & Counseling

## Bachelor of Arts

### 1. BA (Advanced) Applied Economics : (English medium)

In addition to the introductory theoretical inputs provided in the usual courses, this course specifically focuses on recent developments in computing and quantitative methods that have become indispensable for economists in a globalised world. Students completing this course have a plethora of opportunities ahead of them. They can go ahead and do MA / MBA / M.Com. / M.Sc., appear for Public Service Commission Examinations. Since there are elements of mathematics and information and computer technology the students can enter into banking, insurance and sunrise industries without much effort. There is huge demand for graduates of applied economics internationally. The choice based credit system introduced in the college will certainly help the students to secure admission in any of the Indian universities or in the foreign universities for higher studies.

### 2. BA (Advanced) Politics and International Relations: (English Medium)

This course aims at equipping the students with diplomatic management skills and in-depth understanding of politics and international relations in a rapidly changing global scenario. There are ample of opportunities for students at the completion of this program to move into further studies in Masters and Public Administration. There are also plenty of opportunities to pick up a career in international organization and foreign embassies.



### 3. BA (Advanced) English Language and Literature

This course goes beyond traditional courses in English Studies and brings together aspects of linguistics, language teaching and literary studies. This is the first of its kind undergraduate course that explores various strands that are usually offered at the postgraduate level. The course curriculum is developed keeping in mind the degree of difficulties faced by students who have not carried out their studies through English medium. This program will offer a number of opportunities to students. They can pursue their higher studies and opt for competitive examinations. There are plenty of career options in industry and other commercial organization.

### 4. BA (Advanced) Applied Psychology : (English Medium)

This course will expose the students to advanced levels of applied psychology including child and industrial psychology as well as psychotherapy. Thus, it prepares the students for a career either in the academic world or for paramedical services. A successful student can opt for a career in education field, industry or individual practice after the completion of post-graduate studies.

### 5. BA (Advanced) Journalism and Mass Communication : (English Medium)

Journalism is the most interesting career option a person can choose for. The job profile offers challenging assignments as it can lead a person into the wilderness and to the most happening places in the course of the job. Without the profession of journalism, the world might collapse with no one to take the news of one place to another and keeping the world connected through the thread of humanity. The course therefore, empowers the students with all the skills of New Media, including print, electronic and digital, with a thorough grounding in English. The students would be placed for internship in national-level media houses. Future as a journalist holds a promising career for the adventurous people who are willing to go beyond the limits of the conventional and bring out the facts that matter to the living world.

### 6. Bachelor of Social Work BSW : (Social Enterprise) : (English Medium)

Making a living while making a difference in the lives of people and society- that's what a career in social work has to offer. Individuals in these fields can play a critical role in areas such as, counseling in employment and/or career development settings, developing health, family systems, collaborating with community organizations to attain a higher quality of life for the citizens, working with substance abuse and other addictions, helping people with physical, mental or emotional disabilities, improving cultural and ethnic empathy to advance individual and community development.

Social work and services occupations provide a wide range of opportunities for people to pursue careers that complement their interests and knowledge. Here field work is done in respective field during the time of education that proves to be useful and beneficial for the student to understand the particular setting and make him to attain knowledge. Field work proves out to be effective as it makes a student to deal accordingly in the respective field setting he/she is placed.

Prospects are found in institutions at the National and International level such as: schools, hospitals, rehabilitation centers, correctional institutions, business and industry, multinational companies, international aid organizations, social service agencies-both public and private, public welfare offices, child welfare organizations and nursing homes. Through direct counseling and services coordination, social workers assist people in identifying solutions in problems like homelessness, handicaps, substance abuse, pregnancy, family conflicts and neglect.

## Future Prospects

• MBA (Marketing) • MBA (Media Management) • MA (ELT) • MA (English Literature) • MA (Industrial Psychology) • MA (Clinical Psychology) • MA (Economics) • MCom • Master in E-Business • MA (Political Science) • MA (Social Work) • MBA (HR) • MLW • BEd (Advanced)

UPSC, GPSC, Advertising, Script Writing, Film Making, Event Management, Photography, Banking and Insurance Sector, Advertising, Copy Writers, International Assignments in UNO and other international NGOs, Proof Reader, Editor.



# B A (Advanced) (Eng Med) Programme

## Choice Based Credit System Courses of Study\*

\*Likely to change from the academic year 2017-18

\*However, All Subjects will be Incorporated Under Different Groups

### SEMESTER 1

**Foundation** (2 courses X 4 credits = 8 Credits)

1. Communication Skills-I
2. Basic Computer Applications

**Core Course (Any 3)** (3 Courses X 4 credits =12 Credits)

1. Introduction to Political Science I
2. Elements of Economic Theory-I
3. Introduction to Psychology-I
4. Introduction to English Literature-I
5. Sociology: An Introduction
6. Principles of Mass Communication-I

**Elective (Any One Group)** (2 Courses X 4 credits =8 Credits)

E1- Basic Principles of Political Theory  
E1- Indian Government and Politics –I

OR

E2- Micro-Economic Theory – I  
E2- Macro-Economic Theory – I

OR

E3- Basic Psychological Process-I  
E3- Social Psychology-I

OR

E4- History of English Literature:  
An Overview – I  
E4- English Prose – I

OR

E5- Development of Media– I  
E5- Print Media – I  
(Reporting and Editing)

**Social Orientation and Extension Activities**  
(1 Course X 2 credits =2 Credits)

NSS/NCC

### SEMESTER 2

**Foundation** (2 courses X 4 credits = 8 Credits)

1. Communication Skills-II
2. Basic Computer skills-I

**Core Course (Any 3)** (3 Courses X 4 credits =12 Credits)

1. Introduction to Political Science-II
2. Elements of Economic Theory-II
3. Introduction to Psychology-II
4. Introduction to English Literature-II
5. India: Social Structure
6. Principles of Mass Communication-II

**Elective (Any One Group)** (2 Courses X 4 credits =8 Credits)

E1- Indian Political Thought  
E1- Indian Government and Politics-II

OR

E2- Micro-Economic Theory – II  
E2- Macro-Economic Theory – II

OR

E3- Basic Psychological Process-II  
E3- Social Psychology-II

OR

E4- History of English Literature: An Overview – II  
E4- English Prose-II

OR

E5- Development of Media-II  
E5- Electronic Media (Radio and Television)

**Social Orientation and Extension Activities**  
(1 Course X 2 credits =2 Credits)

NSS/NCC







### SEMESTER 3

**Foundation** (2 courses X 4 credits = 8 Credits)

1. Corporate Communication - I
2. Basic Computer Skills-II

**Core Course (Any 2)** (2 Courses X 4 credits = 8 Credits)

1. Introduction To Indian Constitution
2. Indian Economy
3. Child Psychology
4. Introduction To English Literature -III
5. Introduction To Creative Writing

**Elective (Any One Group)** (3 Courses X 4 credits = 12 Credits)

- E1- Introduction To International Politics  
 E1- Western Political Thought -I  
 E1- Public Administration

OR

- E2- Mathematical Techniques In Economics  
 E2- Public Finance  
 E2- Economics Of Growth And Development

OR

- E3- Experimental Psychology (Theory)-I  
 E3- Experiments In Psychology-I (Practical)  
 E3- Fields Of Psychology-I

OR

- E4- Reading And Understanding Poetry  
 E4- English Literary Criticism-I  
 E4- History Of Indian English Literature

OR

- E5- Principles Of Marketing  
 E5- Feature And Opinion  
 E5- Print Production And Photography

**Social Orientation and Extension Activities**  
 (1 Course X 2 credits = 2 Credits)

NSS/NCC

### SEMESTER 4

**Foundation** (2 courses X 4 credits = 8 Credits)

1. Corporate Communication - II
2. Research Methodology

**Core Course (Any 2)** (3 Courses X 4 credits = 8 Credits)

1. International Political Organizations
2. Indian Economic Structure
3. Counseling Psychology
4. Indian Writing In English
5. Introduction To Public Relations

**Elective (Any One Group)** (3 Courses X 4 credits = 12 Credits)

- E1- Political Theory  
 E1- Indian Administration  
 E1- Theoretical Dimensions of International Relations

OR

- E2- Statistical Techniques In Economics  
 E2- International Economics  
 E2- Banking And Financial System

OR

- E3- Experimental Psychology (Theory)-II  
 E3- Experiments In Psychology-II (Practical)  
 E3- Fields Of Psychology-II

OR

- E4- Reading And Understanding Fiction  
 E4- English Literary Criticism-II  
 E4- History Of Indian Writing In English-II

OR

- E5- Introduction To Advertising  
 E5- Niche And Magazine Journalism  
 E5- Advertising And Marketing Research

**Social Orientation and Extension Activities**  
 (1 Course X 2 credits = 2 Credits)

NSS/NCC



## SEMESTER 5

**Foundation :** (1 course = 4 Credits)

1. Personality Development And Soft Skills - I

**Core Course (Any 2)** (2 Courses X 4 credits = 8 Credits)

1. Theory of International Politics
2. Economic Environment-I
3. Health Psychology
4. Introduction to Postcolonial Literature
5. Transcreation

**Elective (Any One Group + Project)**

(3 Courses X 4 credits = 12 Credits + 6 credits = 18 Credits)

- E1- Modern Western Political Thought- I  
E1- State and Local Government  
E1- India's Foreign Policy  
OR  
E2- Economic Analysis - I  
E2- Economic Systems  
E2- Industrial Economics  
OR  
E3- Psychopathology-I  
E3- Industrial Psychology-I  
E3- Psychological Testing-I (PRACTICAL)  
OR  
E4- Reading and Understanding Drama  
E4- Literary Criticism III  
E4- Introduction to English Language Teaching-I  
OR  
E5- Brand Building  
E5- Broadcast Journalism  
E5- Consumer Behaviour & Project I  
(In the Area of Specialization)

## SEMESTER 6

**Foundation :** (1 course = 4 Credits)

1. Personality Development And Soft Skills - II

**Core Course (Any 2)** (2 Courses X 4 credits = 8 Credits)

1. India in World Politics
2. Economic Environment-II
3. Health Psychology
4. The Study of Discourse
5. Understanding Cinema

**Elective (Any One Group + Project)**

(3 Courses X 4 credits = 12 Credits + 6 credits = 18 Credits)

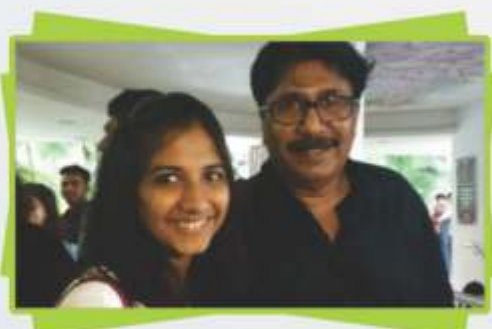
- E1- Modern Western Political Thought-II  
E1- Post Cold War International Relations  
E1- Politics in South Asia  
OR  
E2- Economic Analysis-II  
E2- Labour Economics  
E2- Introduction To Econometrics  
E2- International Economic Organisations  
OR  
E3- Psychopathology - II  
E3- Industrial Psychology - II  
E3- Psychological Testing - II (PRACTICAL)  
OR  
E4- Reading and Understanding Postmodern Literature  
E4- Literary Theories and Criticism  
E4- Introduction to English Language Teaching- II  
OR  
E5- Agency and Media Management  
E5- Media Planning and Buying  
E5- Media Laws and Ethics & Project II  
(In the Area of Specialization)

### EXAMINATION PATTERN

40 Internal Marks 60 External Marks

### PROPOSED FEES

Rs. 30,000/- Per Semester





# BSW (SE) Programme- English Medium

## Choice Based Credit System Courses of Study\*

\*Syllabus is likely to change as per University norms. All the subjects will be incorporated in the new syllabus

### SEMESTER 1

**Foundation** (2 courses X 4 credits = 8 Credits)

1. Communication Skills-I
2. Information and Computer Technology-I

**Core Course** (3 Courses X 4 credits =12 Credits)

1. History and Philosophy of Social Work
2. Sociology for Social Work in India (Society)
3. Human Growth and Development-I

**Elective (Any One)** (1 Courses X 4 credits =4 Credits)

1. Rural Problems, Urban Problems and Tribal Problems
2. Management of Natural Resources
3. Understanding Indian Economy

### FIELD WORK

### SEMESTER 2

**Foundation** (2 courses X 4 credits = 8 Credits)

1. Communication Skills-II
2. Information and Computer Technology-II

**Core Course** (3 Courses X 4 credits =12 Credits)

1. Working with Individuals-I
2. Working with Group-I
3. Community Organization-I

**Elective (Any One)** (1 Courses X 4 credits =4 Credits)

1. Human Rights
2. Women Rights and Child Rights
3. Principles of Management

### FIELD WORK

### SEMESTER 3

**Foundation** (2 courses X 4 credits = 8 Credits)

1. Corporate Communication-I
2. Information and Computer Technology-III

**Core Course** (3 Courses X 4 credits =12 Credits)

1. Social Work- Social Problems In India
2. Human Growth and Development-II
3. Medical and Correctional Social Work

**Elective (Any One )** (1 Courses X 4 credits =4 Credits)

1. Human Resource Management
2. Local Self Governance
3. Social Enterprise Management

### FIELD WORK



### SEMESTER 4

**Foundation** (2 courses X 4 credits = 8 Credits)

1. Corporate Communication-II
2. Research Methodology

**Core Course** (3 Courses X 4 credits =12 Credits)

1. Working with Individuals-II
2. Working with Group-II
3. Community Organization-II

**Elective (Any One)** (1 Courses X 4 credits =4 Credits)

1. Fund Raising and Resource Mobilization
2. Micro Credit and Micro Finance
3. Industrial Relations

### FIELD WORK

### SEMESTER 5\*

**Foundation** (2 courses X 4 credits = 8 Credits)

1. Personality Development and Soft Skills-I
2. Project Management

**Core Course** (3 Courses X 4 credits =12 Credits)

1. Social Welfare Administration-I
2. Community Development-I
3. Qualitative Research Methods in Social Work

**Elective (Any One)** (1 Courses X 4 credits =4 Credits)

1. Medical and Social Worker
2. Correctional Social Worker
3. Administration of Social Enterprise
4. Family Social Work-I

### FIELD WORK

### SEMESTER 6

**Foundation** (2 courses X 4 credits = 8 Credits)

1. Personality Development and Soft Skills-II
2. Dissertation (Project Based on Social Work Research)

**Core Course** (3 Courses X 4 credits =12 Credits)

1. Social Welfare Administration-II
2. Community Development-II
3. Disaster Management

**Elective (Any One )** (1 Courses X 4 credits =4 Credits)

1. Psychiatric Social Work
2. Family Social Work-II
3. Organizational Behaviour

### FIELD WORK

### EXAMINATION PATTERN

40 Internal Marks 60 External Marks

### PROPOSED FEES

Rs. 30,000/- Per Semester

Note: All the above subjects in BA and BSW (SE) will be offered but the grouping may change



# Advanced Diploma in Child Guidance & Counselling

## About the course

Our world is increasingly becoming more interconnected. This globalization highlights the need for highly trained mental health professionals to address trauma, addiction, depression, academic and career concerns in clinics, hospitals, schools, and universities.

Counselors are highly-trained professionals assisting people to live more joyful, productive lives. No one would seriously doubt that life is challenging and, at times, heart-breaking—we need only to look around.

Then, there are other issues that while seemingly less pressing, can be very big concerns for the person grappling with them. Good examples of such concerns involve career and vocational identity issues. School counselor and career counselors help students and adult clients address career and employment concerns through testing, interviewing and, of course, counseling.

Anyone interested in becoming a counselor must be healthy themselves. Counseling is challenging work and maintaining one's own physical and mental health is critical for success in the profession. Counselors must also be open-minded, nonjudgmental, tolerate ambiguity, and be lifelong learners.

In India, the awareness about need and importance of counseling is quite low as compared to foreign countries. But here as well, people now understand the need to communicate their deepest feelings to a counselor instead of bottling them inside.

Schools have started keeping a position of counselor who can deal with children who require counseling. This is quite an important step because the

Children are the future of the country and if some things are holding them back then they do need expert advice to break free and live a fully cherished childhood.

Adolescent is the age when many children often make wrong decisions in lack of guidance and if there is a counselor who is there to listen and guide them without judging or punishing them, then they can actually be more frank and focus on good things.

Every relationship involves conflicts and conflict management is a skill that many of us lack in. Counseling in marriage and relationships help people to bond better and make relationships smoother.

Counseling also helps one improve the skill of decision making, reduce tension, maintain a better self-esteem and confidence and feel more positive and optimistic towards life. So, instead of pushing oneself in dark one can actually seek a professional counselor and try live life with a better approach to it.

## Objectives

- To explore and evolve attitudes, values and beliefs that facilitates work with children as mental health professionals.
- To acquire knowledge and understanding of theoretical constructs and socio-cultural perspectives in the context of counselling.
- To develop skills to plan, provide and monitor counselling interventions for children and child related systems.
- To develop skills of mobilizing resources and networking & collaborating with stakeholders.

## Perspective

- The Course is planned based on 'Developmental', 'Ecological' and 'Rights' perspective. This would facilitate the learners/ trainees to plan and undertake mental health activities for enabling and empowering children and their families in different contexts.
- To enable the learner to function effectively as a mental health professional, the programme would include understanding of theoretical constructs, development of self, as well as acquisition of skills through experiential and action learning.

## About RCI

The Rehabilitation Council of India (RCI) was set up as a registered society in 1986. On September, 1992 the RCI Act was enacted by Parliament and it became a Statutory Body on 22 June 1993. The Act was amended by Parliament in 2000 to make it more broad-based. The mandate given to RCI is to regulate and monitor services given to persons with disability, to standardise syllabi and to maintain a Central Rehabilitation Register of all qualified professionals and personnel working in the field of Rehabilitation and Special Education. The Act also prescribes punitive action against unqualified persons delivering services to persons with disability.

## Prospects of the course

- Career Counsellor
- Deaddiction Counsellor
- Family and Marriage Counsellor
- Rehabilitation Counsellor
- Student Counsellor
- Clinical Counsellors

## Admission Details

- **Admission:** From June, 2017
- **Duration:** The Programme would be of 10 months duration followed by 2 months of Internship.
- **Intake :** 60
- **Minimum Qualification:**
  - Without RCI Licence : Any graduate with Passing Marks
  - With RCI Licence: any graduate with Psychology and Social Work and/or any graduate with two years of Teaching/Professional experience





# Master of Social Work (HR)

## MSW (HR)



### About the course

The impact of economic reforms in 1990s on Indian market has been unprecedented. It brought an opportunity of global competition where effective and sustainable performance of the corporates became key to organizational success. In such a scenario, human resource (HR) offers competitive advantage to meet the demands of contemporary business. HR functions demand multi-fold skills to achieve key performance. The role of HR professionals needs a shift from technical to tactical and legitimate to strategic. HR managers must have a strong interpersonal focus and develop creativity, originality and adaptability in a learning culture that demands disciplined thinking and encourages curiosity. This programme works with students to generate an in-depth, high-level, critical and practical experience of the management of human resources.

### Scope of MHRM

MSW-HR Programme has endeavored to fill the void created by traditional pattern of management education in India. It realises the need to relate class room theory to professional skills. The MSW-HR attempts to develop managers of today and tomorrow who have the academic background, managerial skills and initiative to anticipate and solve the complicated business problems in domestic and international market.

The programme is designed to provide a broad based management education to prepare youth to shoulder managerial responsibilities in organisations and to lay special emphasis on provision of education for development of entrepre-neurial capabilities suitable to various organisations.

The programme inculcates innovation and creativity in the students so as to facilitate changes and increase productivity, cost effectiveness and efficiency in future

organisational system, by effective management of human resources.

The programme aims at preparing future managers for performing the present role/jobs/tasks/functions effectively and create conditions to help employees bridge the gaps through development.

The programme helps in developing in the young students' managerial expertise to face competition both in service and manufacturing sectors at national and international levels.

The programme aims at developing individual competencies, inter personal relationships and team spirit through rigorous theoretical and practical sessions.

### Programme features

- Small classes sizes and close personal attention from the course tutors.
- Four semesters of taught core, specialist and elective modules
- A 15,000 word Dissertation which provides a major opportunity to extend the interest of an individual student by focusing on a specific human resource area, a business plan or consultancy project.
- Practical field-based opportunities to put academic knowledge into practice. An interdisciplinary opportunity to develop core management competencies whilst selecting from a range of specialist HR modules.

### Admission Details

- Admission : From June, 2017
- Duration : Four semesters (CBCS)
- Intake : 70
- Minimum qualification : Graduate in any discipline with passing marks in aggregate/equivalent or postgraduate in any discipline
- Nature of the programme : Multi disciplinary
- Prospective employers : Corporate and service sectors.



# MSW-HR (Equivalent to MHRM)

## Courses of Study

### SEMESTER - 1

- Principles of Management
- Social Science Study for HR Professional
- Managing Individual Behaviour
- Managing Group Behaviour
- Social Research Groups
- Field Work / Practicum
- Skill Laboratory

### SEMESTER - 2

- Business and HRM
- Principle of HRM
- integration of HRM & Society
- Research Analysis
- Communication Skill for manager
- Field work Practicum (New) (With Effect From : June 2016)
- Skill Laboratory

### SEMESTER - 3\*

- Organizational Development
- Human Resource Development
- Employment Law-I
- Field Work Practicum
- Management Functions And Behavior
- Corporate Social Responsibility
- Management Of Human Resources

- Employment Relations
- Organizational Dynamics
- Wage And Salary Administration
- Human Resource Planning
- Human Resource Information System
- Skill Laboratory

### SEMESTER-4\*

- Organizational Behavior
- Compensations Management
- Employment - II
- Field Work Practicum
- Skill Laboratory
- Research Report
- Corporate Governance & Business Ethic
- Strategic Management
- Competency Mapping and Career Development
- HRM in international Settings

Project Management

Managerial Economics

Organizational

Effectiveness & Change

Business environment & Law

Business Environment & Law



#### EXAMINATION PATTERN

30 Internal Marks 70 External Marks

#### Proposed Fees

Rs. 50,000/- Per Semester

\* Subjects to be Revised by Sardar Patel University (Third & Fourth Semester)



# MSW (Master of Social Work)

## Choice Based Credit System

### About the Course

The most important objective to start MSW is not only the requirement of job oriented courses, which helps in getting the employment, but the course prepares better and more efficient citizens for Mother India, who can have greater sense of responsibility towards their nation. There is an ever-growing demand for social work in our country as the result of Westernisation, material advancement and the blind adoption and imitation of Western values, which have made human's life a complex web of absurdities. It has created an everlasting demand for social work to cure those complexities. Professional courses and job market are closely related. The present time is of cut throat competition. A candidate with a professional degree is considered to be more competent than the simple graduates and so s/he stands a better chance in the employment market. Indian society is known for its many virtues and plus points but its negative side needs to be addressed simultaneously.

Deep rooted and age-old drawbacks like superstitions, illiteracy, dowry, alcohol-consumption, child-marriage, etc. are the stigma in the Indian society. The intensively taught and trained students can have a wide scope to share and to impart their knowledge to the illiterate and ignorant masses and thereby to liberate them from rigid customs and rituals. The course aims at producing a greater confidence and power in the candidates, which will enable them to adjust in their own personal and social life.

### Scope of the Course

The study of social work is for committed individuals who are passionate about caring for people, from infants to the elderly, helping them overcome life's most difficult challenges. The study of social work prepares you to become a professional social worker, by helping you develop knowledge, values, and skills essential to competent social work practice. The study of social work gives you the opportunity to work with individuals through internships with local agencies, to test what you are learning in the classroom and to identify where you need more educational experience.

The MSW programme offers its students a wide range of work opportunities in non-government, inter-government and government organisations working at the micro and macro levels simultaneously at the local, national and international levels. The programme equips its students to work in a wide range of capacities as social workers, counsellors, field officers, project officers and programme coordinators in the fields of health, education, development, criminal and juvenile justice, gender issues, family services such as family courts, family counselling centres, adoption centres, broad-based child welfare services, community organisation and development practice, NGO–corporate initiatives, industry, funding agencies, research-based organisations, advocacy and human rights organisations and organisations working in specialised areas of disability, HIV/AIDS, sexuality, disasters, etc. Employment opportunities are also available in academic and research organisations as instructors, lecturers in colleges/ departments of social work, as researchers and as community development personnel, in funding agencies and as development consultants.

### Admission Details

- Admission From June, 2017
- Duration Four semesters (CBCS)
- Intake : 70
- Minimum qualification : Graduate in any discipline or postgraduate in any discipline
- Nature of the programme : Multi disciplinary
- Prospective employers Corporate and service sectors.





# MSW Courses of Study

## Semester -1

- Perspectives of Social Work in India
- Social science study for social workers
- Human Growth & Development
- Social work Methods
- Social Research Methods
- Field work Practicum
- Skill Laboratory

## Semester -2

- Social Case Work
- Social Group Work
- Community Organization
- Social Work Research & Statistical application
- Social Policy and social legislation
- Field Work Practicum
- Skill Laboratory

## Semester -3

- Working With Family, Child And Youth
- Labour Welfare And Human Resource Management
- Social Work Practice In Health Care
- Field Work Practicum
- Skill Laboratory
- Administration Of Welfare And Development Services
- Managing Voluntary Organization

- Labour Legislations
- Human Resource Development
- Corporate Social Responsibility
- Counseling- Theory And Practice
- Preventive and Social Medicine
- Human Rights and Social Work Practice
- Social Work Intervention In Emergency Situations

## Semester -4

- Organizational Behaviour & employee Development
- Social Defence And Correctional Services
- Clinical Psychiatry And Community Mental Health
- Field Work Practicum
- Skill Laboratory
- Research Report\*
- Organizational Development & Dynamics
- Current Trends & Perspectives In Criminology
- Judiciary & Criminal Justice Procedure
- Social Work Intervention In Mental Disorders
- Mental Health Policy & Health Care Social Work
- Industrial Relations & Trade Unionism
- Rural And Urban Community Development
- International Social Work
- Labour Economics & Problems Of Indian Labour
- Tribal Problems & Tribal Development Scheme

## EXAMINATION PATTERN

30 Internal Marks 70 External Marks

## Proposed Fees

Rs. 50,000/- Per Semester



# MAJMC (Journalism & Mass Communication)

## Choice Based Credit System (CBCS)

### About the Programme:

With the objective of promoting excellence in the field of media, Institute of Language Studies and Applied Social Sciences (ILSASS) started one-of-its-kind Bachelor's programme in Journalism and Mass Communication after Class-XII in 2009, which soon became the talk of the state as it was the first such offering by any Educational Institution in the state.

In 2015, after success of BA(Advanced) in JMC, we expanded our avenues and started offering the MA Journalism and Mass Communication after graduation in any discipline. The vision for MA (JMC) Studies was to build young graduates tuned to the discipline of media and marketing as well as giving them a definitive insight into the workings of the media industry at large. This programme focuses on some specialized areas of Print, Electronic and Radio Journalism along with Public Relations (PR), Media Planning & Buying, Media Management, Advertising, Cinema, etc.

ILSASS has the best in-house and external faculty – which give it that edge which no other private or other university-governed media/journalism school can strive to achieve.

### Here are some of the glimpses of various media business and its growth in the future:

·CINEMA: China is expected to be close to overtaking India as the biggest cinema market by 2020. In terms of admissions; India is currently the biggest cinema market in the world. In 2015 admissions were at an estimated 2.04bn, and in 2020 are predicted to be at 2.80bn, rising at a 6.6% CAGR. In terms of multiplexes, India remains under-served. At the end of 2014, there were around 11,200 screens in the country as a whole — a small number given the population and the appetite for cinema-going.

INTERNET ADVERTISING: Cost-conscious advertisers embrace paid search. Paid search Internet advertising revenue is, and will continue to be, India's largest Internet advertising sub-component over the forecast period. Paid search grew 26.7% year-on-year in 2015, reaching revenue of US\$211mn.

TELEVISION ADVERTISING: Digital upgrades are focused primarily on the cable and satellite sectors. Indian TV advertising revenue has consistently grown throughout the global recession and India will be one of only seven countries to achieve double-digit growth over the forecast period at an 11.7% CAGR. This will generate revenue of US\$5.54bn in 2020, compared with US\$3.19bn in 2015.

PUBLISHING: Indian publishing growth bucks global trend where global trends in magazine, books and newspaper publishing combined are at a near flat or negative growth trajectory, Indian publishing remains one of the fastest growing the world. In 2015, the overall publishing revenues were at US\$6133mn, an increase of US\$302mn over 2014.

### Salient Features of the programme : At a Glance

- Name : Master of Arts (Journalism and Mass Communication)
- Eligibility : Any Graduate from any discipline can apply for this course
- Type : Choice Based Credit System (CBCS)
- Total Semesters/Year : 04 Semesters, Two years full time
- Language : Tri-lingual (Gujarati, Hindi and English)
- Medium of Instruction : All three languages
- Affiliation : Sardar Patel University, Vallabh Vidyanagar, Anand
- Intake : 70 seats
- Exam pattern : 50 Internal and 50 External Marks

### Resources and Infrastructure:

1. Highly qualified academic faculty members
2. A state-of-the art Video production studio with necessary equipments
3. "The Teller": In-house tabloid newspaper for the students by the students
4. Internship placement in various renowned media

# Syllabus:

## MA (Previous) Under Choice Based Credit System Semester-I

Course Type	Course Code and Title
Core	<b>PG01JMCC06:</b> Indian Society and Development
Core Elective	<b>PG01JMCE01:</b> Introduction to Communication and Principles of Communication
	<b>PG01JMCE02:</b> Development of Media-I (Print)
	<b>PG01JMCE03:</b> Reporting: Concept and Process
	<b>PG01JMCE04:</b> Editing: Concept and Process
	<b>PG01JMCE05:</b> Field Work Practicum – Print Media: Newspapers, Magazines)
Core Foundation	<b>PG01JMCF07:</b> Basic Communication Skills and Language

## MA (Previous) Under Choice Based Credit System Semester-II

Course Type	Course Code and Title
Core	<b>PG02JMCC06:</b> Indian Government and Politics
Core Elective	<b>PG02JMCE01:D</b> Development of Media-II: Radio and Television
	<b>PG02JMCE02:</b> Radio Journalism
	<b>PG02JMCE03:</b> Television Journalism
	<b>PG02JMCE04:</b> Basic Photography and Photo Journalism
	<b>PG02JMCE05:</b> Field Work Practicum: Electronic Media – Radio/TV/Production House
Core Foundation	<b>PG02JMCF07:</b> Development Communication

## MA (Final) Under Choice Based Credit System Semester-III

Course Type	Course Code and Title
Core	<b>PG03JMCC06:</b> Indian Economy
Core Elective	<b>PG03JMCE01:</b> Advertising
	<b>PG03JMCE02:</b> Public Relations
	<b>PG03JMCE03:</b> Media Planning and Buying
	<b>PG03JMCE04:</b> Media Management
	<b>PG03JMCE05:</b> Field Work Practicum: Public Relations/Advertising Agencies
Core Foundation	<b>PG03JMCF07:</b> Women, Children and Media

## MA (Final) Semester-IV

Course Type	Course Code and Title
Core	<b>PG04JMCC06:</b> Human Rights and Media
Core Elective	<b>PG04JMCE01:</b> Media Law and Ethics
	<b>PG04JMCE02:</b> Film Studies
	<b>PG04JMCE03:</b> New Media Studies and Cyber Media
	<b>PG04JMCE04:</b> Present Indian Scenario and Current Affairs
	<b>PG04JMCE05:</b> Dissertation/Research Project based on Field Work
Core Foundation	<b>PG04JMCF07:</b> Communication Research Method

\*Proposed Fees: Rs. 50,000/- Per Semester







# National Service Scheme (NSS)

## What is the Scheme?

National Service Scheme, under the Ministry of Youth Affairs & Sports Govt. of India, popularly known as NSS was launched in Mahatma Gandhi's Birth Centenary Year 1969, in 37 Universities involving 40,000 students with primary focus on the development of personality of students through community service.

## What is the Strength?

Today, NSS has more than 3.2 million student volunteers on its roll spread over 298 Universities and 44 Senior Secondary Councils and Directorate of Vocational Education all over the country. From its inception, more than 3.75 Crores students from Universities, Colleges and Institutions of higher learning have benefited from the NSS activities, as student volunteers.

## What are the activities under NSS? :

NSS volunteers generally work with villages, slums and voluntary agencies to complete 120 hours of regular activities during an academic year. As per the fundamental principles of National Service Scheme, a volunteer is expected to remain in constant touch with the community. Hence, it is of vital importance that a particular village/slum is selected for implementation of NSS programmes. As the NSS volunteer is to live with the members of the community and learn from their experience during his/her tenure in NSS, the village/slum should be carefully selected for adoption by NSS unit.

The regular activities under this scheme are: Adoption of villages, Contacting village/area leaders, Survey of the village/area, adoption of slums and coordination with voluntary organizations to carry out community-based programmes on environment protection, forest conservation, agriculture, adult education, health, child and family welfare. Voluntary organizations can also help in forming public opinion in favor of NSS projects. Adult education samitis, Nasha Bandi Boards, Yuva Mandals and Manila Mandals can provide additional assistance to the NSS units.

It also include activities like propagation of the message of small family norms, blood donation activities, Thalassemia check-up, health education, small savings drives, cashless society, Digital India, working for improvement of physical environment; programme of non-formal education and general literacy classes; organization of economic development activities; establishment of hobby centers and assisting in the rehabilitation work of the disabled, destitute etc.





**NSS and ILSASS:**

To make the students socially sensitive and responsible, we at ILSASS also launched National Service Scheme (NSS) from academic year 2016-17. Interestingly this initiative got overwhelming response and more than 100 students got enrolled for this programme. Two significant events also been carried out successfully under this programme. These events include: National Level Adventure Programme at Manali (Kullu), Himachal Pradesh and Rural cum Tribal camp in Tengadh, Chhota Udepur at prestigious BHASHA Research Center. Moreover, "Cashless Awareness and Sensitization" programmes were also been organized in various villages of Anand district in coordination with local administration. Under this programme student volunteers taught Science, English, Mathematics, Computer and other such subjects to primary school children in government run public school in the vicinity of the town. A Thelesemia check-up camp is also been carried out at college in coordination with Indian Red Cross Society (IRCS), Anand, wherein more than 80 students got tested. At least 50 units of blood collected during Blood Donation Camp organized under NSS activity in association with AD Gorwala Blood Bank, Karamdsad.

**Who can join NSS?**

Any student who is dedicated and sensitive about social issues and whose inclination is towards empowerment and upliftment of the society can join this scheme. However this scheme is mandatory for Bachelor of Social Work (BSW) and Master of Social Work (MSW) students. To get register yourself as student volunteer of NSS please contact the Co ordinator of the NSS programme in the college.







## General Information

- 1 Admission to BA/BSW programmes will be given on merit of class 12th result and personal interview.
- 2 Candidates from other than Gujarat Secondary Board must obtain "Provisional Eligibility Certificate" from Sardar Patel University at the time of admission. They will have to produce Final Eligibility Certificate at the time of enrollment in due course in college.
3. (a) Candidates admitted, (who have passed their Higher Secondary Certificate Examination from Gujarat Secondary Education Board) will have to obtain necessary Enrollment Certificate from Sardar Patel University in due course through the college.  
(b) Candidates other than mentioned in 3(a) above will have to produce "Provisional Eligibility Certificate" obtained from Sardar Patel University at the time of submission of the application form and "final Eligibility Certificate" within a month after admission.
- 4 All admissions are subject to confirmation by Sardar Patel University. The students admitted to the course will have to abide by the rules and regulations laid down by the college and the University relating to attendance, class work, assignments, test performance and such other things failing which they will not be allowed to appear for the University Examination.
- 5 Once admitted, the student will have to attend classes regularly, non attendance of which will lead to the cancellation of admission.
- 6 A student is supposed to take note of all the relevant information, rules and regulations with reference to the class / stream for which s/he takes the admission, before the fees are paid.
- 7 Fees and other charges once paid are not refundable under any circumstances, except the amount paid as Caution Money Deposit.
- 8 The fees will also not be refunded to :  
a. If provisionally admitted students who fail to produce final eligibility certificate from Sardar Patel University and consequently whose admission is cancelled.  
b. If students whose terms are not granted by the University.  
c. If the studies are discontinued in between the academic year or in case of change of stay / domicile, the fees paid are not refundable.
- 9 Each student is granted admission taking into consideration that s/he will complete the respective degree program. Hence, cancellation of admission on any ground and under any circumstances will be subject to the approval of Chairman, Charutar Vidya Mandal. The student will





be required to pay the fees for the whole degree programme even if admission is cancelled as mentioned above.

10. Refund of Caution Money Deposit will be made by A/c Payee cheque.

In order to get the refund of caution money deposit, s/he is required to apply on a plain sheet of paper to the Principal. S/he is required to surrender : Original fee receipt to the college, his/her identity card and Library tickets issued to him/her to the Librarian and obtain a NO DUE Certificate from him.

- 11 In case of any dispute, the jurisdiction of Courts at Anand will prevail.
- 12 Relief can be granted for the above by Chairman, CVM to the deserving students.
- 13 As per the government rules the use of mobile phone is totally prohibited. Charutar Vidya Mandal is authorized to take disciplinary action against the students who bring and /or use the mobile phone in the college campus.
- 14 Student is required to pay the fees for the whole course in case the admission is cancelled for any reason.
- 15 CVM hostel is compulsory for students residing beyond 25 kilometers.
- 16 It is compulsory for the students staying at the

CVM's hostel to take their meals at the hostel mess wherever this facility is available.

- 17 During the academic year, only those events that are planned / approved by the University, Charutar Vidya Mandal and the college will be organized. No other programmes of any kind are supposed to be organized.
- 18 Disciplinary action will be taken against students who are found harassing other students in the college as well as in the hostel.
- 19 If a student staying in hostel has a two wheeler, s/he should inform the hostel rector that s/he is keeping / using the vehicle.
- 20 Fees mentioned do not include any taxes. Any cess or taxes will be charged, as and when levied and applicable.
- 21 Ragging is strictly prohibited. If any incidence of Ragging comes to the notice of college authority, the student concerned shall be given liberty to explain and if his / her explanation is not found satisfactory, the college authority would expel him / her from the institution.
- 22 Students are required to submit medical fitness certificate. This certificate is necessary for undertaking field work, which is a compulsory component of the course work.





	Name	Research at ILSASS
BA	Avni Mody	Friendship Networks And Their Effect On Socio-academic Status Of College Students
	Rishika Sood	A Study Of Impact Of Negative Childhood Depicted In Hindi Cinema
	Sayyam Dube	A Comparative Study On The Multi-tasking Ability In Women And Men
	Sofiya Thomas	Comparative Study Of Adjustment Among English And Gujarati Medium Students
	Vaidehi Gadhavi	Bollywood's Iconic Make-up And Character Look
	Janki Dulla	A Study On Rajkumar Hirani's Directorial Films
	Akash Prajapati	Documentary- Rann Mania
	Maharsh Upadhyay	Fiction Short Films
	Lakhman Kandoria	News Bulletin
	Swapnil Thakare	Photo Film- Kasak
	Shivani Radia	Documentary- Books On Road
	Prabha Gupta	Homosexuals In Bollywood Movies
	Purva Goyal	Critical Analysis Of Sanjay Leela Bhansali Films
	Smit Rami	Documentary- The Lost City
	Shivam Raval	A Study On Designing And Layouts Of Gujarat Samachar, Sandesh, And Divya Bhaskar
	Mansa Srivathsa	Advertising Appeals And Audience Perception
	Chandni Sharma	Homosexuality In Indian Parallel Cinema
	Brinda Shah	Cashless Society And Media
	Alifiya Choilawala	Short Films
	Joel Koshy	The Representation Of Post-colonial Element In The Novel Foe By J.h.coetzee
	Nivedita Gohil	The Conflict In The Minds Of A Reader Between Mainstream & Popular Fiction
	Maitry Mehta	Cultural Differences Modified From The Drama To Movie: "hamlet To Haider"
MHRM	Abhinandan Naik	5,s
	Aishwarya Patel	Employee Attrition
	Alkesh Mistry	Performance Management System
	Ammar Sathalia	Green Hrm
	Ankitkumar Solanki	Employee Absenteeism
	Chandni Desai	Stress Management
	Devang Soni	Effectiveness Of Mobile Care Unit
	Divyesh Vaghela	Performance Appraisal
	Elish Solanki	Job Satisfaction
	Foram Shah	Work Life Balance
	Gaurang Kansara	Training And Development
	Gaurav Tripathi	Job Satisfaction
	Hitesh Dhulkar	Impact Of Industrial Relation On Productivity Of Employees
	Iftekhar Shaikh	Knowledge Management
	Jyoti Sharma	Job Satisfaction
	Karishma Kamria	Work Life Balance
	Khushali Pathak	Job Satisfaction
	Mahavirsinh Singh	5s
	Shahid Kazi	Employee Engagement
	Mayurbhai Chaudhari	Employee Engagement
	Milin Patel	Training And Development
	Mittal Brahmabhatt	Employee Retention
	Mohammed Ankleshwaria	Employee Retention
	Mukeshkumar Prasad	Effect On Induction On Training Of Employees
	Neha Mishra	Hr Role In Employee Development
	Neha Patel	Employee Engagement
	Nikhil Kalgude	Employee Attrition
	Nitinbhai Macchi	Competency Mapping
	Niyati Shah	Job Satisfaction
	Niyati Vyas	Quality Of Work Life
	Parth Gandhi	Impact Of Stress On Employees
	Priya Desai	Employee Relation
	Priyank Parmar	Job Satisfaction
	Priyanka Raichura	Change Management
	Pruthvish Tewar	Total Productivity
	Ramesh Chaudhary	Maintenance Health And Safety
	Riddhi Shah	Employee Retention
	Rince Rajan	Work Life Balance



	Name	Research at ILSASS
	Rohit Kalal Sagar Patel Shezad Hansrod Shivangi Thaker Shreya Gandhi Shreya Acharya Tanmay Patel Tarjani Bhatt Unnit Badgujar Utsav Kansara Vandan Jadeja Vrushali Jadhav	Knowledge Management Employee Absentism Health And Safety Green Hrm And Green Hr Practice Hr Role In Employee Development Factors Affecting Welfare Services Work Environment And Its Impact On Performance Of Employees Change Management Motivational Climate And Its Impact On Productivity Employee Engagemene-recruitment Learning And Development Learning And Development
MAJMC	Govind Patel Amit Pandya Ramkrishna Lakhani Samrat Chakraborty Nikunj Umretiya Kunjal Jhala Krunal Chauhan Bhumika Thaker	Reality Shows: Viewing Patterns Of India Youth Photo Story: Documentation Of Bhavnath Junagadh News Bulletin Podcast On Sports News Flashes Presentation On News Stories Published In Divya Bhaskar Interview Of Jayant Oza Designed And Prepared A 4page Gujarati Newspaper Photo Documentation Of Vadodara City
BSW (SE)	Aishwarya Srinivasan Atishresth Rathore Chandani Jani Dhruv Patel Khyati Kaneria Shivani Patel	Attitude Of Parents Towards Their Differently Abled Child A Study On Psycho- Social Problems And Adjustments Of Old Age A Study On Socio Economic Status Of Street Vendors In Vadodara District Child Labour : Particular Reference In Petlad Taluka A Study On Influence Of Psychology N Social Views Of Gender Inequality A Study On Awareness Towards The Schemes Related To Senior Citizens
MSW	Ankur Upadhyay Anuj Patel Anup Mandal Arthdev Raj Dhiral Sanyal Dhruvkumar Parekh Hetvi Patel Kunal More Lalji Makwana Mayur Parmar Minaxi Dindor Nutan Padvi Rashmika Vasava Rechal Macwan Saumya Raju Shristi Dani	Problem & Issues Faced By Urban Working Women. Effectiveness Of Employee Engagement The Impact Of Green Hrm On Organisation Sustainability Effectiveness Of Training And Development Team Climate & Its Effectiveness In Fag Study On Perception Of Employees About Hrm Function & Contribution In Organization. A Study On The Awareness Of Human Rights Among The School Teachers Of Vadodara City. An Effectiveness Of Labour Welfare Measures On Productivity And Employees Retention. A Study On Effectiveness Of Performance Appraisal A Study On Level Of Job Satisfaction Awareness On Sarva Siksha Abhiyan To Assess The Knowledge And Attitude Regarding Breast Feeding Factors Affecting Industrial Relations With Reference To Employee Morale. Impact Of Social Media On Youth Behaviour Change A Study On The Awareness Of Human Rights Among The Undergraduate Students. A Study On Issues Of Female Partners Of Msm







## Internships & Practical Training



1. Tata Steel, Jamshedpur
2. Steel Complex, Vizag
3. Maco Corporation, Kolkata
4. TDK Ltd., Kolkata
5. New Field Industrial Establishments, Nandesari
6. L & T Power, Baroda
7. Inorbit Mall, Baroda
8. Gateway Taj, Baroda
9. PBM Polytex Ltd. Petlad
10. Aarvee Denims & Exports Ltd., Ahmedabad
11. Alembic Ltd., Panelav
12. Shaily Engineering Plastics Ltd, Rania
13. Marck Biosciences Ltd., Hariyala
14. Transpek - Silox Industry Ltd., Baroda
15. CSR Cell - GSFC, Baroda
16. Navli Village (Anand)
17. Jol Village (Anand)
18. Sanjaya Village (Anand)
19. Narsanda Village (Anand)
20. Ravipura Village (Anand)
21. Sakarda Village (Baroda)
22. Koyali Village (Baroda)
23. Sherkhi Village (Baroda)
24. Valasan (Anand)
25. Napa (Anand)
26. Angadh (Baroda)
27. Vidyanagar Nature Club, V. V. Nagar
28. Indian Red Cross Society, Anand
29. District Child Protection Office, Anand
30. Tribhuvandas Foundation, Anand
31. Jagrut Mahila Sangathan, Anand
32. PSM Dept. Karamsad Hospital, Karamsad
33. Urban Community Development Department, Anand Municipality, Anand
34. Water & Sanitation Management Organisation, Anand
35. Janvikas, Ahmedabad
36. Raman Development Consultants Pvt. Ltd., Ahmedabad
37. SVADES, Baroda
38. United Way Of Baroda, Baroda
39. Vikas Jyot Trust, Baroda
40. Disha Special School And Autism Centre, Baroda
41. Gujarat State Disaster Management Authority, Anand
42. State Home for Women, Baroda
43. The Telegraph, Kolkata
44. DNA, Ahmedabad
45. Tiger Advertising, Vadodara
46. Crime Patrol Sony, Mumbai
47. Radio Mirchi, Vadodara
48. Divya Bhaskar, Vadodara
49. My Fm, Ahmedabad
50. Sandesh, Vadodara
51. GSTV, Ahmedabad
52. ABP Asmita
53. CNN IBN, Mumbai
54. IMRB International, Mumbai
55. ETV Gujarati
56. NDTV India, Ahmedabad
57. Zee Rajasthan
58. GTPL, Ahmedabad
59. Rajasthan Patrika, Jaipur,
60. Phulchhab, Surat
61. The Times of India, Ahmedabad/Vadodara
62. The Hindustan Times
63. Gujarat Today
64. Matrubhoomi
65. Big Fm, Vadodara
66. Radio City, Ahmedabad
67. Simulations PR
68. Perfect PR
69. Vital Relations PR
70. Concord Communications
71. Grey Worldwide Media
72. Moving Pixels



# Infrastructural Facilities

The Parent Body of the Institute has ensured with tremendous mindfulness that the transactions in the actual tutorial rooms are supplemented with other learning resources to facilitate more meaningful and purposeful learning. It is, indeed, realized that the importance and significance of the well-organized resources and resource centres are the prerequisites of a quality education in the present context. With the same belief, the Institute offers rich resource facilities to its students with a view to providing them with the most fascinating learning experiences.

**1. Lecture Halls :** the Institute has 14 Lecture/Tutorial Halls with finest infrastructural facilities. To ensure a higher degree of learning in the context of present scenario, the Institute endeavors to integrate the Information and Communication Technology (ICT) within the actual classroom interaction to facilitate more meaningful and purposeful learning. For making the learning a productive process in a true sense, each Lecture/Tutorial Hall is equipped with LCD Projector and a Screen for amalgamating technology in pedagogic practice. This exercise offers not only a productive learning experience to the students but simultaneously provide an exposure to the most advanced technological tools to explore the global resources.

**2. Computer Lab :** It is realized that the traditional methods of education may not thoroughly suffice and hence the exploration of e-resources to make learning more purposeful is required. Throughout the year, students of the Institute are required to do many assignments, seminars, individual/ group tasks, presentations etc as a part of their course-work. For the same, the Institute offers a rich Computer Laboratory with latest technological support. There are 30 latest computer sets with broadband facilities and students are encouraged throughout the year to optimally utilize the Computer Resource Centre.

**3. Language Lab :** The Institute has been able to develop a fully furnished and highly advanced state-of-the-art Communication Laboratory with 36 booths, connected with latest microphones and audio-visual aids. All the booths are connected with Internet. Further, a fixed LCD Projector with a Screen is placed to enable the students to master the art of communication. Moreover, to offer exposure of various intellectuals, traditions, destinations and cultures, a rich collection of CDs and DVDs, containing documentaries and classical cinematic productions, are made available.

**4. Conference Hall :** The Institute has a Conference Room, which has a capacity to accommodate 30 people. It is used for academic meetings and gatherings, developmental workshops and seminars for the faculty and invited delegates.

**5. Library :** Library plays a vital and pivotal role in academics. It is the most essential Resource Centre that helps facilitate learning in collaboration with the actual classroom interaction. We, as an Institution, are very conscious of this fact and we endeavor to constantly upgrade and enrich the Library Campus. Presently, we have fully computerized Library Campus containing Books, Research Journals and Learning Resources on a range of disciplines. Moreover, the Library Campus is well fed with regular Magazines and Newspapers in more than three languages. Additionally, the Institute has been able to develop an E-Learning Centre within the Library Campus, wherein we have placed three computers with internet connectivity for the students to explore e-resources.

**6. Accommodation Facilities :** The Parent Body of the Institute has provided the facilities of Accommodation for Boys and Girls. We have separate hostels to accommodate our students to ensure a safe, hygienic and secured place to be comfortably placed in. The hostels have their own reading rooms for the students to give them the best possible environment to study.

**7. Sports Complex :** To ensure and to give the best and the latest in the field of sports facilities, Charutar Vidya Mandal has created and developed various indoor and outdoor grounds. They are centrally operated and there are facilities available for Badminton, Tennis, Table Tennis, Football, Volleyball, Cricket, Gymnastics, Athletics, Hockey and many other sports.

**8. Psychology Lab :** The Institute has a well-equipped Psychology laboratory for the students of Psychology to carry out practical experiments and learn the practical application of the discipline in the real situation. The practicals and the case-studies are carried out in the Laboratory to facilitate the matter-of-fact learning of the field.

**9. Studio with Audio-Visual Facilities :** Highly modernized and substantially well-equipped studio is developed with umpteen audio-visual facilities. It is developed primarily to give exposure to the students of Journalism and Mass Media.





## Co-Scholastic Activities

### **Orientation Programme :**

The Institute ensures its students to get acquainted with college premises, infrastructure, resource centers, courses, the University campus and the life in the town. To help the students being placed comfortably in the Institute as well as in the Campus, the Institute conducts an orientation week at the initial stage of the academic year.

**Cultural Events :** The Institute holds many cultural events to nurture and polish the creativity of the students. Events during the cultural programme furnish a platform to the students to get the exposure of various events and strengthen their potentials. Students get opportunities to be unified in the desire of conducting the programme in an appropriate manner.

**Celebration of various festivals :** India is known for its different cultures. Our students celebrate each and every festival to be acquainted with its tradition. Celebrating such festivals in the college premises enables the educatee to get the exposure of different festivals and its rituals.

**Youth Festival :** The Institute teaches its students about healthy competition where students take part in many inter-collegiate competitions. The institute supports its students at every level of competition. Students are trained and motivated to give their best performance during the events.

**Sports Day :** The Institute has a tradition to celebrate the Sports day every year in the month of February wherein many events are conducted. Students are awarded at the end of the year for their participation and outstanding performances.

**Saptak Events :** The Institute has been contributing in Sapt-dhara every year wherein many events are conducted with great enthusiasm. Events in sapt-dhara enable the students to bring out their hidden talents. Students are given various opportunities to work not only on their potentials but to recognise their unique natural endowment.

**Study Tours :** The Institute organizes study tours throughout the year with the intention of providing an exposure of various organizations and to be acquainted with their functioning at various professional levels.



# Qualified And Dedicated Faculty Team

## Economics/Statistics/RM



**Dr. Sunny Thomas, (Ph.D., MA, LLB, LL.M, B.Ph., NET)**

Having an illustrious academic career of 16 years, Dr. Sunny Thomas has been one of the most renowned academicians who has successfully taught at under-graduate as well as post-graduate level. In his long academic career he has constantly been associated with research and publications at national as well as international levels. His recent books include Business Economics, Implementation of ICT in Indian Public Sector, Banks and its impact on Bank Customers and Economic Thoughts of Sardar Patel. It is his unparalleled contribution to the field of economics that has gained him the reputation of a genuine scholar par excellence. Moreover he has rendered his expert services to various reputed institutions in India. He is also a recognized Ph.D. guide for Economics at Sardar Patel University.



**Dr. Shyam Singh, (Ph.D., MHRM, PGDHRM, PGSDOM, BA, NET)**

Reaching heights of academic excellence in a short span is the hallmark of Mr. Shyamsingh. He has worked with the HR departments in placement organizations and brings with him 5 years of post-graduate teaching experience in HRM. He has participated & presented papers at more than 15 national & international seminars and has authored a book entitled Quality of Work Life: A Comprehensive Study. He has 5 published five papers in journals of international repute.

## Computer



**Arpankumar G. Raval (BCA, MCA, DTP, Pursuing Ph.D.)**

Arpankumar, a Techno savvy, is having 5 years of experience in the educational sector as well as industry. Teaching computer and technical skills to the student fraternity is his passion of life. He is an expert in web designing, PHP, HTML, JavaScript, CSS, ASP, .Net with all the major databases. He also has developed websites for C. Z. Patel College and S. M. Patel home Science College managed by CVM. He is also good at Designing of Websites. As a part of his research he is actively involved in exploring the area of web mining.

## English Language & Literature



**Madhav Astik (Pursuing Ph.D, M.Phil., M.A., B.Ed., B.A.)**

Having over four and half year of experience in the field of teaching, at present, he is working as an Assistant Professor of English Literature and Language at Institute of Language Studies and Applied Social Sciences (ILSASS). He has completed his Post Graduation with special subjects like Cultural Studies, Linguistics, Stylistics, ELT, ESP and Cinema Studies along with English Literature. His fervent interest in research led him to National and International Publications.



**Pratik Dalwadi (Pursuing Ph.D, M.Phil., MA, BA)**

A Skillful academican having Eight years of experience in the field of English Literature and Communication Skills, now he is associated with Institute of Language Studies and Applied Social Sciences (ILSASS) as an Assistant Professor. He has keen interest in the subject like the Indian Writing in English, Post-Colonial Studies and Post Modernism. He has published three research papers on different topics, participated in various national and state level seminars and workshops. His research interests are exploring the fields of Indian English Drama.



**Najma Pathan (Pursuing Ph.D, M.Phil, MA, BA, B.Ed.)**

She is having 9 years of teaching experience in the field of English Literature and Language. Her research interests are exploring postcolonial studies, comparative literature, Middle Eastern literature, African literature, American literature, Indian Writings in English, Cinematic adaptation of fiction, contemporary theories and ELT. She has to her credit seven research papers in national and international journals. She has presented five research papers in various national and international conferences. She has participated in various state and national level workshops on English Language teaching and learning.

## Psychology



**Dr. Pallavee Trivedi, (Ph.D, MA, BA, SLET, P.G. Diploma in Rehabilitation Psychology)**

Having had 12 years of rich academic experience and a recognized Ph.D guide for Psychology at Sardar Patel University, Dr. Pallavee Trivedi has not only contributed to the academic interactions within the institute, but has also engaged herself with research scholars. She has received her Doctoral Degree from SPU for her research in the field of Social Psychology. She has rendered her services to many reputed & renowned institutions as expert and resource person. Her contribution in the field of clinical psychology is also noteworthy. She has also been the reviewer for Psychology Department in GSHSEB. With a keen eye for cultural activities, she has been the cultural coordinator of the institute, coordinating extra-curricular and co-curricular activities in and outside the campus.



**Ankur Mahida, (Pursuing Ph.D., M. Phil, MA, SLET)**

Having 4 years of academic & research experience, he is currently working with department of Psychology at ILSASS, he had studied clinical psychology from The M. S. University of Baroda. His major fields of studies include social psychology, counseling, psychological testing and psychopathology. Mr. Ankur has done many researches on happiness, subjective well-being, adjustment, spirituality and Indian psychological approaches. He has attended national and international seminars, workshops and conferences and presented research papers. He is an ardent observer and active in different social activities with two NGOs in Gujarat.





#### Mukshita Dhrangadharia (M.Phil, MSW, BSW)

The will to win, the desire to succeed, the urge to reach full potential - describe our one of the academicians Ms. Mukshita Dhrangadharia. She is the co-ordinator of MSW and has 4 years of experience in academic field. She is presently working with the Department of Social Work at ILSASS. She has to her credit several publications at National and International levels. She has also presented several papers at National and International level. Her areas of interest include women empowerment, medical and psychiatric social work, development of oppressed sections of society and so on.



#### Anamika Christi (MSW, M.Phil., DLP)

Social worker by heart and teacher by profession, she has Eight years rich experience in the field of academic and Social work. Perform duty as Project officer for 'CHILDLINE India Foundation-1098' at Vadodara Centre; she is also inclusively associated with India's prestigious distance learning university - Indira Gandhi National Open University (IGNOU) as visiting faculty member. Freelance consultant and philanthropist by nature, she has not only participated in International, National and State level seminars and symposia, but also presented and published insightful and highly investigative research articles in some esteemed research journals of National and International repute. She is also offering her service as master trainer for National Rural Livelihood Mission (NRLM) for the state of Gujarat. She is an instrumental in launching National Service Scheme (NSS) in the College as pioneer Coordinator from academic year 2016-17.



#### Nikita Patel (MPhil, MSW, BSW-SE)

The desire to excel and the aspiration to grow herself as a professional is her most distinctive feature. Having an experience of one and half year in the academic field, she is currently working with the department of social work. She has participated and published papers in various national and international level seminars and workshops. She was a dedicated and determined student of this institute for 5 years, and is now all set to groom the students with her talent and skills as an expert of the subject. She has been trained with several industries, NGOs, and healthcare sector in the past and is currently involved in social work in and around villages of Anand. She has also been the General Secretary of the college in the past and served as the Patron of the Students' Council for 3 years. Her areas of interests include women empowerment, social welfare, development of underprivileged, child and women rights, and cinema.



#### Mehul Rabari (Pursuing Ph.D., NET, MSW, DLP)

Having around seven years of experience in teaching in the fields of Social Work and Human Resource Management, Mr. Mehul Rabari is presently working as an Asst. Professor in Institute of Language Studies & Applied Social Sciences (ILSASS), Vallabh Vidyanagar (Gujarat - INDIA). He has also served as a Lecturer in Department of Social Work, Sardar Patel University. He is also a President of the Ashirwad Samaj Seva Trust. He has done MSW, DLP and presently pursuing Ph.D. He has successfully cleared UGC - NET in Social Work as well. He has written five books in the various subjects of Social Work. He has presented several papers at national and international level seminars, published six articles/chapters in various journals/books to his credit. He has also provided his consultancy services to well known industrial organizations, Government Organizations & NGOs.



#### Priyanka Patel, (M.Phil., MHRM, PGDAF, BBA)

She is university topper in M.Phil. She is a Department topper in MHRM and a dedicated academician associated with ILSASS as an Assistant Professor in MHRM. She has an experience as a head recruiter in HR Stride Consultancy for a year. With her profound knowledge of labour laws, organizational behaviour, organizational development and human resource development, she had her training from Reliance VMB, Apollo Tyres Ltd., GSDMA, Shri Krishna Hospital in various segments of human resource management. She has presented papers at National & International level seminars. Her keen interest in practical application of various theoretical aspects of HRM has gained her a reputation of being a scholar par excellence.



#### Lavina Christian (Pursuing Ph.D, M.phil, MHRM, PGDHR, B A)

Has 5 years of academic experience in the field of Human Resource Management and Social Work. She had completed her Graduation and Rural Development studies from St.Xavier's college and she had been University Topper in her management studies. She has done her training and research studies from AMUL, GCECL, IDMC, ANUPAM and exposure visits at ABB, FAG, CEAT Tyres and ELECON. She has been an active, enthusiastic and a motivating youth leader at ICYM. She has presented and published papers in National and International Seminars.



#### Rajkamal Ajmeri (Ph.D. (Pursuing), UGC-JRF/NET, UGC-NET, M.A. Social Work (LWPM), PGDIRPM, PGDHRM, PGDCCM, BA Hons. Economics)

He was University, college topper and gold medalist in social work field. He has achieved many research awards in his credit. He brings with him 7+ years of combined professional experience in academics and social development sector. Professional experience incorporated; work with United Nation Organization (UNO), Federal Ministry of Germany and European commission (EU) in Germany and in India. Moreover, He worked with refugees and presented many international research papers on their psycho- social conditions in Germany. His work was noticed and interviewed by many international and local news paper agencies in Gujarat and abroad. He has presented many research papers and attended numbers of national as well as international seminars in India and abroad. Furthermore, he has received an appreciation from district administration department of Government of Gujarat for completion of "Impact assessment study on Van Sanjeevani Project". The project was applied for United Nation Public Service Award (UNPSA) under innovative governance. Presently, he is working with ILSASS as Assistant professor since many months and rationing his rich professional expertise with BSW/MA JMC/MSW/MHRM students of the ILSASS for strengthening their competencies. His area of expertise are Criminology and correctional social work, medical and psychiatric social work, group and individual work, Human rights, social research, CSR, labor and social legislations, HRM in international settings.





### Dr. Jigar Shah (Ph.D, MMC, BMM, Diploma in Photography & Graphics)

Dr. Jigar Shah has experience of active journalism and public relations of over 6 years. He was associated with national news channel Aaj Tak, Mumbai. He has also worked with Gujarat's leading advertising agency "Saubhagya" as the head of client sourcing and served as the brand manager in Haymarket Media Group, a UK based publication house. It deserves special mention that Dr. Shah has directed almost 102 episodes on Health & Educational programme of Door Darshan, Ahmedabad. He has also prepared numerous documentaries and short films and more than 150 articles on Bollywood as a freelance reporter. He has to his credit over 5 research papers in international research journals. Apart from academics, he has been the sports coordinator of the institute at the university for 4 years now.



### Dr. Sanjay Kachot (MDC, Ph.D)

Having 18 years of experience in media including 6 years in media education, Sanjay Kachot is currently an Assistant Professor at ILSASS and a Ph.D. guide for Journalism & Mass Communication at Sardar Patel University. His areas of interest include Development Communication, Print Media and Editing, Television production, Trans creation, Communication Theories and Film studies. He is on the boards of studies of St.Xavier's College, LJ Institute of Media Studies, Ahmedabad, Sardar Patel University and Kadi Sarva Vishvavidyalaya, Gandhinagar. He has to his credit Gold Medal Scholarship for Ph.D. from the former Governor of Gujarat Late Shree Navalkishore Sharmajee. Being a close observer of contemporary media, writer, researchers, editor and an ardent teacher of Journalism, he has penned down three books for Journalism launched by Honorable Governor Dr. O P Kohliji in 2016. He has successfully executed as a Documentation and Publication officer with Gujarat State AIDS Control Society (GSCAS), Ahmedabad and Assistant Manager (Communication) with Water and Sanitation Management Organization (WASMO), Gandhinagar for 4 years.

He has been a Pioneer editor of Divya Bhaskar North American Edition (DBNA), published from Tri-state area of USA and initiated successfully Divya Bhaskar's Sunday Supplement-Sunday Bhaskar. Later, he joined as Chief Copy Editor Ahmedabad Mirror, a leading compact daily launched by largest circulating, The Times of India Group in Ahmedabad. Besides the print journalism, he has also explored his hand with TARA Gujarati Channel as Consultant. He has published around 18 research articles in recognized and referred Journals on international repute.



### Rochak Saxena (M.A. Mass Communication, B.A. Journalism and Mass Communication)

After completing his post-graduation from the premiere institution of the country (Jamia Millia Islamia), he worked with Daily News and Analysis (DNA), Ahmedabad as Vadodara Bureau Chief. After working for over a year in the field, he joined academics in 2015 as a good team player with heart-to-heart nature. A student of the first batch of this institute, he has held the post of General Secretary for two consecutive years. As the cultural coordinator of the institute, he has been actively coordinating university youth festivals for quite some time now. He has published over 5 research articles in international journals. He has been involved in scripting short films and documentaries over the years and has also judged various short film festivals. His areas of interest include print reporting, cinema and its critical analysis, creative writing, scripting for short films, music, and commenting on social issues.



### Dr. Archana Chanuvai Narahari (Ph.D., MCJ, NET, Diploma in Advertising & PR)

Having over 8 years of experience in media research, content management and academic activities in various roles viz. Teacher, UGC-Project Fellow, Field Assistant, Resource person, Lesson writer, and Content Manager etc., Dr. C.N. Archana is currently associated with ILSASS as Assistant Professor. She is a gold medalist in her Master's Programme (MCJ) and cleared UGC-NET in 2003. She also possess over 3 years of experience in IT Service Industry, as a Team Leader providing Content and Design support services. She has participated and presented papers in many international and national level conferences and seminars. Dr. Archana has been credited with a paper presentation in Sydney, Australia (February 2013) at the 1st Global Conference: "Hollywood and the World," organized by an UK based Forum 'Inter-Disciplinary.Net'. She has published around 12 research articles in recognized and referred Journals on international repute. She is also a recognized Ph.D. guide for Journalism & Mass Communication at Sardar Patel University. Her areas of research include Women and Media, Communication Theories and Models, Public Relations, Radio Programming and Production, Film studies, New Media, Consumer Behaviour, and Corporate Communications.













# Intellectuals at ILSASS



**Shri Sunil Parekh**  
President  
SPICMACAY Gujarat.



**Shri Narayan Bhatt**  
Sr. Group Head  
Adfactor PR Pvt.Ltd. A'bad



**Shri R.K. Mandalia**  
Associate Professor,  
Department of English, SPU.



**Shri Pankaj Mudholkar**  
Managing Director  
Aakriti Promotions and Media Ltd. A'bad



**Mr Vivek Bhatt**  
Channel Head  
Sandesh



**Dr. Krishna Pal Malik**  
Asst. Professor LAW,  
Nirma University,



**Shri Raju Patel**  
Sr. Manager Publicity Parlour



**Dr. Carrie Birch**  
Teacher, Author, Researcher  
Yorkshire, Britain



**Tony Hood**  
Sr. Local Gov. Politician &  
Manager, Yorkshire, Britain



**Shri Sunil Adesara**  
Well known Photographer.



**Padmashri Vishnu Pandya**  
Eminent Journalist,  
Columnist, Speaker



**Shri Anil Krishali**  
Head HR  
Gujarat Borosil Ltd.  
Bharuch



**Shri Fanil Pandya**  
Well known Photographer



**Shri Anant Indulkar**  
Vice President  
Reliance Industries  
Baroda.



**Dr. Brain Lewis**  
Poet, Lecturer  
Birmingham



**Shri Sanjit Pal,**  
Vice President  
ABB India Ltd. Baroda

**Dr. Pradip Mallik**  
Deputy Editor,  
Ahmedabad Mirror, Times Group



**Mr Jaswant Rawal**  
Editor (Naya Padkar)  
Ex-Editor (Sandesh)

**Dr Waheeda Khan**  
Prof. & Ex. Head  
Department of psychology  
Jamia Millia Islamia,  
University, Delhi



**Guruji Shri G. Narayana**  
Chairman Emeritus of Excel  
Industries Limited





# About Vallabh Vidyanagar

## Culture

The town is the synthesis of varied cultures, which enable it to evolve and expand the quality life, as well as to foster an environment of creativity amongst the student citizens. Those who stay here always cherish the golden moments of life in the campus. Today, the town has compounded in strength and consolidated itself to take on the challenges of the emerging future. Vidyanagar is a mixed culture of say pan-India. One is sure to find the different ways of cultural exchanges among the students and faculties.

## Life

The life at Vidyanagar is all about discovering one's self. To be a part of the life that will offer a lot one should be ready to take up the challenges. Academic is at its best, fun and frolics do compete with it. Days are hectic with studies while nights go with fun places filling the air with discussions about the day's happenings and eating out at almost all the places that glitter with neon lights. Roaming

till late night is a very common aspect of citizens. Even girls are safe.

## Environ

When one enters Vidyanagar, the lush greenery, which is a sure means of breathing fresh air in all seasons, catches the eyes of the naturalist. Its lush green trees of different types and kinds have not only made the town environment-friendly, but also have created a serene and ever-enjoyable tranquil atmosphere generating synergistic ecstasy in the campus. The campuses are built surrounded with trees of various kinds. Vallabh Vidyanagar is blessed with the splendor of nature. The pollution-free environ, attracting many to make the town their permanent home, add value to the academic life in the campus.

## Amenities

Vallabh Vidyanagar has all the amenities which major metropolis has; rather it has the best of both the worlds - glamour of a big city and simplicity of a small town. Apart from the academic aspect, V.V.Nagar has a unique

chain of food courts, almost all nationalized and non-nationalized banks and accommodation facilities up to five star levels. It encapsulates the contemporary trends of the youth, while at the same time it attempts to make these trends meaningful by making felt the presence of different spiritual vibes.

## Location

Vallabh Vidyanagar embraces a rarity of *raison d'être* behind its origin and a variety of education with its development and growth. Strategically located between Ahmedabad and Vadodara, Vallabh Vidyanagar today has reckoned to be an Active Educational core in the western constituent of India & just six kilometers from India's milk city Anand. One can visit the city of Vallabh Vidyanagar by flying to the International airport at Ahmedabad as well as the Domestic airport at Vadodara. If one chooses to travel by road, National Highway 8 can be used - it takes less than an hour to reach Vallabh Vidyanagar from Vadodara.







# Charutar Vidya Mandal

## Path Traversed

Sardar Patel's dream of a modern and prosperous Independent India was marked by regeneration of villages through the establishment of institutions of modern education, advanced agriculture and cooperative ventures. Vallabh Vidyanagar is the realization of one of his dreams; others being the establishment of the Institute of Agriculture at Anand, now one of the four campuses of the Gujarat Agriculture University, and Amul Dairy, the cradle of cooperative dairying.

The genesis and phenomenal growth and development of Vallabh Vidyanagar, the well-planned and unique educational township situated in the heart of the Gujarat State, is stranger than fiction. Based on local talent and local resources it is a peerless example of self-reliance and dedication. While working in Sindh (now in Pakistan) as Superintending Engineer in Sukkur Barrage, Yevala in Maharashtra and Ahmedabad Municipality, as a distinguished Chief Engineer, Shri Bhailalbhay Dyabhai Patel, later warmly etched in the hearts of the people of Gujarat as 'Bhaikaka', had earned reputation for his sense of values, discipline, dedication to duty and absolute integrity. Having been born and brought up in a family of strained financial resources in Sojitra village in Kheda district, he knew what it meant to be poor. So, while in the government service he strove to dedicate himself to the cause of rural India which was sunk in inertia, squalor and abject poverty. Once during a meeting between him and Sardar Vallabhbhai Patel, who knew Bhaikaka

as a man with a practical bent of mind, unusual ability and character, Sardar advised him to go to the villages and work for their regeneration. Sardar's wish was tantamount to a command to him. Bhaikaka's irresistible desire to improve the lot of the poor villagers coupled with Sardar's advice or command impelled him to retire from service. He saw that the most potent instrument to improve the subhuman life of villagers was to bring higher learning to their very doorstep and thus the concept of establishing institutions of higher education started taking shape. He got in touch with Shri Bhikhabhai Kuberbhai Patel, a dedicated and farsighted educationist, fired by the same ideal.

They held several meetings in different parts of Kheda (then Kaira) district. On March 28, 1945 it was decided to draw and implement the plan of planting an educational township in a wilderness infested with dacoits which later came to be known as Vallabh Vidyanagar. Bhaikaka worked out an ingenious

scheme based on enlightened self-interest. He persuaded the farmers to donate their land free of cost, saying, "Donate your land to us now; we'll develop and use two-thirds and return you the remaining one-third in course of time". It was explained to them that while having the pleasure of assisting in the establishment of an educational township at no cost to themselves the building plots they would each obtain would be sufficiently enough not only to cover the value of the land donated, but also leave a handsome margin of profit. It was a win-win

situation and the response to it was overwhelming. At a meeting in Bakrol, a village at a hailing distance from today's Vallabh Vidyanagar, spontaneous offer of land was made to Bhaikaka and Bhikhabhai. A map of the village was spread before the duo and they were asked to mark with a pencil the area needed. Residents of Anand and Karamsad (Sardar Patel's village) followed suit. Thus a total of 555 acres of land at the intersection of Bakrol, Karamsad and Anand was received in donation. It was a torrential rain of land!

The founders decided to establish two institutions - Charutar Vidya Mandal and Charotar Gramoddhar Sahakari Mandal. The former was to be devoted to the cause of education, that is, establishing colleges and schools and the latter meant to produce the building materials for educational institutions and residential quarters. They were registered on August 10, 1945 and September 7, 1945, respectively.

Bhaikaka and Bhikhabhai came to reside in the wilderness in an improvised residence - a hut measuring 8 ft and 10 ft on March 3, 1946. They chose a mango tree and installed themselves under it, dreaming, planning, breaking new grounds, organizing, getting things done and resolving snarls to plant a city of education far from the maddening hustle and bustle of cities. It merits a special mention here that Bhaikaka, the Patriarch of Mango Tree, as he was then called, despised the idea of borrowing know-how and do-how from anywhere. His





indomitable faith in the local human resource, though inexperienced, propelled him to bake bricks for the buildings locally. He established building material units – workshop and foundry, cement pipe factory, tiles factory, rubber factory and prestressed concrete factory to produce, in addition to bricks, lime, timber doors and windows, flooring tiles, hume pipes and various concrete products. The materials thus produced out cheaper than in the market and in addition, provided employment to the local people. It is difficult to resist the temptation of recalling here that Bhaikaka invited a Harijan to inaugurate the brick-kiln, a Muslim mechanic to lay the foundation of the workshop and foundry and a Brahmin to lay the first brick of the V. P. Science College ! A printing press called Gramoddhar Printing Press for printing handbills, booklets, books, research journals and question papers was also set up.

Bhaikaka planted a thousand trees. It is to him that we owe the lush-green, stately, shady trees all along the roads in Vallabh Vidyanagar.

While many pessimists seriously doubted the success of the ambitious project of establishing an educational town with a view to bring about regeneration of villages through modern education and employment and thereby arresting the exodus of promising youth from villages to cities, Sardar Patel, the unerring judge of men and women, not only wholeheartedly blessed the great adventure but also expressed his tremendous faith in its success. Inspiration, encouragement and unbounded support of the mighty Sardar, blessings of Mahatma Gandhi and extraordinary hard work of the founders ushered into existence Vitthalbhai Patel Mahavidyalaya in June 1947. The birth of the first college, like the birth of the first child, was hailed with a fanfare of trumpets ! B.A. and B.Sc. classes commenced between towering walls sans any roof. It is something to

write home about those teachers and students who carried with joy bricks and mortar after the conclusion of their classes and sweated along with the skilled and semi-skilled construction workers !

Justice M. C. Chagla, Vice - Chancellor, University of Bombay, during his visit to Vallabh Vidyanagar in 1947, was all praise for it when he said, "I came here... and found a new magic. Dreams have come to reality. As the Vice-Chancellor, I am proud that such an ideal college is affiliated to the University of Bombay. I see the seeds of real educational revolution being sown in this soil..."

While performing the opening ceremony of the College, Sardar Patel complimented Bhaikaka, the great public servant, for his tireless efforts and appealed to the public to give him their unflinching support and pray for the realization of his dream of an ideal seat of learning.

Jawaharlal Nehru, who laid the foundation stone of Vallabh Vidyanagar observed "...The first thing I have liked is that the activities here have the object of serving village people. The other thing I have liked is that you do not care whether your house is ready or not. You know how to start putting it to use and start your activities. Here we find harmony of principle and practice. This institution by itself prepares its requirements. I earnestly hope that the example of this institution will not only be followed in this province but throughout the country..."

It is noteworthy that many reputed men of letters from all over the country joined the Vitthalbhai Patel Mahavidyalaya as teachers in response to the appeal of the founders who ensured that the quality of education imparted was first- rate. In order that new teachers too equip their students with the latest advances in their respective disciplines they sent nearly a

dozen teachers to U.K., U.S.A. and Germany for receiving advanced training in research.

Many citizens of Anand and nearby places volunteered generous help in running the college and in the development of the matchless educational township. In the face of a swarm of problems, mostly financial, they stood by the great visionaries and helped them surmount these boldly and imaginatively. Sir C.V. Raman and Lady Raman graced the first Annual Day celebration of the college. Within a short span of five years there came into existence two colleges, one of engineering and the other of commerce. Birla Education Trust made a munificent donation of twenty-five lakhs of rupees (in those days!) for the engineering college which was named Birla Vishwakarma Mahavidyalaya (Engineering College, 1948). Lord Mounbatten declared it open. The engineering college was the first one started by a private trust in the entire Bombay State, which extended from Karachi to Dharwad, and the first one in Gujarat State. The commerce college, foundation stone of which was laid by Dr. Rajendra Prasad, was named Bhikhabhai Jivabhai Vanijya Mahavidyalaya (1950). Visits by several very important persons one after another and their appreciation of the boundless courage, selflessness and practical idealism of the founders and their team of dedicated colleagues shot Vallabh Vidyanagar to national fame. So impressed were the Gujaratis staying in British

East Africa by the vision and mission of the founders that they donated ten lakhs of rupees in the year 1951 for the development of the Oxbridge of India. And the growth and development continued to take place by leaps and bounds. A hostel for women students, a number of hostels for men students, buildings for housing primary and secondary schools,





residential quarters for teachers and other functionaries of educational institutions, tenements for labourers working in building material factories were constructed from the donations that flowed in. Establishment of Gram Panchayat (1954) and start of National Cadet Corps station command (1954) and Vallabh Vidyanagar railway station (1956) added new dimension to the prolific development of Vallabh Vidyanagar. And all this within a short span of only eight years!

It was Vallabh Vidyanagar's crowning glory when within ten years of its foundation it became a university township in October 1955. The university was named Sardar Vallabhbhai Vidyapeeth and Bhaikaka was appropriately appointed its first Vice- Chancellor on December 15, 1955. The academic community of Gujarat hailed the appointment. Most of the college teachers, who were sent abroad to receive research degrees had been teaching post-graduate classes since 1948. They were appointed to the university's post-graduate departments and several others were appointed through advertisement in all-India newspapers. Bhaikaka created facilities for research and encouraged participation in academic conferences, seminars and workshops in spite of the fact that in the initial years the Government did not give any financial help whatsoever to the university! So keen was his interest in research that the Charutar Vidya Mandal published in 1957 Vallabh Vidyanagar Research Bulletin-a biannual.

A great tragedy befell Vallabh Vidyanagar when Shri Bhikhabhai Kuberbhai Patel, who had drafted the constitution of the university and helped its birth, passed away in 1956. It was a tremendous loss to Bhaikaka and to the numerous pupils of Shri Bhikhabhai.

On the conclusion of his three-year term as the Vice - Chancellor in December, 1958 Bhaikaka entered active politics, for he felt that educated,

honest and good people must take part in politics if they want to stamp out corruption, ensure rule of law and democracy to flourish.

He severed his direct responsibility for the Charutar Vidya Mandal and invited Shri H. M. Patel, an I. C. S. officer of great repute, to nurture it as the Chairman.

But he continued to evince keen interest in the progress of Vallabh Vidyanagar and to make himself available for advice and guidance till his sad demise on March 31, 1970. Vallabh Vidyanagar felt orphaned. He was cremated at the spot where he and Bhikhabhai had lived in a hut, now a place of pilgrimage.

It was a memorable event when Sardar Vallabhbhai Vidyapith held a special convocation on November 12, 1959 to confer upon Bhaikaka honorary degree of Doctor of Science as an expression of gratitude for its creator. Dr.S. Radhakrishnan delivered the convocation address.

Shri H.M.Patel had served the country as Cabinet Secretary, Partition Secretary, Defence Secretary, Food and Agriculture Secretary and Principal Finance Secretary. The thirty-five years between 1958 and 1993, during which he served the Charutar Vidya Mandal as Bhaikaka's successor, were the years when Vallabh Vidyanagar grew and developed at an incredibly fast pace under his visionary stewardship. He established a polytechnic for awarding diploma in Civil, Mechanical and Electrical engineering and named it Bhailalbai Bhikhabhai Polytechnic (1958), Nalini Arvind Arts College (1959), Kala Kendra College of Fine Arts (1964) now named Rama Manubhai Desai College of Music & Dance, Rajratna P.T. Patel Science College (1962), New Arts College (later named as T.V. Patel Arts College (1964), H. M Patel Institute of English Training & Research (1965), S.M. Patel College of Home Science (1971), College of

Architecture (1980), A.R. Pharmacy College (1981), I.B. Patel English Teaching School (1970), CVM Higher Secondary Complex : Arts and Commerce Streams (1977), Home Science Higher Secondary Stream (1978) and H.M. Patel Career Development Centre (1992) etc.

It is heartening to note that Nalini and Arvind Arts College, Vitthalbhai Patel Mahavidyalaya (Science College), Bhikhabhai Jivabhai Vanijya Mahavidyalaya and H.M Patel Institute of English were recipients of Best College award of Gujarat. The award, instituted by the Government of Gujarat, carried fifty thousand rupees in cash. Vitthalbhai Patel Mahavidyalaya bagged the award thrice in succession!

Shri H.M.Patel was deeply concerned about the declining standards of English teaching in Gujarat. He held that English is the language of wider communication in today's world. He donated the purse presented to him by his admirers on his 60th birthday and the H.M. Patel Institute of English Training & Research came into existence in 1965. The Institute has planned new and uncommon programmes and added different dimensions to the educational scene. It is heartening that the institute is now upgraded to function as an Institution of Advanced Studies in Education (English). Spacious buildings for housing the new colleges and schools were constructed and administrative buildings, library halls, new wings, workshops, computer laboratories and floors were added to the institutions in order to meet the requirements of the growing number of students. Not only this, a number of hostels - New Hostel Block A, B and C, Bhaikaka Hostel and Ranak Hostel for girls etc.were constructed to accommodate them. Numerous houses for teaching and non-teaching staff were also built.

Shri H.M. Patel always accorded importance to cocurricular and extracurricular activities like





seminars, group discussion games and sports and cultural activities as means of development of personality. With a view to honour the memory of those who contributed to the birth and growth of Vallabh Vidyanagar and providing opportunity to the students and teachers to broaden their mental horizon, he initiated Sardar Patel Memorial Lecture Series in the Sardar Patel University and Bhaikaka Memorial Lecture Series and Ishwar Petlikar Lecture Series in the Charutar Vidya Mandal. He created infrastructural facilities like the badminton hall, basketball courts and cricket ground etc. in and near Shastri Maidan. With a view to promote rural development he persuaded the Ministry of Agriculture and Irrigation, Government of India, to establish Agro-Economic Research Centre for Gujarat and Rajasthan here at Vallabh Vidyanagar. Ever since the inception of the centre in 1961 he nurtured it with great care and foresight. The Sardar Patel Renewable Energy Research Institute (earlier Jyoti Solar Energy Institute) owes its existence to Shri H.M.Patel. The Institute is doing laudable work in evolving a local rural based integrated system of energy in which solar energy, biogas and wind energy could be used in the rural areas in an environment friendly clean way.

Shri H.M. Patel, like Bhaikaka, maintained that one of the aims of founding Vallabh Vidyanagar being making the local youth more employable it was desirable to provide suitable employment to those who received education here so that their cityward drift could be arrested. Therefore, he conceived the project of establishing an industrial town in the vicinity of Vallabh Vidyanagar and named it after another illustrious son of Charotar area, Vitthalbhai Patel, elder brother of Sardar Vallabhbhai Patel. Thus was born Vitthal Udyognagar, spread over five hundred and fifty acres of land with a total of four hundred and fifty units, twelve big and the rest medium and small.

Shri H.M. Patel worked relentlessly for providing the latest healthcare facilities to the rural masses and took up, when he was close to seventy-five years of age, the ambitious project of establishing a well-

equipped Hospital and Medical College in the rural surroundings near Karamsad (Sardar Patel's village). The unique Hospital and Medical College Complex, managed by the Charutar Arogya Mandal, of which too he was the Chairman, consists of Shree Krishna Hospital and Medical Research Centre, Pramukh Swami Medical College, H.M.Patel Institute of Medical Laboratory Technology, Khushalbhai M. Patel Institute of Physiotherapy, Shri A.D. Gorwala Blood Bank and Manibhai Shivabhai Cancer Centre.

In recognition of his great service to Charutar Vidya Mandal and through it the Sardar Patel University, in the development of which he had played a prominent role, the university conferred upon him an honorary degree of Doctor of Letters. He also received Albert Schweitzer Award of Animal Welfare Institute of USA for championing the cause of afforestation and conservation of wild life and Nargis Dutt Award (posthumously), for his production of the feature film 'Sardar'. The film has been hailed as a lively depiction of some aspects of Sardar's stellar contribution to India after Independence.

Like Bhaikaka, he too entered politics with a view to root out corruption and lawlessness and strengthening democracy.

Even as Cabinet Minister in the Central Government he kept constant touch with his institutions in Vallabh Vidyanagar. Despite the heavy responsibilities with which he was saddled he would come down here at least once a month and arrange meetings with the Principals of colleges and schools and preside over functions.

Shri H.M. Patel passed away on November 30, 1993, creating a deep void in the academic life of Vallabh Vidyanagar. A pall of gloom descended on Vallabh Vidyanagar where he had devoted himself to the building and nurturing of institutions to serve the common man. Dr.Chhotubhai L.Patel, former Executive Engineer in Gujarat Electricity Board, succeeded Shri H.M.Patel as the Chairman of the Charutar Vidya Mandal in 1994. Endowed with rich practical sense, sound realism and solid and unshakable endurance he is the true and worthy

successor of Shri Bhaikaka, Shri Bhikhabhai Patel and Shri H.M.Patel: Shri Bhaikaka and Shri Bhikhabhai created Vallabh Vidyanagar, Shri H.M.Patel created Vitthal Udyognagar and Arogyanagar near Karamsad and Dr.C.L.Patel is the creator of New Vallabh Vidyanagar, a mushrooming satellite township, now spreading over one hundred acre of land near Karamsad, Mogri and Gana. It is going to have Industrial Training Centre, staff quarters, shopping centre, playgrounds and auditorium besides educational institutions in near future Steps are afoot to extend the area to four hundred acres.

Dr.C.L.Patel, the man with Midas touch, has set up several self - finance colleges: G.H. Patel College of Engineering and Technology (GCET: 1996), Natubhai V.Patel College of Pure and Applied Sciences (NVPAS : 1996), Sardar Gunj Mercantile Cooperative Bank Ltd. - English Medium College of Commerce and Management (SEMCOM : 1997), A.D.Patel Institute of Technology (ADIT : 2000), S.S.Patel College of Physical Education (2002), Institute of Science & Technology for Advanced Studies & Research (ISTAR: 1999), an Industrial Training Centre named Chimanbhai M.U. Patel

Industrial Training Centre(1999). He has also established Sophisticated Instrumentation Centre for Applied Research & Testing (SICART) in 1999, a national - level centre with unique testing facility with ultra sophisticated instruments. ISTAR(1999) is a post-graduate learning centre with eight programmes in science, eight in engineering, two in pharmacy and three multidisciplinary programmes. C. Z. Patel College of Business & Management (2003), Indukaka Ipcowala College of Pharmacy (2004), Govindbhai Jorabhai Patel Ayurveda College (2005), Ashok & Rita Patel Institute of Integrated Study and Research in Biotechnology and Allied Sciences (2005) are additions at New Vallabh Vidyanagar. In 2004 two more institutes joined the CVM family: Waymade College of Education and Bhikabhai Saheb PTC College. In 2008, two schools were added: Vasantiben & Chandubhai Patel English School (CBSE) and Sumanthbai P Patel Primary School.





Four more institutions were added to CVM family during academic year 2009-10 under the visionary leadership of Dr.C.L.Patel: CVM Institute for Degree Course in Pharmacy, Institute of Computer & Communication Technology for Women(IICT), Centre for Studies and Research on Life and Works of Sardar Vallabhbhai Patel(CERLIP) and **Institute of Language Studies and Applied Social Sciences(ILSASS)**.

In order to keep pace with the fiercely competitive world by revitalizing the society through quality education the institutions established by Dr.C.L.Patel impart education in Valuation (Plant & Machinery), first of its kind in the world, Industrial Polymers, Applied Chemistry, Computer Science, Information Science, Biotechnology, Food Processing, Environmental Science, Instrumentation, Information Technology, Electronics and Communication and Mechatronics etc. Postgraduate programme in E-commerce is one of the latest introduced under his dynamic stewardship.

With a view to create learning opportunities for the students of SEMCOM at the global level he has signed Memorandum of Understanding for academic collaboration between SEMCOM and USA's Georgia South Western State University and Myers University and one Canadian University-Vancouver Island University, British Columbia, Canada.

Dr.C.L.Patel has extensively renovated and refurbished the Ipcowala Santram College of Fine

Arts and Rama Manubhai Desai College of Music & Dance to accommodate the existing colleges of Fine Arts (Drawing, Painting, Sculpture and Commercial Art etc.) and Music & Dance. He has extended the buildings of H.M.Patel Institute of English and constructed separate library buildings for Viththalbhai Patel Mahavidyalaya and Rajratna P.T.Patel Science College, Nalini - Arvind & T.V.Patel Arts College, S.M.Patel College of Home Science, Birla Vishwakarma Mahavidyalaya (Engineering College) and Natubhai V. Patel College of Pure Applied Sciences.

Shapurbhai I. Patel Learning Centre, also his creation, aims at serving the various schools run by Charutar Vidya Mandal. He has made a handsome donation to the C.L.Patel Centre for Production & Civil Engineering. In addition, separate hostels for boys and girls belonging to G.H. Patel College of Engineering & Technology (GCET) and A.D.Patel Institute of Technology (ADIT) have been built under his dynamic leadership.

Dr. Patel, the visionary leader, is a team player who believes in "None of us is as strong as all of us". With his team of devoted academician - secretaries he has been nurturing thirty-eight educational institutions for the last nine years, contributing to the spectacular growth of Vallabh Vidyanagar and New Vallabh Vidyanagar.

It is noteworthy that he has been instrumental in publishing a collection of writings on the life and work of Sardar Patel entitled "Rashtriya Samvadita na Sarjak". The publication has won wide acclaim. It

merits special mention that he collected donation from the engineering experts and educational institutions of Vallabh Vidyanagar and built seven primary schools in the earthquake - ravaged Bhachau taluka of Kutch and named them after the mighty Sardar Patel and thus paid tribute to him in a befitting manner.

In recognition of his outstanding service to the society Anand Round Town Club honoured him with Charotar Ratna award. Sardar Patel University, with the development of which he has been actively associated for over a decade, conferred upon him honorary degree of Doctor of Letters as a token of its gratitude to him. Recognizing his phenomenal contribution to education in Charotar Region, Anand Agricultural University conferred upon him Honorary Doctorate.

The question that has been asked time and again ever since the birth of Vallabh Vidyanagar is "Where does so much money come from?"

The answer is that Dr.C.L.Patel, like his predecessors, receives massive donations from his numerous well-wishers and philanthropists in India and abroad, who have tremendous faith in him. He, in turn, has immense faith in the public sense and generosity of our people and believes that right public cause sincerely undertaken can never suffer from want of funds.

Is not the genesis, growth and development of Vallabh Vidyanagar stranger than fiction!!



Dr. C.L.Patel, Prin. R.P.Patel  
With Narendra Jadhav, Member, Planning Commission GOI



At BVM : Dr. C.L.Patel, Er. M.J.Patel, Er. V.M.Patel  
Dr. F.S.Umrigar with Smt Rajeshri Birla



Dr. C.L.Patel receiving  
"Shri Kanjibhai Desai Gujarat Pratibha Award"  
From H'ble Chief Minister of Gujarat Shri Vijay Rupani





## About New Vallabh Vidyanagar

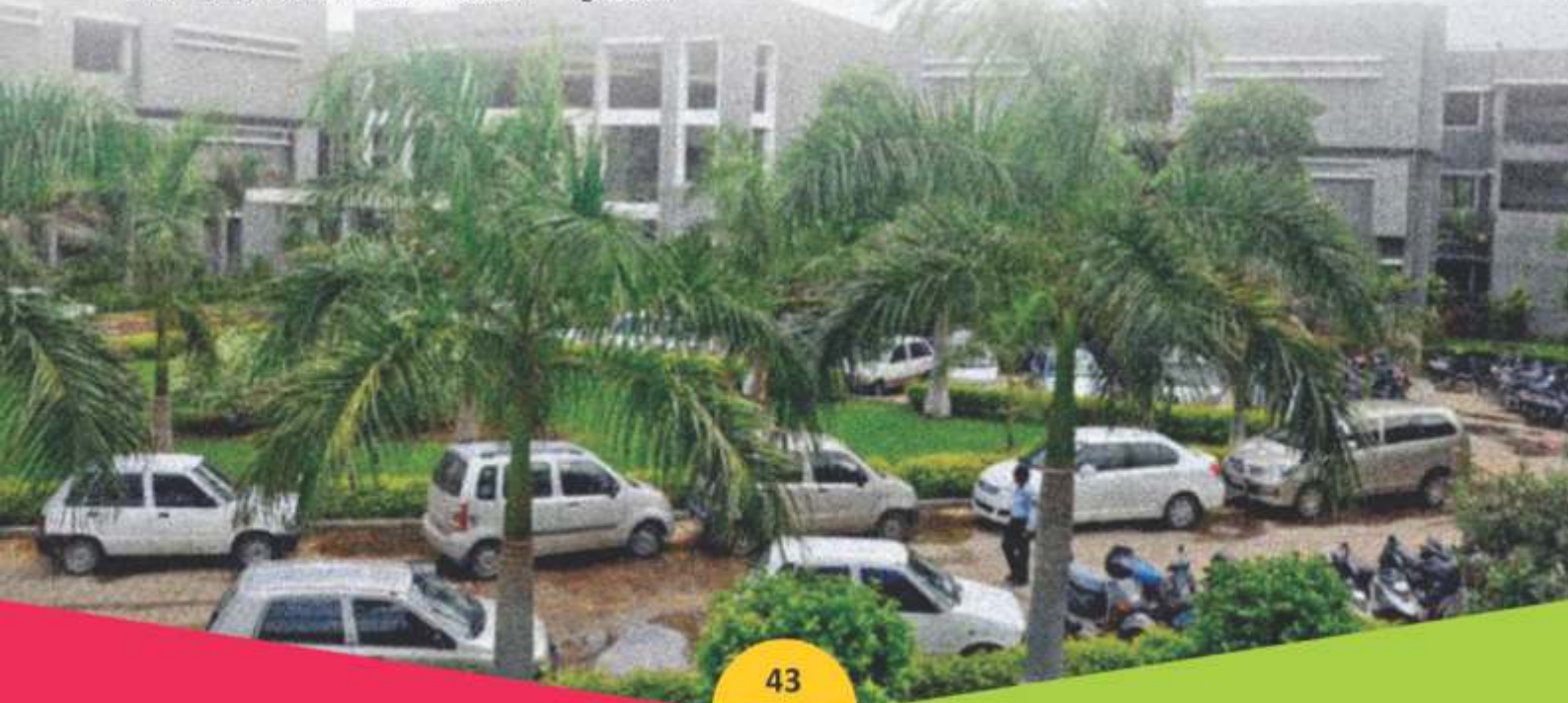
A new self contained Satellite Township called New Vallabh Vidhyanagar sprawled over 100 acres has already received an investment of around US\$20 million.

The Campus is located behind the industrial Area of Vithal Udhyanagar. The campus presently accommodates A.D.Patel Institute of Technology (ADIT I), Idukaka College of Pharmacy (IICP), Ashok and Rita Patel Institute Study & Research in Biotechnology & Allied Sciences (ARIBAS), G.J.Patel Institute of Ayurvedic Study and Research, S.G.Patel Ayurveda Hospital and Maternity Home, Chimanbhai M.U.Patel Industrial Training Chantry (ITC), Madhuben and Bhanubhai Patel Women

Institute of Engineering for Studies and Research in Computer and Communication Technology (MBICT), Shantaben Manubhai Patel School of Studies and Research in Architecture and Interior Design (SMAID), C.Z. Patel College of Business and Management (CAPCBM) and Institute of Studies and Research in Renewable Energy (ISRRE). Besides, there is a playground in the ADIT Workshop with a large sports complex in its basement.

The campus also houses the Boys' and Girls' Hostel Blocks along with a mess and staff apartments, Principals' bungalows, amenity building with shopping and medical facilities and a landscaped public garden.

The next phase of expansion will see another 70 acres being joined to the campus with institutes such as Advanced Law College, College of Applied Social Sciences, English and Gujarati Medium Secondary School along with increased residential facilities. The latest additions at New Vallabh Vidhyanagar is the work on setting up there, a college for language studies, Diploma-Degree Pharmacy college and a centrally air conditioned new engineering college is progressing at a supersonic speed. It is the dream and vision of Dr. C.L.Patel that the campus be spread over 3000 Acres in its final phase.







## Institutions of Charutar Vidya Mandal

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Fax : 236493

1.	V P & R P T P SCIENCE COLLEGE	Ph. 230011
2.	BIRLA VISHWAKARMA MAHAVIDYALAYA (Engineering College)	Ph. 230104
3.	B J VANIJYA MAHAVIDYALAYA	Ph. 230145
4.	N A & T V PATEL ARTS COLLEGE	Ph. 230194
5.	H M PATEL INSTITUTE OF ENGLISH TRAINING & RESEARCH	Ph. 230079
6.	RAMA-MANUBHAI DESAI COLLEGE OF MUSIC & DANCE	Ph. 231849
7.	S M PATEL COLLEGE OF HOME SCIENCE	Ph. 230245
8.	ARVINDBHAI PATEL INSTITUTE OF ENVIRONMENTAL DESIGN	Ph. 235179
9.	A R COLLEGE & G H PATEL INSTITUTE OF PHARMACY	Ph. 230788
10.	N V PATEL COLLEGE OF PURE & APPLIED SCIENCES (NVPAS)	Ph. 235500
11.	G H PATEL COLLEGE OF ENGINEERING & TECHNOLOGY (GCET)	Ph. 231651
12.	S G M E COLLEGE OF COMMERCE & MANAGEMENT (SEMCOM)	Ph. 231811
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15.	A D PATEL INSTITUTE OF TECHNOLOGY (ADIT)	Ph. 233680
16.	S S PATEL COLLEGE OF PHYSICAL EDUCATION	Ph. 232696
17.	C Z PATEL COLLEGE OF BUSINESS & MANAGEMENT	Ph. 236700
18.	INDUKAKA IPCOWALA COLLEGE OF PHARMACY (IICP)	Ph. 229400
19.	B & B INSTITUTE OF TECHNOLOGY	Ph. 237240
20.	IPCOWALA-SANTRAM COLLEGE OF FINE ARTS	Ph. 230013
21.	ASHOK & RITA PATEL INSTITUTE OF INTEGRATED STUDY & RESEARCH IN BIOTECHNOLOGY AND ALLIED SCIENCES (ARIBAS)	Ph. 229189
22.	GOVINDBHAI JORABHAI AYURVED COLLEGE & RESEARCH CENTRE	Ph. 235052
23.	SURAJBEN GOVINDBHAI PATEL AYURVED HOSPITAL	Ph. 235051
24.	WAYMADE COLLEGE OF EDUCATION (ENGLISH MEDIUM)	Ph. 230050
25.	H M PATEL CAREER DEVELOPMENT CENTRE (CDC)	Ph. 234266
26.	CHIMANBHAI M U PATEL INDUSTRIAL TRAINING CENTRE	Ph. 230798
27.	SARDAR PATEL RENEWABLE ENERGY RESEARCH INSTITUTE (SPRERI)	Ph. 235011
28.	VALLABH VIDYANAGAR TECHNICAL INSTITUTE	Ph. 230104
29.	CVM HIGHER SECONDARY COMPLEX - SCIENCE STREAM (RPTP)	Ph. 230760
30.	CVM HIGHER SECONDARY COMPLEX - GENERAL STREAM (T V PATEL)	Ph. 230095
31.	CVM HIGHER SECONDARY COMPLEX - VOCATIONAL STREAM (HOME SCIENCE )	Ph. 231245
32.	I B PATEL ENGLISH TEACHING SCHOOL (SECONDARY)	Ph. 230343
33.	I B PATEL ENGLISH TEACHING SCHOOL (PRIMARY)	Ph. 233355
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35.	G J SHARDA MANDIR (SECONDARY)	Ph. 230883
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49.	SHARDABEN C L PATEL ITI FOR WOMEN	Ph. 233450
50.	KANUBHAI M PATEL ITI FOR ENGINEERING TRADES	Ph. 234450