



Internal Quality Assurance Cell (IQAC)

Koneru Lakshmaiah Education Foundation

Greenfields, Vaddeswaram, GUNTUR – 522 502

Report on the World Quality Day 2020 celebrated by IQAC by conducting Webinar Online on 19th November 2020.

Chief Guest & Invited Speaker: Dr Sangeeta Joshi, Professor of ECE & Technical Advisor & Director IQAC), VIT, Mumbai.

❖ Theme for World Quality Day 2020: Creating Customer Value

Due to the ongoing COVID 19 pandemic, it is decided that The World Quality Day 2020 will be celebrated online. It is also decided to differ the Process of recognizing and felicitating the outstanding achievers of the University for the year 2019-20, this year.

In the light of the above resolutions, the World Quality Day 2020 celebrations began with one of the Associate Deans (Quality), Dr K V Narasimha Rao welcoming the Chief Guest and participants (about 100 No. of faculty belonging to KLEF) and requested Dr K. Ramakrishna Garu, Dean-Quality, KLEF to deliver the Inaugural Speech.

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VIT Vidyalankar Institute of Technology
Accredited A+ by NAAC

Creating Customer Value in Higher Education Institutions

Theme of World Quality Day - 12 November 2020

Organised by
KL University
Guntur Dist A.P. (India)

Dr. Sangeeta Joshi
Professor & Technical Advisor,
Director, IQAC & NAAC Convener
November 19, 2020

sangeeta.joshi@vit.edu.in
9869036269

GRADE A+

4476 K V NARASIMHA RAO

CLASS ROOM 010 (Host) 4476 K V NARASIMHA RAO

2721 Dr Nagesh M Dr K RamaKrishna

Dr. Sangeeta Joshi 170180015 mustafa

Dr K. Ramakrishna, Dean-Quality also welcomed the Chief Guest, Dr Sangeeta Joshi and briefly explained about the recent achievements of KLEF. KLEF achieved NAAC A++ Certification, Category 1 Status by UGC, accredited by NBA and is ranked 41 in the University category by NIRF. It ranked 58th in Engineering category and 70th rank in Overall as well as Management categories. KLEF is also a diamond rated in QS-I GAUGE Rankings and is also E-LEAD certified by QS. He outlined the importance and difficulties of sustaining such good ranks given by the ranking agencies in subsequent years. He thanked all people involved in maintaining quality in KLEF, viz. Deans, Principals, HODs,

Quality Circle (Faculty and students), monthly report In-charges, IQAC Staff, etc. He informed the audience that the theme of World Quality Day 2019 is "Creating Customer Value". He also explained the reason for conducting this year's WQD celebrations online.



Dr K V Narasimha Rao then introduced the Chief Guest, Dr Sangeeta Joshi to the audience. Dr Joshi has obtained her PhD in Micro-electronics from IIT Bombay and has over 26 years of rich experience in academics, administration and research. Four Scholars have so far obtained their doctorates under her guidance. For over a decade she has been actively involved with quality related activities. Dr Rao requested the Chief Guest to address the gathering.

Dr Sangeeta Joshi thanked IQAC-KLEF for inviting her to deliver the keynote address on this year's theme for World Quality Day, Creating Customer Value (in Higher education Institutions). Dr Joshi briefly introduced herself and made few notable points about her Institution, Vidyalankar Institute of Technology (Autonomous), Mumbai, Maharashtra.

Our Educational System evolved from the ancient Gurukul System, with several reforms/refinements that took place in the last few millennia. Students are the primary customers. Since the (major) privatization of Education in 1980s, numerous private Institutions came to existence and some of them are offering very high quality education even now. Perhaps it would be more logical to designate Students as "Consumers" and their parents as "Customers", as the parents are paying for the education of their wards. Of course, the industry, which is absorbing most of them is a stakeholder and customer too.

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About Vidyalankar



Founded by Intellect, Fueled by Values

Founder:
Late Prof. C.S. Deshpande
(1932-2005)

Recognition:
Approved by AICTE &
Affiliated to University of
Mumbai

Status:
Co-educational,
Unaided
and Self-Financed

Accreditation:
NBA-Three Programmes

VIT Vidyalankar Institute of Technology

Dr. Sangeeta Joshi

CLASS ROOM 010 (Host) 2721 Dr Nagesh M

DA

Dr. Sangeeta Joshi Dr. VAHED SHAKEEL AHAM...

1K 1M

1379 Dr. K.V.DURGA KRAN 170180015 mustafa

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Identification of Customers in Higher Education

- Gurukul System for Education
- Reforms in Educational Systems
- Analogy between Education and Business models
- Who are our customers?

A paper titled "A Key Question for Higher Education: Who are the customers?"
(Robinson and Long (1987), Kotler and Fox (1985), Reavill (1998))

- All authors agree that students are the primary customer

19-11-2020 Dr. Sangeeta Joshi, VIT, Mumbai

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Dr. Sangeeta Joshi

CLASS ROOM 010 (Host) Dr. Madhukar Deshmukh

DA

Dr. Sangeeta Joshi Dr. VAHED SHAKEEL AHAM...

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1379 Dr. K.V.DURGA KRAN 170180015 mustafa

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Majority of the present student community seems to be having the following:

- Fairly good IQ Levels
- Lack of maturity; Unable to think beyond exams
- Lack of hard work/sincerity

What is customer value?

Answer: The extent of which the customers are satisfied.

This requires “Lerner Centricity” in the Teaching-Learning. Tool set, mind set and skill set – all three need to be upgraded/enhanced.

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How to create Customer value in Higher education? Learner-centricity

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How to create customer value?

- OBE/Washington Accord/NBA
- Sensitize and motivate students (This is very important)
- Autonomy/Flexibility in Curriculum/Course Design

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How to create Customer value in Higher education?

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Quality Assurance cell help creating customer value

- Understand customer and their perception of value: **Sensitize and motivate students**
- Design ways of working that deliver reliable and lasting customer out
Emphasis on Outcome based Education
- Operate effectively and efficiently to strive for customer excellence:
Conducive ambiance for holistic development of students
- Autonomy – **A major tool to create customer value** - curriculum flexibility

19-11-2020 Dr. Sangeeta Joshi, VIT, Mumbai

That way, being a Deemed to be University, KLEF is in a superior position to design its own curriculum and syllabus and has enough flexibility to make changes as often as required, depending on the industry requirements.

Dr Joshi emphasized the importance of IQAC in enhancing and sustaining quality in higher education institutions. Alongside the other tasks, IQAC should also act as a Repository of data and should be able to analyze and provide the necessary inputs to the Institution.

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Major Concern: Quality of Education

- National Policy on Education
- National Mission on ICT
- World Bank Projects like Tech Ed, TEQIP
- e-learning, e-commerce, e-governance
- Accreditation
 - National Assessment and Accreditation Council (NAAC)
 - National Board of Accreditation (NBA)
 - National Institute Ranking Framework (NIRF)

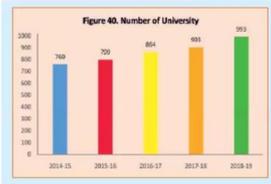


Figure 40. Number of University Accredited A+ by NAAC

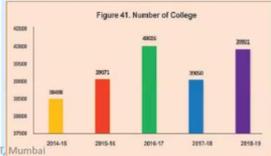


Figure 41. Number of College Accredited A+ by NAAC

MHRD AISHE Report 18-19

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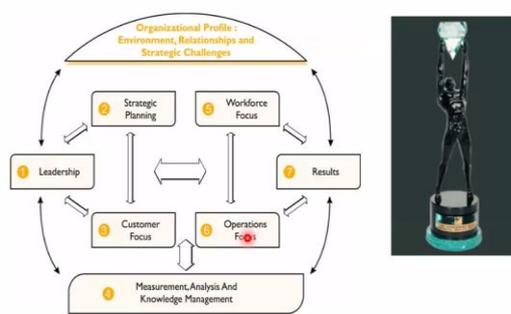
Dr Joshi also suggested that IQAC-KLEF could try to get the IMC's RBNQA Quality Cycle Certification, for which she offered to provide necessary guidance. Strategic Planning involves the following KPIs:

- Visionary Leadership
- Customer focus
- Measurement

She

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IMC's RBNQA Quality Cycle



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advocated to work on "Student-Centric Quality Culture. WQD gives us the opportunity to highlight how quality can help create customer focused organizations.

Voice of Customer:

Voice of customer is very important. Student feedback should be taken seriously. The motto should be: Student (Customer) First. Some of the issues could be: Choice of course, feedback on faculty, convenience in time-table, late-hour functioning of Library and laboratories, etc. The students should be given a choice to attend the lectures delivered by a particular faculty, even in online mode. Every HEI should try to meet the expectations of the students.

Jim John said:

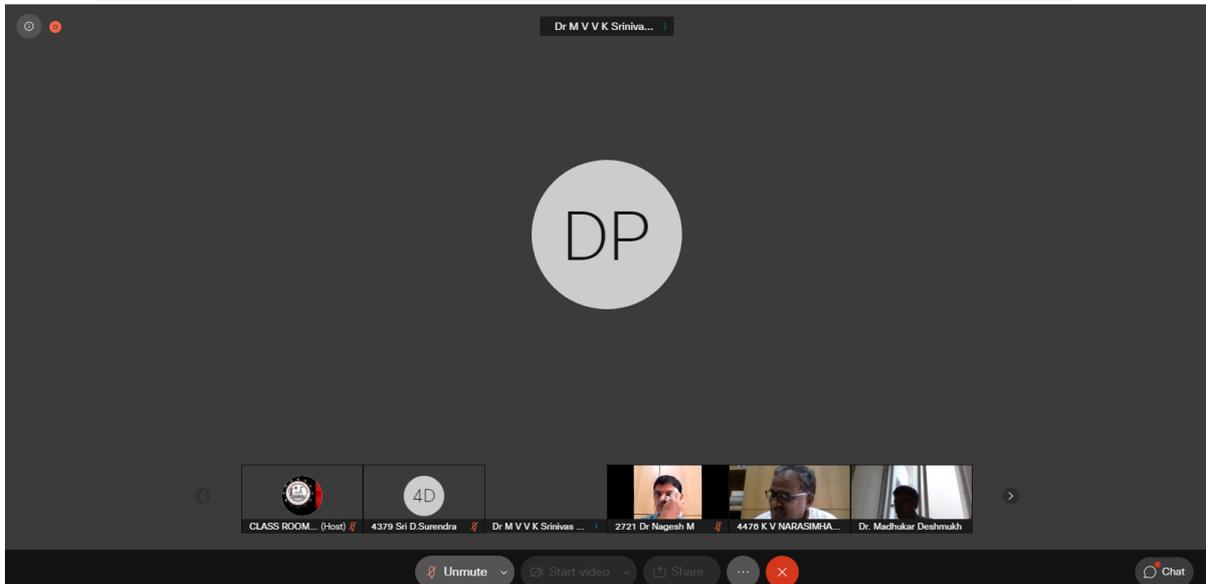
"You don't get paid for the hour.

You get paid for the value you bring to the hour".

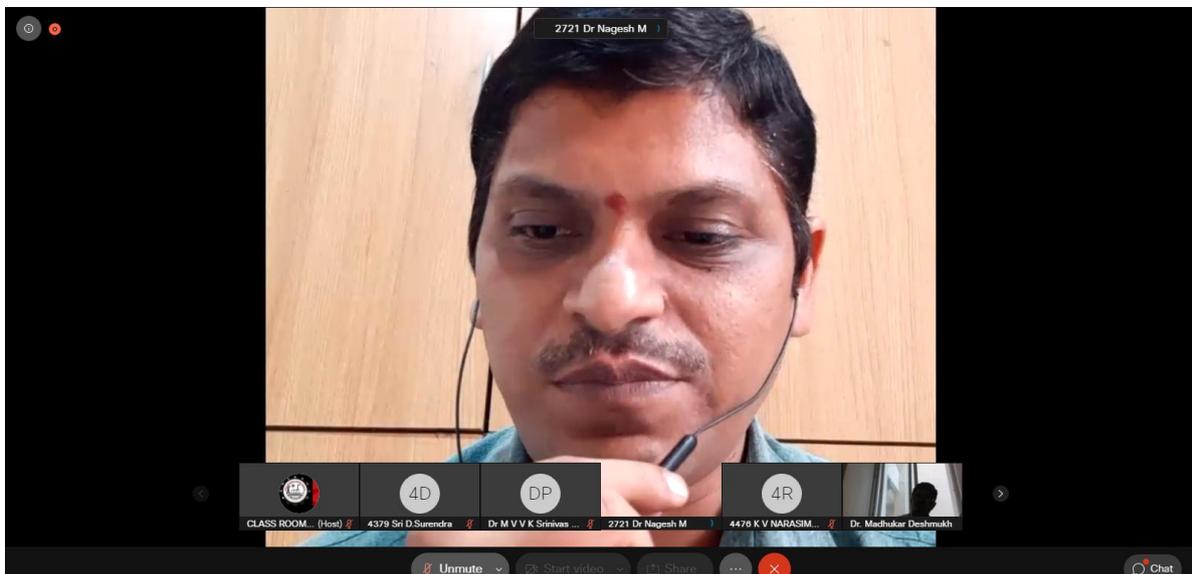
Dr Joshi emphasized the importance of data and its analysis in creating value. Dr Joshi concluded her address by quoting the great Albert Einstein, emphasizing "success and values".

The screenshot shows a Zoom meeting interface. The main content area displays a presentation slide with two quotes. The top quote is by Albert Einstein: "Try not to become a man of success, but a man of value. Look around at how people want to get more out of life than they put in. A man of value will give more than he receives. Be creative, but make sure that what you create is not a curse for mankind." The bottom quote is by Chuck Palahniuk: "We all die. The goal isn't to live forever, the goal is to create something that will." The meeting grid on the right shows several participants, including Dr. Sangeeta Joshi, CLASS ROOM 010 (Host), 4379 Sri D.Surendra, 4478 K V NARASIMHA RAO, Dr. Madhukar Deshmukh, Dr. Sangeeta Joshi, and Dr. VAHED SHAKEEL AHAM... The bottom control bar includes buttons for Unmute, Start video, Share, and Chat.

Dr M V V K Prasad, Associate Dean-Academics asked the speaker to elaborate on the "Student maturity". This resulted in a short discussion and debate.



The Celebrations concluded with Dr M. Nagesh, Associate Dean-Quality proposing a vote of thanks.



Dr. Ramakrishna
Dr K. Ramakrishna
(Dean-Quality)

To: All IQAC Personnel (by email)
Cc: IQAC File