



Internal Quality Assurance Cell (IQAC)

Koneru Lakshmaiah Education Foundation

Greenfields, Vaddeswaram, GUNTUR – 522 502

Report on the World Quality Day 2019 celebrated by IQAC on
28th November 2019 @ Jasmine Hall, KLEF.

Chief Guest & Invited Speaker: Dr B. Raja Shekhar, Pro Vice-Chancellor 2,
Hyderabad Central University (HCU), Hyderabad.

The World Quality Day 2019 celebrations started with Inaugural Ceremony with the traditional Lighting of the Lamp by the Chief Guest & Invited Speaker, Dr B. Raja Shekhar, Advisor, IQAC, Dr K. Koteswara Rao, Dr K. Ramakrishna, Dean-Quality, Dr K. Subba Rao, Principal-COE and Dr K. L. Narayana, Dean (R & D), KLEF.



Inaugural ceremony with the traditional lighting of the lamp by the chief guest & Invited speaker





Inaugural ceremony by resource person

Dr K Ramakrishna, in his welcome address, informed the achievements of KLEF (Deemed to be) University in the last year, including NAAC A++, Category 1 University status by UGC and NIRF 49th ranking. 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 "100 Years of Quality". He requested the Advisor, IQAC, Professor K. Koteswara Rao Garu to address the gathering on this occasion.



Dr.K.Rama Krishna informed of the achievements of KLEF

Professor K. Koteswara Rao, in his address, expressed his happiness over the quality practice of celebrating “World Quality Day” by IQAC, KLEF for the past four years (since 2016). He stressed the need of maintaining quality in higher education institutions, in particular at KLEF. He appealed to all functionaries, faculty and non-teaching staff of KLEF to contribute in whatever way possible for the enhancement of quality in whatever activity they are performing. He said quality should be the way of life and maintaining quality is a continuous activity.



Addressed by Prof.K.Koteswara Rao

Dr K. V. Narasimha Rao, Associate Dean-Quality introduced the Chief Guest and the Invited Speaker, Dr B. Raja Shekhar, Pro Vice-Chancellor 2, Hyderabad Central University (HCU), Hyderabad, who has over 26 years of experience in academics, research, administration and quality to the audience. Few of Dr Raja Shekhar’s Research Scholars have worked on „Quality Aspects in HEIs” in the recent past.



Dr.K.V.Narasimha Rao introduced chief guest and speaker

Dr Raja Shekhar delivered the Keynote address on "Measuring Quality in Higher Education Institutions". He started his session by posing the question, "What is Quality". After getting some responses from the audience, he gave few definitions given by distinguished „Management Gurus“ on this subject.

Dr Raja Shekhar made an important point about the good teachers not being great researchers and vice versa. Of course, there are some exceptions too. Presence of all good teachers alone makes the Institution a good college; Presence of all good researchers (and no good teachers) alone make the Institution similar to CCMB (Centre for Cellular and Molecular Biology) of IISc or something similar. The point here is: higher education institutions like KLEF (and also HCU) require both good teachers and good researchers.



Keynote address by Dr.Raja Shekhar

He started his session by posing the question, "How to measure Quality". After getting some responses from the audience, he explained the difficulty of measuring quality by whatever means, viz. marks, pass percentage, placements and progression, alumni, etc. He brought out an important aspect that highly distinguished alumni, viz. Satya Nadella and Sundar Pitchai, perhaps might have learned more things after leaving their „*alma maters*“ rather than the Institutions where they pursued their studies!

The Speaker outlined briefly about the NAAC parameters and also NIRF perceptions. He also pointed out the change in parameters (especially by NIRF) from year to year for assessing the higher education institutions for the purpose of ranking. The „bar“ has been rising year by year! E. g., earlier, NIRF was providing some marks for patents filed; now they are awarding marks only for patents granted. It should be noted that there are several unanswered questions in the ranking system by accreditation agencies. The very fact is that there is considerable subjectiveness with regard to the award of marks for different parameters by various peer team members. The numbers do not reveal the true picture!

Moreover, the competition is on the rise; it is difficult to get good ranking and lot more difficult to sustain such good ranking!

Measurement of Teaching/Research:

Again, there are some parameters, viz. publications in Scopus/SCI Journals, number of citations, h-index, and patents (filed/published/grated) to judge research. However, as we all appreciate, there are no such tangible parameters to evaluate "Quality of Teaching". Thus it is much easier to evaluate/judge research rather than teaching! Also, there is no guarantee that all highly cited research articles are more valuable/useful than, perhaps some excellent work published in some simple Journals, which are not cited by many researchers.

In this connection, he shared his experience of one Institution in Bangalore, which seem to record all the lectures delivered by all the faculty in class rooms and a body like IQAC, examines about 10% of all the recorded lectures and counsel the faculty appropriately, where needed. Maybe, a good idea.

International Tie-ups and Collaborative Research:

Even though HEIs are signing large number of MOUs with reputed International Institutions, the effectiveness and outputs have been very discouraging. Less than 10% of the MOUs are active and are yielding significant outcomes in most Universities.

As Collaborative Research is now having some weightage for getting good scores, the HEIs need to look at this parameter as well. In this connection, he advised that KLEF could join hands with Shastri Indo-Canadian Institute, New Delhi. The Shastri Indo-Canadian Institute is a bi-national non-profit organization with registered charity status in Canada. The Institute supports the creation of bi-national links between academia, government, the business community and civil society organizations by funding research and hosting seminars.

How to measure the best Higher Education Institution?

Parents must be looking at Placements, teaching (which is highly intangible!), discipline (E. g. KLEF), hostels, and physical infrastructure for admitting their wards. Of course, there is significant variation with regard to the perception of parents. Each parent must be looking at one dimension of the HEI. The speaker gave the following five parameters, which should be accompanied with any quality feature:

- Reliability
- Responsiveness
- Assurance
- Tangible, and
- Empathy.

The speaker also discussed the important aspects of gender diversity and geographical diversity (among faculty and students). In general, there are fewer females at the administrative positions in most HEIs. The Deemed Universities, in general, which do not follow reservations in their recruitment and admissions, have some advantages and some dis-advantages too. But the important question is: Are these parameters really contributing to quality enhancement in any way?

Cost of higher education vis-à-vis quality:

The speaker pointed out that quality education would cost more. Increasing numbers brings in higher revenue, which could bring down the cost of higher education. Attracting good quality students as input is not only important but also challenging.

Quality Vs Rankings:

Enhanced quality is expected to yield better rankings. Better rankings are expected to bring in better input quality students to the HEI. It is like a chain reaction.

The discussion then moved on to IPO Framework (West et al., 2000), which explains about the input parameters, a process (system) and output parameters. Input-Output=Wastage (Dropout). Here, the important question is: Is this system capable of making heterogeneous input (incoming students from different IQ levels, backgrounds, etc.) into homogeneous (industry-seeking) output with minimum wastage?

The speaker also discussed briefly the EFQM Model, which is probably more suitable to production/manufacturing sector.

Quality Input:

Here, IISc, IITs and NITs, IIMs are at a distinct advantage as they attract students from the entire country. Present day deemed Universities in India get most students from either their own (home) state and at the most from couple of neighboring states. Western Universities have the entire world as their catchment area, where the student strength would be as high as 50,000–70,000. Increasing catchment area is the point; it increases number of students, brings in higher revenue and also adds to student diversity.

More Tamil Nadu HEIs under NIRF Rankings:

As per the last NIRF rankings (2018), 44 HEIs belonging to Tamil Nadu figured in the top 100 HEIs; only six HEIs from AP and Telangana together figured in the top 100. Some „Food for thought“ for IQAC.

Important Goals for HEIs:

HEIs could think of the following Goals:

- Greater access
- Equal Access
- Quality & Excellence.

Conclusion:

Quality is a 24*7 Activity. Our own assessment should be higher than the assessment by the Accreditation agencies. Quality is NOT a „Top-up“. It has to be built right from the foundations of the HEI.

After a short Tea-break, valedictory function took place. The Hon“ble Vice-Chancellor, KLEF, Dr L. S. S. Reddy graced the occasion. IQAC identified high performing staff in the following categories for World Quality Day Awards 2019:

- Best Lab Asst/Programmers
- Best Researchers
- Quality Circle (Faculty)
- Quality Circle (Students)
- Monthly Report In-charges (IQAC)
- Best Associate Deans
- HODs
- Principals
- Deans

The Chief Guest, Dr B. Raja Shekhar and the Hon“ble Vice-Chancellor, KLEF, Dr L. S. S. Reddy Garu distributed the World Quality Day 2019 Awards to the identified faculty/non-teaching staff/students of KLEF.











Dr.B.Raja Shekhar and Dr.L.S.S Reddy distributed prizes to the staff and students.

In the valedictory function, Hon“ble Vice-Chancellor, KLEF, Dr L. S. S. Reddy Garu and Dean-Quality felicitated the Chief Guest.



Dr.L.S.S.Reddy felicitate to chief guest

The Celebrations concluded with Professor M. Venu Gopala Rao, Associate Dean-Quality proposing a vote of thanks.



Prof M.Venu Gopala Rao proposing vote of thanks

A handwritten signature in blue ink that reads "Dr. K. Ramakrishna".

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

To: All IQAC Personnel (by email)

Cc: IQAC File