



**AVINASHILINGAM INSTITUTE FOR HOME SCIENCE AND HIGHER
EDUCATION FOR WOMEN**

(Deemed to be university under category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956) Re-accredited with 'A++' Grade by NAAC, Recognized by UGC under section 12B Coimbatore-641 043, Tamil Nadu, India

**Report of Resource Talk on
NIRF Ranking Prospective and
Prospects for Future Ranking**

Organized Jointly by
The Internal Quality Assurance Cell
and

The School of Physical Sciences and
Computational Sciences

22.08.2024

Resource by

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Director, IQAC

Avinashilingam Institute for Home Science and Higher
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Resource Talk on NIRF Ranking Prospective and Prospects for Future Ranking 22.08.2024

A resource talk was jointly organized by the The Internal Quality Assurance Cell and School of Physical Sciences and Computational Sciences on 22nd August 2024 when **Dr.U.Jerinabi, Director, IQAC**, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore gave a resourceful talk on **"NIRF Ranking Prospective and Prospects for Future Ranking to** the faculty members of the School of Physical Sciences and Computational Sciences.

The aim of organising the programme was to provide a clear understanding of the NIRF ranking process and the requisites that may help in acquiring a significant score in the ranking process.

Dr. Shubashini K Sripathi, Professor and Deputy Dean, School of Physical Sciences and Computational Sciences, welcomed the gathering. Dean of the School Dr G.Padmavathy greeted the participants and spoke on the importance of NIRF ranking in the light of the Institution's reputation and visibility to stakeholders.

In her talk **Dr.U.Jerinabi, Director, IQAC** gave a very vivid picture of the NIRF ranking process detailing on the criteria of ranking for the understanding of the faculty. The following NIRF Ranking Parameters were projected and she detailed on the percentage of weightage and the score calculation process

- Teaching, Learning & Resources
- Research and Professional Practice
- Graduation Outcomes
- Outreach and Inclusivity
- Perception

In her talk she emphasized that each of these criteria is assigned a specific weight, highlighting that the weightage depends on the type of institution and the requirements for our Institution as a Deemed-to-be-University.

Thrust was given on the Research and Professional Practice parameter of assessment and the calculation of score from publication numbers was well explained. It was made clear to the faculty members that the cumulative score from all criteria determines the final ranking.

Dr Jerina conveyed the significance of NIRF rankings. For Students and Parents she said a NIRF rank is a reliable tool for decision-making about where to pursue education. For Institutions, it creates a benchmark to evaluate strengths and identify areas for improvement. Higher rankings attract better faculty, students, and funding opportunities. For Policymakers and the Government, the ranking of all Institutions aids in formulating policies and programs that support educational development. It

also provides insights into gaps in the education system, helping to make targeted reforms.

In the context of general challenges of NIRF Rankings, it was expressed by the participating faculty members that uniform standards of applying for NIRF ranking across diverse institutions with varied sizes, funding, and resources and purpose is a matter of concern. In particular consideration given and weightage for the research and publication parameter is to be thought of.

Apart from this the ***perception factor*** in the context of the National Institutional Ranking Framework (NIRF) in India which is one of the critical parameters used to evaluate and rank higher education institutions was discussed. This parameter gauges the reputation and public perception of an institution among various stakeholders, including students, parents, faculty, employers, and the general public. This factor carries weight in the overall NIRF score, influencing an institution's ranking.

The perception factor often plays a significant role in differentiating top-ranked institutions in NIRF, as institutions with similar academic and research scores can rank differently based on public and professional perceptions. High perception scores can also attract more students, funding, and industry partnerships, which in turn will strengthen the institution's standing.

It was explained that the perception score is derived from surveys and reputation data that reflect how the institution is viewed in terms of academic quality, research output, graduate employability, and contributions to society.

Perception is measured based on the following:

Peer Perception (Academic and Employer): This includes feedback from academic peers and employers about the quality of education, employability of graduates, and the institution's reputation within the academic and professional community.

Public Perception: General surveys assess how well-known or respected an institution is among the public, considering factors like historical reputation, alumni success, and community outreach.

Alumni Feedback: Successful alumni and their contributions to various fields can enhance an institution's perception score. Alumni testimonials about their education experience and career outcomes also add weight.

Industry Reputation: Collaboration with industry partners, placement records, and the employability of graduates also impact perception. Institutions with strong industry linkages and high job placement rates tend to score higher on this

parameter.

Further to the interaction, measures to be adopted to improve the score for SDG aspects were considered. In order to make the SDG aspects more visible it was suggested that both the local and global levels strategic outreach, effective communication, and active engagement must be involved.

The following may be proactively done by Institution to make SDG activities invite higher NIRF score.

1. Leverage Digital Platforms

- **Website and Social Media:**

Regularly updating institution's website with dedicated pages for SDG projects; Sharing updates, success stories, and progress on social media platforms like Twitter, LinkedIn, and Instagram, using popular SDG hashtags (#SDGs, #Sustainable Development, etc.) to reach a broader audience.

- **Online Publications and Blogs:**

Publishing articles, blogs, or case studies on reputable online platforms; highlighting how the institutions' stakeholder initiatives align with specific SDGs and their impact on local and global challenges.

- **SDG Dashboard:**

Creating an interactive online dashboard that tracks SDG activities, progress, and metrics, which the public can access to see real-time achievements and ongoing projects.

2. Collaborate with Local Media and Press

- **Press Releases**

Issuing regular press releases to local newspapers, TV channels, and online news portals to showcase achievements, new projects, or milestones related to SDGs.

Media Partnerships: Developing partnerships with local media to cover major SDG events or feature monthly segments highlighting the institution's sustainability efforts.

- **Community Newsletters:** Distribute newsletters within the community to keep residents informed and invite them to participate in or support specific projects.

3. Engage with Global SDG Networks and Partnerships

- **Join International SDG Alliances:** Collaborate with organizations like the UN Academic Impact (UNAI), Sustainable Development Solutions Network (SDSN), or Times Higher Education's Impact Rankings, which focus on SDGs. These affiliations increase visibility among global institutions and stakeholders.

- **Present at Global Conferences:** Participate in international conferences, webinars, and SDG summits to present your institution's initiatives and share insights with a worldwide audience.

- **Cross-Border Collaborations:** Partner with universities and organizations abroad on joint SDG projects. This creates a platform for shared visibility and demonstrates your commitment to global SDG challenges.

4. Host Community and Educational Events

Workshops and Awareness Campaigns on SDG Topics:

- Organizing workshops, talks, or campaigns on SDG relevant topics such as waste management or renewable energy in the community or adopted villages.
- Engaging local schools, colleges, and community groups in these events.

Public Exhibitions and Open Days:

- **Host exhibitions** showcasing SDG projects on campus and invite the community. This can include interactive displays, demonstrations, or tours that highlight sustainability practices.

- **Volunteer Programs and Community Projects**

Involve local residents and students in SDG-related volunteer programs or projects. Their participation helps spread awareness and creates advocates within the community.

5. Engage Alumni and Brand Ambassadors

- **Alumni Involvement:** Reaching out to alumni who are leaders in sustainability or social responsibility to participate in or advocate for your projects. Alumni stories and testimonials can enhance visibility on both local and international scales.
- **SDG Ambassadors:** Appointing faculty, students, or staff as SDG ambassadors. They can represent the institution's initiatives in community events, online forums, or conferences and generate visibility through their own networks.

6. Showcase Measurable Impact

- **Annual Sustainability Report:** Publish an SDG progress report each year, including data, achievements, and future goals. Make this report accessible on your website and share it with stakeholders, including community leaders, government bodies, and international organizations.
- **Impact Stories and Case Studies:** Share personal stories or case studies that illustrate the impact of your SDG activities. Human-interest stories can engage audiences more deeply than statistics alone.

7. Utilize Visual and Multimedia

- **Videos and Documentaries:** Create short videos or mini-documentaries that tell the story of your SDG initiatives. Post them on platforms like YouTube, Vimeo, or your institution's social channels.

- **Infographics and Visual Content:** Use infographics to make SDG data and progress easily digestible and visually appealing. Share these on social media and in community newsletters to attract attention.

8. Encourage Recognition and Certification

- **SDG Badges or Certifications:** Earn or apply for SDG certifications and recognition from reputable organizations. Being certified as an institution actively supporting SDGs helps increase credibility and visibility.
- **Awards and Competitions:** Participate in national and international SDG-related awards or challenges, which can attract media attention and showcase your institution's leadership in sustainability.

To strengthen the visibility and impact of SDG activities, it is imminent to inspire the local community and reach a global audience. Visibility efforts also contribute to building partnerships, attracting support, and encouraging broader participation in sustainability goals.

This resourceful programme sensitized the faculty on the NIRF ranking procedure and weightage given to the various parameters of assessment. Special focus was given to the need for quality publications and faculty members realized its importance and felt the need for their bigger contribution with regard to this parameter. The perception enhancing aspects were discussed and there the need to bring in collaborative efforts by all stakeholders specially the students and faculty was realized. Sustainability regarding activities must be promoted on an enormous scale and measures to make the SDG oriented activities of the institutions to boost the visibility at the local, national and global levels must be planned and oriented for implementation.

The programme was attended by **48 faculty members** from the School of Physical Sciences and Computational Sciences

By attending this resource lecture, the participating faculty realized that their contribution in enhancing NIRF score is very imminent especially in the areas of publication and citations, graduate outcome, perception and SGD activities.

The faculty expressed their gratitude to the resource person Dr U.Jerinabi, IQAC Director of the institution for making them more knowledgeable on NIRF ranking significance.

The meeting culminated with a brief vote of thanks by Dr Mathina, Assistant Professor of Chemistry



**The School of Physical Sciences and Computational Sciences
in collaboration with
The Internal Quality Assurance Cell (IQAC)
of our Institution
is organizing a resource talk on**

“NIRF Ranking Perspectives and Prospects for Future Ranking ”

**Dr. U. Jerinabi
IQAC Coordinator**

**will address the faculty members of School of Physical
Sciences and Computational Sciences**

**We request all faculty members of School of Physical
Sciences and Computational Sciences to attend**

Venue: Gallery, Science Block

Date : 22.08.2024

Time: 2.30 pm

Invitation for the Programme