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**Brickwork Ratings assigns “BWR A★ (UK) for the Educational Grading of Graphic Era Hill University (GEHU), Dehradun.**

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Brickwork Ratings India Pvt Ltd (BWR) has assigned Educational Grading of “**BWR A★ (UK)** [Pronounced BWR A Single Star (Uttarakhand)] at the State Level for Graphic Era Hill University (GEHU), Dehradun. The Grading assigned is valid for one year and is subject to an annual surveillance.

**UNIVERSITY BACKGROUND**

[\*\(Website Link of GEHU\)\*](#)

GEHU is a State Private University which was established by an act of the Uttarakhand State (Act no. 12 of 2011) at Society Area, Clement Town, Dehradun (Uttarakhand). GEHU is recognized by the University Grants Commission (UGC) under Section 2 (f) of UGC Act, 1956. GEHU runs two campuses – Dehradun campus (main campus) & Bhimtal campus (near Nainital, UK). GEHU (both campuses) offer 55 academic programs at the undergraduate, postgraduate and doctoral level. Courses offered are in the disciplines of Engineering, Architecture & Planning, Computer Applications, Management, School of Law, Allied Science, Commerce, Media & Mass Comm, Humanities, School of Design, Pharmacy, School of Agriculture and Diploma courses. Total new admissions (both campuses) for 2018 batch were 2540 (increased from 1790 for 2017-batch). Student Strength for both campuses was 6640 students as at September 2018. More than 70% of GEHU’s students are from Uttarakhand. The University campuses are located at Dehradun and Bhimtal (near Nainital, UK).

**GRAPHIC ERA EDUCATIONAL SOCIETY**

GEHU runs under the aegis of Graphic Era Educational Society, established in 1996. The Society runs two universities 1) GEHU (Graphic Era Hill University) & 2) GEU (Graphic Era deemed to be University). GEU is located in the vicinity of GEHU campus. GEU was established in 1998 and presently runs only one campus at Dehradun. It offers courses similar to those offered by GEHU and has a student strength of 2196 for 2018 batch.(increased from 1852 of 2017 batch). GEU is accredited by National Assessment and Accreditation Council (NAAC) as NAAC ‘A’. Both universities have hostel facilities with a strength of around 2600 students during FY19.

**METHODOLOGY ADOPTED**

BWR Educational Grading reflects BWR’s current, independent opinion on the quality of the programs offered by the University and its ability to deliver and transfer knowledge to the students.

BWR has drawn up several qualitative and quantitative parameters, based on its own

research and in consultation with various experts in this field and in the “user segments”, to make an assessment of the University’s standing, capability, resources and processes and its relative ability to impart quality education and achieve the desired outcomes. BWR has formulated its own criteria by broadly categorizing these assessment parameters into various distinct areas and developed its own Methodology viz, Curriculum & Pedagogy, Faculty profile and quality, Governance structure, Student profile, Placements & alumni performance, Research & internships, Financial strength, Corporate tie ups and start up incubators, and Infrastructure setup.

Graphic Hill Era University (GEHU) offers Management, Engineering and Other Non Professional & Vocational courses. Professional courses viz., Engineering and Management streams constitute the majority of the courses offered by the University. In view of this and considering the higher enrolment in such educational streams of the University, BWR has assigned the Educational Grading on a State level for GEHU based on its Grading Criteria and Scale for B School and Engineering Colleges.

### **GRADING RATIONALE**

The grading draws strength from the satisfactory track record of the group in education, strong vintage(over two decades), established position amongst the state private universities in Uttarakhand region and good campus infrastructure facilities. GEHU has a well balanced management structure with experienced Board of Governors comprising industry veterans, bureaucrats and academic doyens. The Grading positively factors the well qualified and experienced faculty, strong industry interaction, introduction of industry relevant courses, international tie ups with renowned Universities, talented student pool, comfortable financial risk profile and stability in its revenue profile owing to diverse academic courses offerings.

The Grading also takes into consideration the competition from other established universities in the state, moderate placement statistics of the University, need for increased brand visibility at the national level to enhance student selection and widen placement opportunities and the necessity for better geographic and academic batch diversity. BWR also notes the vulnerability to the regulatory risks associated with the education sector in India and the scope for improvement in Faculty Development Programmes of the University.

### **GEHU Curriculum:**

GEHU offers 55 academic programs at the undergraduate, postgraduate and doctoral level. Courses are offered in the disciplines of Engineering, Arch. & Planning, Computer Application, Management, School of Law, Allied Science, Commerce, Media & Mass Comm, Humanities, School of Design, Pharmacy, School of Agriculture and Diploma courses. All these courses are approved by the All India Council for Technical Education (AICTE), Ministry of Human Resource Development, Government of India.

Each course follows a semester pattern with 5-6 subjects per semester each of 18-20 weeks duration. The curriculum involves a mix of lectures, modelling, industry visits for various courses, case studies along with group –learning assignments. GEHU presently charges Rs 1.50 Lakhs annually for the courses offered excluding hostel fees.

Presently, ~ 46% of the total student strength pursue non-professional/vocational courses and the balance are enrolled in professional courses related to Computer Applications, Engineering & Technology, Management and Architecture & Planning. Demand for non-professional/vocational courses is expected to increase considering the increase in number of student intake for courses like Pharmacy, Arts & Design, Media & Mass communication etc. in the current academic session.

GEHU reviews its curriculum regularly taking due feedback from faculty, students, alumni and corporates in order to keep abreast with the industry requirements as well as current trends.

GEHU follows a continuous evaluation process which includes quizzes, assignments/projects/case analysis/presentations, mid-term examination, term end examination and class participation. GEHU awards Cumulative Grade Point Average (CGPA). (CGPA) at the end of a term is the weighted average of the grade points obtained in all the courses up to and including the term. The weights are the number of credits for the respective courses (1/2/3).

GEHU has introduced courses related to Pharmacy, Allied Medical Science, Media & Mass Communication and Fashion Design, of which the first batch of Pharmacy and Fashion Design is expected to pass out this year. Considering the high demand for these courses, GEHU has applied for increasing students intake and expects to secure approvals in the current academic session.

GEHU has MoUs with 11 universities for student exchange programs viz., Sheffield Hallam University, Birmingham City University, Nahda University, European Regional Educational Academy, Southwest State University, Chechen State Pedagogical University, Astrakhan State University of Architecture & Civil Engineering, Chatham University, Corporate Gurukul Pte. Ltd, Stenden University of Applied Sciences and Atlantis University.

### **Governance structure:**

GEHU runs under the aegis of Graphic Era Educational Society, which was established in 1996. The Society is promoted by Prof. (Dr.) Kamal Ghanshala who has over three decades of experience in Educational field.

Prof. Sanjay Jasola is the Vice Chancellor and Member Secretary of GEHU. Other members of the board are highly experienced professionals viz., Ms. Alka Sirohi, IAS (Retd.) (Former Chairman of UPSC, Delhi), Mr. Jitesh Khosla, IAS (Retd.) (Former Chief Secretary, Govt. of Assam), Mr. Ramesh Narayanswami, IAS (Retd.) (Former Chief Secretary, Govt. of Delhi),

Prof. (Dr.) R.S. Nirjar (Former Chairman of AICTE, Delhi), Dr. Rajiv Ranjan Singh (CEO of Karvy Stock Broking Ltd, Hyderabad) and others.

The University has strong governance practices and an eminent board with significant management experience.

### **Faculty profile:**

Prof. (Dr.) Kamal Ghanshala is the Promoter of the Society and Chancellor of Graphic Era Hill University (GEHU) and Prof. Sanjay Jasola is the Vice Chancellor of GEHU. The Directors and the core faculty have extensive experience in the education sector and in the corporate world with median teaching experience of over 5 years. They are closely involved in the day to day activity of the institution and provide good stability to the operations of the University. Out of 259 Core Faculty, 53 are Ph.D Holders. There are around 16 visiting faculty, drawn from industry and elite educational institutions in India.

### **Student profile, Achievement & Internships:**

Applicants are shortlisted based on their 12th grade marks and competitive exam scores (CAT, AIEEE etc. as applicable for relevant courses). Students need to score a minimum of 60% marks in their 12th grade for securing admissions in any of the courses being offered by GEHU. Annual permitted intake for all courses was 2860 students for 2018 batch. GEHU provides 25% concession in tuition fees for students of Uttarakhand Domicile. Around 75% of GEHU's students are from Uttarakhand domicile and the remaining are from other parts of the country.

In terms of gender diversity, around 65% are male students and around 35% are female students.

GEHU has active student bodies/committees like Robotics Club, Road safety Club, Theatre Club, Fashion Club, Yoga & Meditation Club, Photography Club, Innovation Club, Business Club, Waste Recycle Club, marketing Club Placement Committee etc. During 2018, students have attempted for Guinness World Record in activities like long cycling, waste paper ball model creation, papier mache sculpture etc. The University focuses on all round development of its students, as demonstrated by their overall personality development and performance in academic and extra-curricular activities at various inter-college events at both national and international level.

A number of in-house case studies and internship reports have been developed and printed. The Course also includes Summer Internship Projects with a duration of 6 to 8 weeks, with an opportunity to work and gain first – hand exposure to the environment, work culture and processes that prevail in real-life organizations.

### **Placements & Alumni Performance:**

Placements were around 59% for students opting for placements in 2018. Average salary package was modest at around Rs 3 lakhs. Highest salary offered was Rs 9.00 lakhs (2017-18). Majority of the recruiters are prominent organisations like Infosys, TCS, Capgemini, Wipro, Sapient, ITC, HDFC, Decathlon Logistics, Naukri.com, Karvy Stock Broking, Da Milano, Deloitte, Ashok Leyland, Byjus, SAP etc. Post the summer internships, 10-15% translate to pre-placement offers. Majority of the students placed are from the Dept. of Computer Science, Engineering & School of Management.

GEHU has a dedicated Alumni association. The alumni are involved in various student development facilitation initiatives like guest lectures, evaluating the students during the admission process and preparing students for placements through mock interviews and group discussions. Alumni achievements, their visits to GEHU campus and other alumni related activities are showcased in the alumni portal (<http://www.graphiceraalumni.com>).

### **Infrastructure setup**

There are around 2300 students residing in the University's hostel facilities. The well maintained campus is spread over 15.5 hectares of land (both campuses) and is equipped with modern infrastructure. The land and building of the campus is owned by Graphic Era Educational Society. GEHU has a Wi-Fi enabled campus with students accessing the network and all learning resources online through their laptops and dedicated computer labs. GEHU has a well maintained and regularly updated website. Currently the library holds over 10000 books, various print journals, provides access to various e-journals, electronic corporate databases like newspapers, business magazines, abstracts & case study databases etc. The library provides contemporary, state of the art facilities and the University has upgraded its database to ensure relevant content.

The classrooms are also equipped with high-tech support equipment like LCD Projectors, Computers, White Boards etc. Hostels are well maintained with good security measures.

### **Financial Strength**

GEHU generates adequate revenue to meet its operating expenses and investments in information technology related infrastructure like computers, databases etc to meet its requirements. GEHU achieved revenue receipts of around Rs 96 Cr during 9MFY19(provisional) and expects to cross over Rs. 100 Cr in FY19.

GEHU reported comfortable gearing levels with healthy operating surplus and debt protection metrics. There is demonstrated and continuing support from its parent society i.e. Graphic Era Education Society (GEES) for meeting its ongoing investments in capital expenditure, resource mobilisation and learning infrastructure enhancement.

GEHU's borrowings were availed by the Society for the purpose of running both its campuses.

## Corporate tie ups

GEHU had corporate tie-ups with more than 13 companies during FY18. MOU's signed with various corporates offers specific programs for students for skill development and placement training. GEHU has corporate tie ups with reputed corporates such as Tata Technologies, Wiley India, BSE India, Reliance Retail, IDBI, CISCO, Adobe etc.

## FUTURE GROWTH

The number of state private universities across the country is increasing with the growing importance of higher education. A step taken by Indian Universities to achieve global standards is forging affiliations and tie-ups with various renowned domestic and international universities and corporate houses. International accreditations also attract foreign companies and MNCs in India during the final placement period.

Taking into consideration the established reputation of the University in Uttarakhand region, management competence, satisfactory teaching faculty and standards, efficient program administration, student admission standards & diversity and good infrastructure and facilities, BWR believes that GEHU's activities are sustainable and committed to high quality.

As part of its strategy for continuous improvement, GEHU could focus on acquiring additional national & global accreditations, improve its placement statistics, strengthen its consultancy and research track record, forge additional corporate tie-ups, include value-added modules in curriculum with an aim to enhance practical exposure and employability of students and introduce incubator initiatives. Global inputs in curriculum can be added to enhance the international exposure of student and Faculty Development Programmes honed, which would be beneficial in attracting higher quality students and faculty, premier recruiters, provide greater research opportunities and enable global recognition.

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Investors queries can be sent to [info@brickworkratings.com](mailto:info@brickworkratings.com).

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