



# JHARKHAND Rai University

Established by Jharkhand State Legislature under  
"Jharkhand Rai University Act, 2011"



## Information Brochure



### JHARKHAND Rai University

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## Governing Board

Dr. Savita Sengar, Vice Chancellor  
Dr. Suresh Sachdev, Member  
Dr. O.B. Vijayan, Member

Dr. Deepika Arora, Member  
Dr. Sankara Reddy, Member

## Advisory Governing Council

Rai Foundation's Advisory Governing Council and Academic Council comprises eminent and distinguished personalities from all walks of life. They would be also advising JRU.

Dr. Abid Hussein (Chairman), former Indian Ambassador to USA  
Shri. Oscar Fernandez, Former Minister of State (GOI), Ministry of Labour & Employment  
Shri. Omar Abdullah, Chief Minister, Jammu & Kashmir  
Shri. Surendra Singh, Former Cabinet Secretary, Government of India  
Dr. S. Narayan, Former Finance Secretary, Government of India  
Shri. Shashank, Former Foreign Secretary, Government of India  
Shri. Bhartendra Baswan, Director, Indian Institute of Public Administration & Former Secretary Education  
Shri. Narendra Kumar, Chairman, Delhi Public Schools Society  
Prof. Arun Nigavekar, Former Chairman, University Grants Commission (UGC)  
Dr. A Ebenezer, Principal, Bishop Cotton Boy's School, Bangalore  
Mrs. Ameeta Mulla Wattla, Principal, Springdales School, New Delhi  
Dr. Kavita Sharma, Director, India International Center and former Principal, Hindu College, Delhi University  
Mrs. Lata Vaidyanathan, Principal, Modern School, Barakhamba Road, New Delhi  
Mrs. Gowri Ishwaran, CEO, The Global Education & Leadership Foundation, New Delhi  
Maj. Gen D N Khurana, Chairman, Center of Public Policy, Former Secretary General, Asian Association of Management Organisations (AAMO)  
Padma Vibhusan Pt. Birju Maharaj, Performing Arts, Kathak  
Dr. Ramesh Vaish, Consultant, formerly with Price Waterhouse Coopers  
Shri. D.R. Kaarthikeyan, former Director, Central Bureau of Investigation; Director General, National Human Rights Commission; Special Director General, Central Reserve Police Force  
Shri. Joginder Singh, IPS (Retd.), former Director, CBI, Govt. of India  
Shri. Anil Agarwal, President, COSMOS Group (former President of ASSOCHAM)  
Shri. Vijay Kelkar, Chairman, Finance Commission  
Shri. R. Bandyopadhyay, Former Secretary, Ministry of Corporate Affairs  
Prof. Sidney Altman, Noble Laureate, Professor of Biotechnology, Yale University  
Prof. Frederic Schwartz, Professor of Architecture, Harvard University  
Prof. Michelle D Addington, Professor of Architecture, Yale University  
Prof. Richard A D'aveni, Prof. of Strategic Management, Amos Tuck School, Dartmouth College  
Prof. Yvette Biro, Prof. of Films, Tisch School of Arts, New York University  
Prof. Paul A Argenti, Prof. of Mgmt and Corp Comm, Amos Tuck School, Dartmouth USA  
Prof. Jeffrey D Ford, Associate Professor of Management & HR, Fisher College of Business, Ohio State University  
Prof. Joshua Ronen, Stern School of Business, New York University  
Prof. Asha Seth Kapadia, University of Texas, USA  
Prof. Mary M Munter, Prof of Mgmt Communication, Amos Tuck School, Dartmouth USA

## Welcome to Jharkhand Rai University

Welcome to Jharkhand Rai University. With us you will discover new experiences in a dynamic and supportive environment. Your horizons will broaden, and you will discover the liberating power of new ideas and insights. You will be intricately woven into our core fabric of flexibility, creativity and innovation and walk out with the confidence, energy and ability that you need to realise your dreams and potential.

Jharkhand Rai University has been established under "Jharkhand Rai University Act, 2011" by Jharkhand State Legislature.

JRU will be a globally-oriented university, in the distinguished league of the world's leading universities. A key node in global knowledge networks, JRU will have distinctive expertise and insights.

JRU aspires to be a bold and dynamic community, with a "no walls" culture and a spirit of enterprise which strives for positive influence and impact through our education, research and service. The university will have world class infrastructure in Ranchi.

Every member of our university enjoys diverse opportunities for intellectual, personal and professional growth. Learning and working at JRU will foster quick, well-rounded minds, well-equipped to succeed in our fast-changing world.

Jharkhand Rai University is supported by Rai Business School which has already established itself as among the best in management education since 2002. It is known for its academic integrity and intellectual warmth on one hand and its fine blend of cutting edge curriculum, skill building pedagogy and uncompromising learner centricity on the other. It has been adjudged the best B School (A+ Category) in North India by Times research Foundation 2010 and scored top ranks in most surveys.

Jharkhand Rai University is also supported by Rai Foundation and its international governing board comprising some of the best known names in the academic world internationally.

Jharkhand Rai University offers Undergraduate and Postgraduate degrees in different disciplines. The University possesses a team of dedicated, highly qualified and industry experienced faculties. As mentors, they provide numerous student-research opportunities at both the undergraduate and postgraduate levels, inspiring students to advance their skills and aspirations.

## Vice Chancellor **Message**



Education is a process which contributes in building socio-economic infrastructure of the nation. The efforts taken to provide education to the masses, has made India emerge as an economic power. We feel proud to act as contributors of this social transformation.

We are an institution committed to excellence in teaching and in an ever-increasing manner, to research and development. Increasingly we are judging our performance in the context of achievable but challenging benchmarks, thinking more globally, establishing international relationships, and generally making the university an exciting academic place to be. Expectations about academic performance predominate over all other matters. In

order to accomplish our vision and mission, we are prepared to take as much effort as possible for the betterment of academic scenario in India. We believe that education is an effective medium of social transformation. We feel privileged that we got an opportunity to establish such an excellent institute, which can shape modern India.

Universities conventionally are built to fulfill the aspirations of budding innovators, researchers, future teachers and job seekers. However, today the role of the University has been to promote entrepreneurship in various areas of science, technology and management. Jharkhand Rai University has a unique position since it combines several roles and exposes students to the changing needs of the global society. Jharkhand Rai University promises to fulfill its mandate of nurturing young minds, developing intellectual and professional faculties with a service to the cause of society.

Our mission is to develop young leaders capable of providing insightful direction to any organization and thereby creating a knowledgeable, loyal and dedicated human resource. Our Country is passing through a phase of economic and developmental renaissance. Challenges contribute to the process of growth and development which is sustainable and in harmony with Mother Nature. We all are living in an era of unprecedented change where many opportunities await us. How we make use of these depends on us.

Your interest in our University is most welcome and very much appreciated.

Best Wishes.

Vice Chancellor

## About Us

Jharkhand Rai University is exciting, exhilarating and enterprising! Not surprising then that studying at JRU is popular and highly sought after.



### Our Logo

The mightiest weapon of the globalized world, education represented by the pen

Apply supported by the three pillars of dedication, determination and discipline

Ignite in each one of us the flames of creativity, wisdom & character

An upcoming university centred in Jharkhand, offers a global approach to education and research with a focus on technology expertise.

At its faculties and schools the university provides a broad-based curriculum underscored by multi-disciplinary courses and cross-faculty enrichment. JRU' transformative education includes programmes such as student exchange, entrepreneurial internships at various Overseas Colleges, and double degree and joint degree programmes with some of the world's top universities, offering students opportunities and challenges to realise their potential. The learning experience is complemented by a vibrant residential life with avenues for artistic, cultural and sporting pursuits.

JRU has its own Research Centre of Excellence (RCE). Research activities are strategic and robust, and JRU is well-equipped for its research strengths in engineering, social sciences and natural sciences. Major research thrusts will be made in several fields such as quantum technology; interactive and digital media; and the environment and water. The University also strives to create a supportive and innovative environment to promote creative enterprise within its community.

JRU will be actively involved in international academic and research networks. Its global networking will further enhance its international feel.



## Ranchi: The City of Lakes

Jharkhand is a state in eastern India. It was carved out of the southern part of Bihar on 15 November 2000. Jharkhand shares its border with the states of Bihar to the north, Uttar Pradesh and Chhattisgarh to the west, Orissa to the south, and West Bengal to the east. It has an area of 79,714 sq km 49,821 sq mi (129,040 km). The industrial city of Ranchi is its capital and Dumka is sub capital while Jamshedpur is the largest and the biggest industrial city of the state.

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The name "Jharkhand" means "The Land of Forests".

Jharkhand's gross state domestic product for 2004 is estimated at \$14 billion at current prices. Born out of partition from old Bihar state in 2000, Jharkhand produces about 70% of the output of the old Bihar state. Since it is rich in minerals, the state per capita income is likely to increase in the coming years. It is a place with all modern facilities and land of opportunity for employment and business.

Jharkhand has a concentration of some of the country's highly industrialized cities such as Jamshedpur, Ranchi, Bokaro Steel City and Dhanbad. It also has several firsts in India, including:

- Largest fertilizer factory of its time in India (since shut down) at Sindri, Dhanbad
- First Iron & steel factory at Jamshedpur
- Largest Steel plant in Asia, Bokaro steel plant, Bokaro
- Biggest explosives factory at Gomia, Bokaro.
- First methane gas well at Parbatpur, Bokaro

**Ranchi Lake:** A British agent, Colonel Onsey in the year 1842, excavated the centrally located Ranchi Lake. The beautiful lake is situated at the base of the Ranchi Hill. With an ethereal charm exclusively of its own, the lake stands pretty though it does not conform to its original conception. The lake is situated almost in the middle of the town, with a temple dedicated to Lord Shiva atop the Ranchi Hill. The hill also offers a kaleidoscopic view of the entire town and the surrounding areas.

**Ranchi Hill:** Ranchi Hill is one of the favourite tourist attractions in Ranchi. At the summit of the Ranchi Hill there is a temple devoted to Lord Shiva. People from different corners of the country gather at the temple to offer their homage to the deity. During the festival of Shraavan Mela, the place is flooded with Hindu devotees. The hill of Ranchi attracts visitors from different parts of the country to have a panoramic view of the place. At the base of the Ranchi hill there is a lake, which is known as the Ranchi Lake. This lake has enhanced the beauty of the place.

**Jagannathpur Temple & Hill :** Located 10km. south west of Ranchi is the 17th century Jagannath Temple on a hillock at Jagannathpur. Thakur Ani Nath Shahdeo, of Barkagarh Jagannathpur principality, built the temple in 1691. Its architectural styles resemble the Jagannath temple of Puri. Rath yatra or Car festival similar to that of Puri is held every year in the months of June/July. It attracts thousands of devotees both tribal and non-tribal.



## Course Index

These are the courses proposed to be run in JRU and will be introduced from time to time. All courses will be started only after taking required approvals. Course content can be changed from time to time as per recommendation of academic council of the university.

### Bachelor & Master Degrees

Course Name	Eligibility	Duration
<b>GRADUATION COURSES:</b>		
BBA	10+2	3 Years
B. Sc (Non Medical)	10+2	3 Years
B.Sc ( IT, Electronics, Computer Science)	10+2	3 Years
B.Sc Hons. (Maths, Physics, Chemistry)	10+2	3 Years
B. Tech (CSE, Mechanical, IT,ECE,Electrical, Biotechnology, Civil)	10+2	4 Years
B. Com (Hons)	10+2	3 Years
B. Lib	10+2	3 Years
BA in Fashion Designing	10+2	3 Years
BA in Tourism and Leisure Management	10+2	3 Years
BA in Journalism, Advertisement and Mass Communications	10+2	3 Years
BA Fine Arts	10+2	3 Years
BA in interior Designing	10+2	3 Years
BA in hospitality and Hotel Management	10+2	3 Years
<b>POST GRADUATION COURSES:</b>		
M.Sc. (Chemistry, Botany, Zoology, Physics, Biochemistry, Bioinformatics, Microbiology, Geology, Geology, Geophysics, Computer Sciences)	Graduation	2 Years
M.Tech (CSE, Mechanical, IT, ECE, Electrical, Biotechnology, Civil, Geophysics)	Graduation	2 Years
MBA (Finance, Mktg, HRM, IB, IT, Production & Operation, Service Mnganagement Banking & Insurance, Retail Marketing)	Graduation	2 Years
M. Lib	Graduation	2 Years
MA (English, Hindi, Maths, Geography, History, Political Science, Public Adm., Psychology, Sociology, Music, Fine Arts, Dance, Economics, Physical Education, Sanskrit, Mass Communication)	Graduation	2 Years
Master in Tourism and Leisure Management	Graduation	2 Years
Master in Hospitality & Hotel Management	Graduation	2 Years

## Going Global

Jharkhand Rai University is committed to raising standards of higher education in India. For us, offering high quality education is more than just a priority - it is our raison d'être.

### International Exchange Programmes

Jharkhand Rai University acknowledges the significant changes that are happening in several dimensions of intercultural competence and majority of which is being covered by international exchange programs. Modern learning has already transcended the wall of classroom, believing in the same, Jharkhand Rai University provides an opportunity for students to enhance their multi-faceted approaches to learning by opting for some best universities all around the world for a week. Jharkhand Rai University believes that International learning and knowledge always propels students towards understanding of different cultural and community perspective that eventually become the source of global exposure.

### International Experience

Jharkhand Rai University supports the advent of international students by helping them out in visa processing and other necessities. We, at Jharkhand Rai University foster the sharing of resources in higher education community under the Discover India Program and is thereby involved in transferring campus faculty members and students to the outstanding International Universities, providing them diverse and multicultural experience.

### Year Abroad

These courses are offered through Credit Transfer Scheme. Jharkhand Rai University provides prospect to complete final degree year in more than sixty five reputed universities of UK, USA, Canada and Australia, ensuring to grab International degree at the end of program. Apart from this, some courses of Jharkhand Rai University are being facilitated by unique credit mapping and transfer system that involve the transfer of credits to universities abroad in second or third year of course.

### Summer School Abroad

Inclusion of Global Summer School Programs in curriculum of some courses helps in expanding the individual perspective for future studies and work abroad. Summer School programs at Jharkhand Rai University expand the sphere by opening it for participants of all streams from any part of the world. Jharkhand Rai University in collaboration with some top ranked universities of USA and Europe provides a unique opportunity to students to explore overseas during summer period. Jharkhand Rai University enriches the analytical skills of potential participants through experiential learning. Keeping a close watch on diversified interests of students, special programs are being formulated to satisfy their persistent hunger for knowledge



## Scholarships & Awards

We at Jharkhand Rai University stand by the age-old idiomatic wisdom of the more you give the more you get. Not only is this philosophy embedded in our stated intent but may be felt and experienced in every initiative that takes us beyond.

### Attracting Talent-Respecting Both Merit and Need

The provision for scholarships is an important aspect of the overall strategy of Jharkhand Rai University to attract and retain talented students to provide increased access and widen opportunities based on equality. Jharkhand Rai University is perhaps the only University in the country and among the few worldwide that offers such a large number of scholarships. Students receive 75% to 100% scholarship for recognized merit. More unique are the awards of partial to full fee waivers through a merit-cum-need based JRU test and interview. It is a fundamental belief at Jharkhand Rai University that those who have an uncommon potential to contribute positively to society and those who have a positive dedication, a keenness and a commitment toward pursuing higher education shall not be denied an opportunity to acquire quality education irrespective of their ability to pay.

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Students seeking scholarship on need basis shall get a letter of recommendation from the Principal of their school/ college and a letter from the present employer of their parents. The University's commitment in this area remains firmly embedded in its missionary zeal, its charter and in its character, faith and values.

Nominate - a - Scholar is the privilege given to Principals of all schools to identify gifted students in any field who may not have the means to pursue their goals. Principals may recommend them for scholarships of up to 100% tuition fee waiver in any of the courses of Jharkhand Rai University, using his/her discretion for the nominations and the respective amounts of scholarship.

Girls students are given upto 100% scholarship based on merit or means.





## Career Guidance and Placements

We recognize that one of the primary responsibilities of a professional educational institution is to build strong links with industry, commerce, arts, cultural bodies and other professions to ensure that the talents and skills of individual students are sharpened and their full potential is realised and rewarded by the world of practice.

### **Career Guidance Cell: Defining Directions**

Today there is a great need to guide and create awareness among students about the changing world scenario, its impact on the Indian economy and on job opportunities. This need goes far beyond the JRU centres and JRU has thus set up an independent Career Guidance Cell (CGC). The CGC keeps itself updated with the latest international and national industry trends and the changing market scenario. CGC gives guidance to students irrespective of whether they wish to join JRU or not.

**Presentations to outgoing students about the choices for global careers:** We recognize that one of the primary responsibilities of a professional educational institution is to build strong links with industry, commerce, arts, cultural bodies and other professions to ensure that the talents and skills of individual students are sharpened and their full potential is realised and rewarded by the world of practice.

**Career Guidance Advisory Council:** CGAC of Jharkhand Rai University is an expert body consisting of eminent professionals from various career fields. These consist of international and national level names in various fields who are also prospective employers for the student body. They meet the student body from time to time and advise them regarding career decisions.

**Career Planning & Placement Cell (CPPC): Looking Ahead:** There are no shortcuts to success. Therefore, we believe in beginning early to plan, guide and provide direction to the career path of all our students. Our robust and proactive-CPPC works in coordination with the students inculcating in them a positive approach to work and providing them the solid backup of resources, so that they may acquire the necessary skills and vision to excel in their dream job.

The Career Planning & Placement Cell invites organizations to visit its campus by way of career fairs and pre-placement talks. This provides students an opportunity to learn more about recruiting organizations and meet some of their key employees. This process makes a powerful and long lasting impact by exposing students to highly qualified professionals.

**Interaction with Industry:** CPPC assists students in developing an awareness of cutting-edge careers by organising guest lectures, panel discussions, conferences and workshops from time to time. In addition, Jharkhand Rai University has strong links with prominent industrial groups which generate valuable synergy between students and corporate organizations. The University organizes industrial visits and field trips for students of various disciplines.

**Guidance Tutors: Nurturing Relationships:** At Jharkhand Rai University, Tutors also act as Guidance Tutors (GTs). The concept of a GT, which is not new, is that of a friend, philosopher and guide. All students are assigned Guidance Tutors who monitor their academic progression and personal development. These sessions address issues of both personal and social importance like peer pressure, time management, performance, anxiety, abuse, drugs, alcohol and sexuality. This interactive platform significantly enhances the introspective and problem solving abilities of the students thus leading them towards greater self-reliance in the learning process.

- Career Planning Workshops for 10th and 12th class students on an ongoing basis
- Career Guidance Qualifications for teachers
- Latest industry reports constantly updated
- Monthly magazine on Career Guidance

## Learning Facilities

With custom-built library you have everything that you need to enhance your study experience. Research your essays and assignments, process and print your own data, get individual attention from your mentor as you get library and computer savvy at Jharkhand Rai University.

**Superior Infrastructure:** JRU Scholars have an enviable access to state-of-the-art teaching aids. LCD projection systems, OHPs, public address systems and video cameras, all enhance the capabilities of the instruction-delivery process. Students for lab-based programs like film and television production, print and electronic journalism, engineering, design all have access to hi-tech industry specific labs with modern state-of-the-art equipment and infrastructure.

**Library:** The library serves as a backbone to all academic activities on the campus. Our library houses a collection of text and reference materials, journals, magazines, audio-videos, CDROMs and research reports which have been carefully selected from a number of national and international professional institutions. All students have direct access to library resources not only of their own faculty but also of other faculty to promote interdisciplinary interaction.

**Computing Facilities:** Computer laboratories equipped with Internet access and latest software constitute an integral part of our campus. We provide a network of advanced machines adequately matched and supported by a host of printers, scanners, modems and other peripherals. A large amount of space is dedicated for students to learn independently in a stimulating atmosphere.



## Over & Above

Higher Education has never been and will never be purely about gaining a qualification. Apart from enriching knowledge and skill in a chosen discipline learning is greatly concerned with building a positive attitude and a set of values that you as a person and as a professional will need throughout your life.

Higher education is not only limited to gaining a qualification but also to provide the right kind of work ethos, professional expertise and leadership in all walks of life. Our endeavor is to foster among teachers and students and, through them in society generally, the attitudes and values needed for developing the good life in individuals and society. Education can, however, fill this role only if they owe uncompromising loyalty to certain fundamental values of life.

### Taster Course:

Life at JRU will be holistic. Get a taste of university life by taking a free Taster course with us. The Taster Course Programme at JRU aims to provide students, looking towards starting university with a taste of what life at JRU will be like.

Through chosen course students will experience the different teaching methods used by university academics and gain an insight into the additional facilities available, whilst meeting students from across the globe. Life at JRU reflects our core values and inspires learning. We foster a strong respect for the environment and our atmosphere incorporates various eco-friendly initiatives.

Although the academic session commences only twice annually, Student can sample the Taster Courses at any time during the year. This gives them not only an opportunity to learn about a different way to study but also helps them to gain information about potential career paths. The Taster Course Programme offers potential students a superb opportunity to spend two days on campus in order to learn about a variety of courses and enjoy an evening of entertainment.

### Student Societies:

At Jharkhand Rai University various academic and cultural societies function with a view to unfolding the potentialities of the students and cultivating extra curricular interest in them. Student societies often aim to facilitate a particular activity or promote a belief system. The JRU has many societies that promote extra-curricular activities. Students are encouraged to join these societies



and participate in the various activities so that they can build up their self-confidence, hone their skills and bring their latent talent to the fore.

Some of the Student Societies are • Drama Club • Indian Music • Aesthetes • Poetry Rendezvous • Book Reading Soirees • Western Music Maniacs • Events Group • Sports Association • Film Club • Art of Living Magazine & Newsletter Society • Social Service Society ...and many more!

### Student Volunteer Group (SVG):

There is a broad diversity of experiences just waiting to be sampled at JRU. The SVG can help the students to take advantage of these while they study at the University. Whether they are looking for a place to dine, a venue to socialize, a forum to pursue a cultural interest or get involved with sports activities, the SVG offers them the opportunity to broaden and deepen the experiences that enrich their life. So if you have a passion, we'll share it with you.

### The Cafeteria:

What you eat is what you are! A healthy mind can only reside in a healthy body. We, at JRU, understand. Hence, all cafeterias have menus that are designed by a team of professional dieticians, comprising nutritious and wholesome food to ensure a well balanced diet. A multi-cuisine menu is offered to the students, which includes Indian, middle-eastern, continental, Italian and Chinese cuisine on rotation. Meals are available on a fixed monthly charge. Fresh fruit juices, milkshakes, ice creams sundae and even midnight snacks are available in these cafeterias as energy boosters.



## Knowledge at JRU

Jharkhand Rai University offers a wide range of choices for study at various levels addressing students of all ages and backgrounds. Our students feel welcomed and supported with a curriculum that responds to and respects the diverse needs of our mixed student population.

Jharkhand Rai University is a forward-thinking, modern and student oriented university with an objective to excel along with vibrant student community. We have a firm commitment to confronting inequality and celebrating diversity. Our students' future is our top priority. With excellent facilities and staff, you can be sure that Jharkhand Rai University is an excellent choice for your chosen area of study.

At a time of great change across the world it's now more important than ever to study in a cosmopolitan environment, understanding innovative new concepts and new ways of thinking. JRU offers a unique combination of resources in a community that provides unusual cultural and intellectual opportunities. The university encourages scholars from all disciplines, backgrounds and interests to apply. You can explore and discover which program of study is best suited for your interests.

An exclusive competency-based education provides the skills required by employers. More importantly, JRU provides a student-centered classroom environment where our faculty members are flexible and will accommodate students with different learning styles and modes without compromising industry-dictated standards. Some of the propositions include flexibility and personalized attention.

### Undergraduate Programs:

Enable students to pursue focused study that supplements the primary work of their concentrations, leading to a reward of Bachelor's Degree upon completion. Students who fulfill general education requirements, choose among a wide variety of elective courses, and pursue interdisciplinary programs for duration of 3 – 4 years.

### Postgraduate Programs:

JRU offers a focused selection of targeted master's degree programs which prepare a student for work and helps one focus on the career of interest and how to get it. Here the students develop competencies through focusing on critical thinking, business communications, life-skill development and a deep understanding of the human side of any sector.

### Doctoral Programs:

Courses of study leading to the doctoral degree are offered in various disciplines. A student will gain high-level research, organizational and interpersonal skills, which can open up exciting career opportunities in academia, research institutions or consultancy.

The academic policies are designed to give structure and consistency to the academic programs. These policies are meant to apply across departments and programs and be consistent with the often more specific policies and procedures of individual departments and programs.



## Attain Professionalism & Proficiency

Keeping in mind the industry demand for a multi-skilled and professionally competent workforce, Jharkhand Rai University offers a plethora of professional specializations.

A revolution in communication, IT and Globalization has changed the way in which we do business. The market is open and competition is fierce. Organizations are seeking professionals with strong conceptual foundations, analytical skills and application abilities. We will empower them to optimize, expand and diversify their opportunities and skills. With the state of the art facilities, updated curriculum and experienced faculty the university participates to impart training to professionals. The University will enable professionals to acquire knowledge and skills to perform effectively in the rapidly advancing business sectors. Jharkhand Rai University is committed to serve better with its Professional Diplomas and Post Graduate Professional Diplomas which help strengthen a student's skills and international qualifications by offering courses in a broad spectrum of disciplines from art, design, engineering, computing, culinary arts, journalism, television, theater, education, fine arts, interior design, fashion, photography modeling, acting and many more.....

**Pinnacle Leap:** JRU attracts scholars to become smart, successful professionals who excel in a collaborative, team-based environment at easy affordable cost. These are people you will want on your team - now and in the future.

**Scholastics** Our pedagogy of teaching through experiential learning method provides a learner with latest mode of learning that is: online/E-Learning, case analysis and simulations using a curriculum that is responsive to features of the global environment and helps the students gain a distinct advantage in their profession. Graduates are provided with the right mix of technology and business to advance to the next level in their career.



## Academics

Jharkhand Rai University provides the best facilities to help bloom great professionals. Our Curriculum inspires creativity and encourages enterprise through regular updations and constant industry exposure.

### Challenging Curriculum and a Supportive Learning Environment

As a platform for excellence in teaching & learning, the curriculum has been designed by BOS (Board of Study) which includes a blend of people from industry and academia to meet the current market trends. The courses fall under the framework of Ordinance.

### Informative Faculty

You will discover that our faculty's rich industry experience backed by industry oriented curriculum adds to the overall development of the students. At JRU, student-faculty interaction goes beyond asking questions about assignments. Our faculty engages every student outside the classroom and will be directing practical industry led projects that will give real world experience.



### Practical Curriculum

Designed to integrate cross disciplines, the curriculum is based on teamwork and uses a number of pedagogical methods, including case-studies, lectures, simulations and integrative exercises. The courses provide a lifelong framework of practical and intellectual skills that will serve you throughout your career.

### Curriculum support material or (learning support material)

Understanding the importance of curriculum support material as a facilitator in learning process, JRU has developed a unique and innovative curriculum support material that engaging and ensures thorough understanding of the subject by the students. Curriculum support material is designed keeping in view the fast changing environment and need to understand the dynamics of such environment. Curriculum support material comprises of:

- Case studies for practical application of concepts
- Reports of various agencies and organisations
- Budget reports
- Role play material
- Annual reports of companies

### Practical Training and Industry Visit

Knowledge of concepts without learning their practical application is job half done and in order to fill this gap the curriculum is designed in a manner that practical training and industry visits form part of the curriculum itself. Being part of curriculum students are evaluated about their understanding of concepts learnt in Practical Training and Industry Visit through project report and presentations respectively

Pedagogy at JRU is widely honoured and acclaimed for its uniqueness and innovation. Innovation in the very manner a course is started. Instead of evaluating students once at the end of their session, they are evaluated twice—once before the commencement of formal classes to find out their level of knowledge and once later on to find their potential thus enabling faculty to map their instructions according to the needs of the individual students.

The review mechanism at JRU consists of following two stages:

- Assessment of Prior Learning (APL)
- Assessment of Future Potential (AFP)

Pre assessment test called APL helps assess the knowledge level of the students about subjects learned, familiarity with tools and concepts with respect to the actual knowledge required for that particular course. This pre assessment exercise is done for each student thus creating a database of knowledge inventory of students. This database is updated regularly till the end of the program in order to assess the progress of student. This Pre assessment test or APL helps faculty to find out areas where a student needs special assistance and accordingly special remedial classes are arranged. Along with remedial classes students are also coached in general awareness

The second assessment test called AFP is conducted to identify the potential of a student so that he/she can be guided in the career best suited to him/her. This test comprises of Personality Mapping which is done through Management Micro Lab (MML) and is conducted once a year. Though, Management Micro Lab is basically used for management stream but at JRU students from any stream can take this test once a year and benefit from it.

Once APL is completed which usually takes a month, the course starts, using didactics suitable for the concerned course.

### Faculty Development Program

Faculty is one of the most important resources for any educational institute and plays focal role in determining the future of a student. The significance of faculty who is not only competent and effective but also possess updated knowledge of about new concepts in teaching and assessment methods cannot be overlooked. With a view to keep its faculty abreast with latest developments in their respective subject area and teaching skills, educational research in general JRU regularly conducts Faculty Development Programs. These programs not only update knowledge of faculty but also lead to improvement in the quality of teaching and learning that contributes to the overall development of the students

### Soft Skill Development Program:

Soft Skills Training an important part of management as it has a significant impact on overall personality of an individual. Jharkhand Rai University soft skill development program focuses on elements of Personality Development that require changes in behavior and thinking along with improving employability skills of students.

The course aims to provide the student the cutting edge to successfully work in a highly competitive and dynamic work environment. Soft Skills as opposed to hard skills (such as technical skills), greatly impact the working style of employees. Organizations today are looking for professionals who are not just good at technical aspect but are equally good at soft skills as these play an important part in maintaining relationships with their customers and developing a successful business.

Jharkhand Rai University's soft skill development program primarily concentrates on grooming a students in totality through series of Training and Development modules that prepares the student for the requirement of corporate world. JRU's soft skill development program encompasses a wide range of skills that most organizations find an integral and necessary part of everyday business. From basic communication skills to strategy and change management this program offers a wide range of soft skills training to address every business need.

JRU soft skill development program modules are designed and developed based on inputs from industry e.g. what industry expects from young professionals. The key objectives of this program are:

- Help students unleash their latent potential
- Incorporation of expectations of industry from young professionals
- Identification of needs and requirements of students
- Alter attitude of students towards work, organisational culture and environment
- Gearing up students for the real corporate world that not only expects the employee to be fluent in technical skills but also at soft skills such as Cultural Sensitivity, Business Etiquette, Communication Skills (telephone etiquette, email etiquette, information gathering and listening skills)
- Inculcating a habit of self-renewal which leads to continuous self improvement, discipline, personal integrity and motivation

The program has two distinct elements that focus on different yet complimentary aspects of work culture:

**Personal Skills:**

- Career Planning • Personal Goal Setting and Development • Self Esteem Development • Positive Body Language • Time Management Skill

**Management Skills:**

- Negotiation Skills • Communication Skills • Project Management Training • Presentation And Public Speaking • Meeting Planning • Team Building & Leadership Skills



## Interactive Approach

The traditional mode of learning perpetrates memorizing without the student ever grasping the soul of the subject. This results in a situation where lessons taught are never learnt.' At Jharkhand Rai University, students are sensitized to a unique learning process which continues to pay dividends throughout their lives. The JRU method demands constant interaction between faculty and students.

The conventional approach of education commits to learning without focusing on the soul of the subject. This creates a state where education does not solve its real purpose. At Jharkhand Rai University, students will be experiencing a kind of environment that will work for their holistic development throughout their life. Interactive sessions with professionals are the need of the industry and this is what we encourage at Jharkhand Rai University.

**The Jharkhand Rai University Method:** We encourage students to practice and learn from their own experiences as well as experiences of others. Students face crystal clear and honest evaluation system. They appear as vigorous participants in the self development process.

**Students Feedback:** Student Feedback is a vital dynamic vigor in the overall approach of growth at the University. Students also get chance to participate in the policy making in different programs sponsored by the university. A well-organized student feedback system guarantees a profound yearly analysis of different courses which proceed to positive amendments in fulfilling the needs of students.

**ASCOM:** We, at The Jharkhand Rai University, promote strong ASCOM- Academic Support Committee, which includes student representatives from different academic departments. ASCOM advice plays a vital role in reviewing and evaluating the faculty competency and course effectiveness.

**Individual Action Plan:** To enhance the self-learning endeavor, students at Jharkhand Rai University uphold an Individual Action Plan (IAP) in the starting of the every academic session. The IAP constitutes the academic assessment report of students along with their strengths and weaknesses. It also includes the report of the key skills of students and the skills they want to improve in their professional life. In this way, students are trained to contour their own evolution reports which will help them in building professional attitude.

**Reflective Journal:** The students work on Reflective Journal as a part of their assignments. It develops an approach in the students that brush up their analytical power and intellectual capacities. It reveals the rationale for particular course taken up and its practical appropriateness in actual conditions.



## Teaching and Learning Pedagogy

Our unique approach to student learning prepares you for the challenges of life and work. The aim is to help you fulfill your intellectual and personal potential in a way that significantly contributes to each and every role that you play in society.

The real life challenges at work and life can be very well tackled by our mature and innovative way of learning. Our aim is to enhance logical and rational capabilities of the students so that they can play a constructive role for the betterment of their organization and society.

**Teaching Methodology:** We at Jharkhand Rai University, provide learning in which we emphasize on providing the practical knowledge to the students. Students are at the center point of our teaching methodology at Jharkhand Rai University which accentuates the significance of learning through self experience which endorses the development of self-governed learning. We emphasize on the system of learning where teachers and students work on various projects together. In such a system, students are efficiently engrossed in evaluation of their own development with the help of honest feedback of faculty and peer group.

**Independent Learning:** Assignments and practical activities are at the core of our learning process. Students use a wide range of innovative tools in visualizing; planning and for solution of any research problem which helps to swell their overall skills as a professional. Independent learning becomes more effective when it is coupled with the activities like practical studies, data collection, laboratory activities, case studies, assignments, seminars, presentations, group discussions etc.

**Role of the Jharkhand Rai University Tutor:** At Jharkhand Rai University tutors are the part of system which supports exploring solutions of various practical challenges that boosts students towards experiential learning. Jharkhand Rai University tutors play a crucial role in your experience as a student. At Jharkhand Rai University, tutors are keen to make you feel a real learner by focusing on the students with different set of aptitudes, abilities and energies. Tutors at Jharkhand Rai University make our system of experiential learning smooth with their ability and dynamic approach towards teaching.

**Assessment:** Assessment at Jharkhand Rai University emphasizes on a two-way evaluating process that requires dynamic association of evaluator and student that enhances the capabilities of both. Our assessment system is dynamic and matches with the global assessment process. We at Jharkhand Rai University, design the assessment tools in such a way that helps the tutor and student to practice knowledge and development of professional attitude in a better way.



## Departments at JRU

**Faculty of Management:** Faculty of Management is a business management school with specializations in a plethora of subjects including those in retail, finance, marketing, International business, IT, Human Resource Management & service sectors. This helps the student sustain both corporate careers and entrepreneurial initiatives.

The departments at JRU are equipped to interact with local and global communities in ways that are innovative and collaborative. We value work that is student-centered, relevant to business and society, built upon international and cultural diversity, and which contributes to continuous learning.

**Faculty of Engineering:** The degree programs at Faculty of Engineering focus on the fields of Electronics & Communications, Electrical, Mechanical & Bio engineering, Biotechnology, Civil and Information Technology Sciences with emphasis on internationally practiced interdisciplinary functionality.

**Faculty of Hospitality & Tourism:** As one of the main centres for tourism research undertaking studies at the Department can provide substantial insights into contemporary tourism and give students the competitive business and employment edge.

A tourism qualification therefore combines the heritage and prestige of Jharkhand with the strong education and research initiatives that are available through the Department of Tourism - a winning edge in anybody's language.

**Faculty of Media and Communication:** The faculty of Media & Communication prepares students for rapidly growing employment opportunities in mass communication through a strong focus on experimental and innovative thought processes and learning. It is a comprehensive media training facility dedicated to help film, advertising and journalism students apply theoretical knowledge through practical hands-on experiences. Media Lab is at the forefront in responding to the social and technological changes present in our society.

**Film & Television Division:** Film & Television division is driven by the singular desire to create new media communicators who use the language of cinema and television as a means of dialogue with the world. At Film & Television division, the aim is to provide a global platform for training quality media and film professionals.

**Performing Arts & Creative Education Division:** Performing Arts & Creative Education Division follows an integrated approach to the arts with a view to expand and enlighten creative horizons. This division offers a wide range of courses for the students of Jharkhand Rai University.

**Faculty of Fashion Technology:** The Fashion Technology department prepares professionals with essential knowledge and critical skills to influence fashion and apparel-related fields in creative ways. Our graduates will be aware of and be able to act with accountability toward issues of social responsibility and sustainability.

**Faculty of Liberal Arts, Social Sciences and Commerce :** The faculty of Liberal Arts & Social Sciences offers specializations graduate and post graduate degree programs in liberal arts, social sciences and commerce. Also JRU offers programs in Library sciences.

**Faculty of Research & Development:** Our over-arching research objectives are to lead the international agenda across the University's disciplinary spectrum and through interdisciplinary initiatives, and make significant contributions to society – regionally, nationally and internationally – through the fruits of our research.

The Department will undertake contract research for industry and produces a large number of books, articles, working papers and industry reports.

## Admission Process

Candidates applying for admission through Centers of Jharkhand Rai University should read the following instructions carefully. Candidate should satisfy the minimum required qualification for the opted courses and hold relevant certificate/ degree/ diploma from a recognized Institute. The candidates should ensure, before submitting the application for admission, whether Jharkhand Rai University offers their choice of courses (available in the latest prospectus, also available on the Website) and that they fulfill the eligibility conditions laid down in the prospectus for the said course (s). Admissions are accepted twice a year for January and July Batch in the respective year.

### How to Apply

Candidate need to apply through the Admission Form available at the Admission Office, Jharkhand Rai University, Ranchi along with the Prospectus, on the payment of Rs 100/-.

Candidate may also download the application form from the Website and send the duly filled in application form in black / blue ink without overwriting along with the Demand Draft of Rs. 100/- Application form need only to be filled in Capital Letters and no column should be left blank.

Demand Draft of Rs. 100 /- plus the Admission cum Registration fee should be drawn in favor of "Jharkhand Rai University " payable at Ranchi. Application Form once sold cannot be taken back and the amount will not be refunded or adjusted. Applicants are required to submit a duly filled application form completed in all respect by the candidate his/ her own handwriting.

Students has to provide following documents as prescribed below :

- 4 Photograph (Passport Size)
- Photocopy of 10th, 12th and Graduation Certificate with Mark sheets duly attested by Gazetted Officer / Notary Public.
- Required eligibility documents duly attested are to be attached. No forms will be accepted without eligibility documents.
- In case the proof of eligibility (i.e. attested copies of final year mark sheets / graduation degree certificate) is not furnished with the admission form, provisional admission will be granted, at the University's discretion, which will be confirmed upon submission of the same. Such Students will have to submit the required eligibility documents as communicated by the University.
- Candidates will abide by the Rules & Regulations/Terms & Conditions laid down by Jharkhand Rai University from time to time.

### Admission Policy

- 25% percent seats reserved for students from Jharkhand
- 10% seats reserved for SC/ST category students from Jharkhand

### Scholarships:

- All students of Jharkhand will be given atleast 25% scholarship
- 10% seats reserved for 50% scholarship
- 5% seats reserved for 100% scholarship
- Upto 100% scholarship under Gifted Girl Genius Scholarship scheme on merit and means basis



## Learning *Life Skills* for Life

A portrait of well educated person who succeeds no matter what.

### Value System:

- Demonstrates Sincerity
- Dedication towards achieving the objective
- Believes that there is no alternative to Hard work
- Integrity is always at the core of great success
- Teamwork is the sure way to bigger results



### Unlearning, Learning, Re-Learning:

- A constant learner, develops life long learning skills that support continuous education
- Achieves high standards of literacy
- Manages information
- Demonstrates aesthetic awareness

### Diverse Thinking:

- Demonstrates a variety of thinking processes.
- Integrates new information with existing knowledge and experience
- Applies thinking skills strategically

### Entrepreneurial Mind set:

- Views a problem, as an opportunity
- Delivers results with minimum resources.
- Is a self-starter
- Capable of innovative solutions and lateral thinking
- Not averse to risk taking

### Effective Communication:

- Uses a variety of mediums to interact eg. reading, writing, speaking, listening, painting, singing, playing instruments, dancing, dramatizing, sculpting.
- Uses appropriate methods to communicate with others.
- Responds appropriately when receiving communication

### Collaboration and not Competition:

- Understands and serves in a variety of roles
- Facilitates groups effectively
- Uses resources effectively
- Works with a variety of populations
- Responds appropriately to complex interrelationships

### Social Responsibility:

- Demonstrates individual responsibility
- Practices a healthy lifestyle
- Understands and promotes the democratic principles of freedom, justice and equality
- Participates in activities that promote the public good

### Employability:

- Well prepared to obtain and keep employment in fields of interest
- Capable of changing careers and seeking additional training as needed.
- Plans for a career
- Functions effectively within a system

'Life Skills' as taught at Jharkhand Rai University