

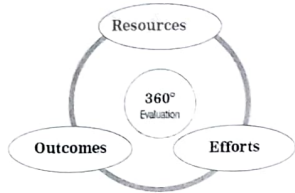
THE TIMES OF INDIA



Times
SCHOOL
SURVEY
2022

RESEARCH METHODOLOGY

The primary objective of the research was to identify and rank Top Schools in NCR and Uttarakhand. The research followed i3RC-BRM model (proprietary model developed by i3RC Insights for ranking and benchmarking surveys). It is a holistic methodology to evaluate, assess and rank various schools. The assessment focuses on three key dimensions viz. Resources, Effort and Outcomes the gain 360° perspective.



The study had two key modules:

- Institutional Assessment Survey
 - Feedback Assessment Survey
- The data collection was done through online surveys and telephonic surveys during the month of August and September 2022.

Total 1371 feedback survey interviews were conducted in DELHI- NCR & Uttarakhand.

A list of Schools was generated with the help of internet, magazines and other publications. Multiple sources were used for generation of School list. The starting point was the list of schools from previous surveys. We also made use of various internet sites to further expand the list. Finally, the list

was further augmented by discussing with some industry experts.

However, it is not possible to get an exhaustive list of schools and include them in the survey. Therefore, we had option of adding any new school name in the survey form if any respondent mentioned any school name outside our list. Effectively, every school had a chance of getting covered in the survey if their name was mentioned by the respondents.

MODULE 1 – INSTITUTIONAL ASSESSMENT SURVEY

A total of over 750 schools were covered for the Institutional Assessment Survey and were sent the institutional assessment form. Post sending mails, these schools were followed up through mails as well as telephonically to ensure good participation in the survey.

The institutional assessment focused on all three constructs viz. resources, efforts and outcome as below:

- **Resources**
 - Infrastructure like campus, facilities, technology
 - Faculty
 - Teaching aids/ methods, opportunities
 - Number of seats, Courses offered, etc.
- **Effort**
 - Teaching / learning methods used
 - Project Work, Field Visits, Annual Functions, Co-curricular, etc.
 - Collaborations, Affiliations, Accreditation, etc.
- **Outcome**
 - Academic Result
 - Higher Studies

MODULE 2: FEEDBACK ASSESSMENT SURVEY

Feedback survey was a perception survey amongst diverse target groups. The target groups covered were:

- Teachers

- Parent of Students
- Current students of Schools (Class IX to XII)
- Telephonic Survey was conducted across Delhi NCR and Uttarakhand.

The following key parameters were covered in Feedback Assessment:

- Academic Excellence
- Teachers
- Infrastructure
- Sports Facility
- All round Personality Development
- Overall Brand Value

ANALYSIS & RANKING METHODOLOGY

The analysis and ranking are done using our scientifically developed analytical model i3RC-BRM. It follows a robust approach to arrive at the final rankings.

Institutional Assessment Score

- Each information variable is given a score based on the statistically developed scoring methodology
- All information pertaining to a parameter are combined to arrive at the parameter scores which are combined to get overall institutional assessment score
- The raw scores thus obtained are weighted by their importance to arrive at weighted scores

Feedback Assessment Score

- Ratings on key parameters for each college
- Calculating importance of various parameters to arrive at weights for each parameter – a regression model to arrive at the importance of various parameters
- Calculation of raw scores and weighted scores for each parameter
- Calculation of overall score for each college using impor-

tance weightages. Finally Institutional Assessment Scores and Feedback Assessment scores are combined to arrive at total score based on which the final ranks are arrived at. The schools who did not participate in the Institutional Assessment Survey but had good perception ratings were assigned a percentile score and then ranked.

- As most parents / students prefer to choose a school in a 5-10 KM radius, some zones/ geographies were sub-divided:
- North Delhi into North Delhi 1 and North Delhi 2
 - Greater Noida into Greater Noida and Greater Noida West (Noida Extension)
 - South Delhi into South West Delhi and South East Delh

Caewat:

- The above ranking is based on the information provided by various schools and then applying statistics to arrive at final scores
- Schools explicitly requesting to be excluded were excluded from the rankings

About i3rc Insights Pvt. Ltd

We are a Market Research, Insights & Consultancy firm having track record of conducting successful research studies over the years across wide range of industry sectors across consumers and business domain.

i3RC team is a good mix of dynamic young and experienced professionals with cumulative team experience of over 100 years. The team comes from diverse backgrounds to handle projects in multiple industry sectors and types of research studies. There are professionals with background in Economics, Statistics, Analytics, Engineering and Management.



To bring objectivity to educational institutes / health-care institutes ranking surveys, we have developed a methodology to objectively assess various organizations on diverse parameters to arrive at objective ranks. We as an organization are quality focused and committed to providing excellent service to our clients through innovation and judicious use of technology. We are a corporate member of MRII and follow MRII & ESOMAR code of ethics while conducting every research project.

Note: Present survey has been exclusively conducted by an independent Research Agency named i3RC Insights Pvt. Ltd. using stated methodology for arriving at the given rankings. The publication house and its affiliates/employees/authorized representatives/group companies are not responsible/liable for the above rankings. Readers are advised to take an informed decision before acting upon the survey rankings.

**MODULE 1:
INSTITUTIONAL
ASSESSMENT
SURVEY**

**MODULE 2:
FEEDBACK
ASSESSMENT
SURVEY**

**STATISTICAL
ANALYSIS AND
FINAL
RANKING**



NORTH DELHI 1 LEADERS

- 1 Bal Bharati Public School, Pitampura
- 1 Apeejay School, Pitampura
- 2 G.D. Goenka Public School, Model Town
- 3 The Manin School, Holambi Khurd
- 4 Darbari Lal Dav Model School, Pitampura
- 5 Modern Public School, Shalimar Bagh
- 6 Aadharshila Vidyapeeth, Pitampura
- 6 M.M. Public School, Pitampura
- 7 Abhinav Public School, Pitampura
- 7 Mahavir Senior Model School, Ashok Vihar
- 8 The Srijan School, Model Town
- 9 Briliants' Convent Senior Secondary School, Pitampura
- 10 DAV Public School, Pitampura