



# PONDICHERRY UNIVERSITY

(A Central University)

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**PU/Dir(S)/2022-23**

**10<sup>th</sup> October, 2022**

**All the HODs/Centre Heads**  
Pondicherry University.

**Sir/Madam,**

**Sub: PU-Dir(S) - NIRF Criteria-Perception -reg.**

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As per the NIRF Criteria of Peer Perception: Academic/Researcher and Employer Peer, The ranking procedure gives a vital role in the perception of the University. A significant impact on the institution's NIRF Ranking can occur by improving the peer perception of the University. The University is perceived by various stakeholders, which can affect its rankings of the University. Our University scored 15.04 and 17.89 out of 100 in 2022 and 2021, which is why we fail to reach a good NIRF rank because of its low scoring in peer perception. A good score in perception will push the ranking of the University in a better way.

Peer perception is also important to various national and international rankings like QS World University Ranking and Times Higher Education World University Ranking. Academic and Employer Reputation are the factors that decide the "perception" of the University.

Hence, you are requested to advise each of your department/centre faculty members to take responsibility to communicate to the public about our University's achievements through social media, newspapers and among their collaborating institutes/industries, etc. Department-level achievements, awards, academic/research collaboration and extension activities of students and faculty members can be shared on Facebook/Twitter and faculty members' publications and project details can be shared/uploaded through Facebook and YouTube to make purely a professional engagement.

In addition to this, encourage faculty members to conduct online courses with credit transfer through the Swayam portal and advertise about it through social media, newspapers, etc.

I take this opportunity to thank you for your department's continued support in contributing to the overall NIRF ranking of our University. I am looking forward for your continued support in increasing peer perception by start doing the above-mentioned initiatives.

Looking forward for your kind cooperation.

Yours faithfully,

(K. THARANIKKARASU)  
DIRECTOR-SEI&RR  
& COORDINATOR, IQAC