

# TIMES ENGINEERING

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## BEST ENGINEERING INSTITUTES OF WEST BENGAL

The objective of the research behind the rankings was to arrive at a list of top engineering colleges offering full-time courses, including four-year courses in India. Post collection of data a methodical analysis was done to rate the various engineering institutes that participated in the study and rank them accordingly. Here's what we found to be among the best engineering institutions after the research and analysis

### The research methodology

The objective of this research is to arrive at a list of top engineering colleges offering full-time courses, including four-year courses in India. The research had three major modules - desk research, factual survey and perceptual rating survey. Post collection of data, a methodical analysis was done to rate the various engineering institutes that participated in the study and rank them accordingly. The survey was executed between the second week of May and the second week of July 2020.

The ranking process imbibed a holistic research module involving an objective study and a perceptual study. While the objective study is done to capture a true reflection of what exists, the perceptual study is deemed important to comprehend how the different actors and the stakeholders perceive the institutes.

Thus, these two modules in tandem help to make the ranking process more robust.

#### STUDY MODULES

In order to get robust data, the study was completed in the following phases -

**Module 1: Secondary desk research:** This was done to create a comprehensive list of engineering colleges across the country using various sources like the internet, magazines and publications. In total, a list of 1,050 engineering institutes was generated.

**Module 2: Factual data collection:** This was done in order to garner the objective data on various parameters from the institutes and their views on their functioning, infrastructure and the facilities they provided. The information delved into included general information, fee structure, selection process, learning



experience, faculty, industry interface, potential to network/ alumni outreach, infrastructure and living experience, facilities provided, extracurricular activities and placements.

**Module 3: Perceptual survey:** The third module was conducted among a selected set of respondents including students, teachers and parents of current students through telephonic interviews, given the lockdown.

#### ANALYSIS OF FINDINGS

The findings from the three modules were combined to get a ranking of the most prominent engineering institutes across the country. Equal weightage was given to factual and perceptual scores. The final score for an institute was a weighted aver-

age of the perception score and the factual score.

A list of the top 165 engineering institutes was shared in the order of their ranking.

#### THE RESEARCH AGENCY

The survey has been exclusively conducted by an independent research agency, Market Xcel Data Matrix Pvt Ltd, using stated methodology for arriving at given rankings. It is a member of key research associations, namely ESOMAR (European Society for Opinion and Marketing Research), MRSI (Market Research Society of India) and MRSS (Marketing Research Society of Singapore) and is guided by the principles of these associations.

**THE RANKING PROCESS IMBIBED A HOLISTIC RESEARCH MODULE INVOLVING AN OBJECTIVE STUDY AND A PERCEPTUAL STUDY. WHILE THE OBJECTIVE STUDY IS DONE TO CAPTURE A TRUE REFLECTION OF WHAT EXISTS, THE PERCEPTUAL STUDY IS DEEMED IMPORTANT TO COMPREHEND HOW THE DIFFERENT ACTORS AND THE STAKEHOLDERS PERCEIVE THE INSTITUTES**

This survey is a subset of the National Times Engineering Institute Ranking Survey 2020 which was published as a supplement along with The Times of India on July 31, 2020.

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#### TOP ENGINEERING INSTITUTES OF WEST BENGAL

- 1 Institute of Engineering & Management (IEM)
- 2 JIS College of Engineering, Kalyani
- 3 University of Engineering & Management (UEM), Kolkata
- 4 Narula Institute of Technology, Kolkata
- 5 Guru Nanak Institute of Technology, Kolkata
- 6 Om Dayal Group of Institutions, Howrah
- 7 Netaji Subhash Engineering College, Kolkata
- 8 Techno International New Town (Formerly, Known As Techno India College of Engineering)
- 9 Dream Institute of Technology, Kolkata