

PUBLISHED on 9TH Oct'2019 in The Times of India

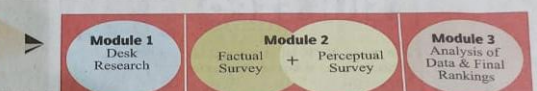
DELHI TIMES ENGINEER Level: Easy PRACTISES

Times School Survey 2019 SURVEY METHODOLOGY

Times SCHOOL SURVEY 2019 The objective of this research was to rank the top schools in each zone in Delhi NCR. The study had two major modules: 1. Factual survey survey In the perceptual survey module, a structured questionnaire was administered with target respondents to arrive at the ranking of schools in Delhi NCR along with residential and non-residential schools in North India. The sample selection was done using purposive sampling method though the sample was spread out geographically to get better representation. The initial list of schools had over 500 schools of Delhi NCR along with 20 schools in North India (residential and non-residential). Each respondent was asked to give ratings for only those schools that he/she is aware of and known. Each person could rate maximum of 25 schools based on their perception/experience to ensure that there was neither interviewer nor respondent fatigue and thus ensured better quality data. Teachers were asked to rate the schools (except the school that they were associated with) to avoid any biasness. A sample survey of 1200 was conducted across 12 zones in Delhi NCR

2. North 1. East 2. West 3. South West 4. Central 5. Dwarka 6. Noida 7. Greater Noida 8. Gurgaon 9. Ghazabad 10. Faridabad 11. Gurugram 12. Noida

The category of respondents who were interviewed rated each of the schools based on their experience with the current school and their perception with respect to other schools. Only Parents of aspiring students (who are currently searching and aspiring to get admissions for their ward) evaluated the schools based on their perception alone. The respondent categories included: 1. School teachers 2. Alumni 3. Parents of existing students 4. Students 5. Parents of aspiring students The survey was executed during 4th week of July to 4th week of August 2019.



Module 1 - Desk Research A comprehensive list of schools was generated with the help of secondary sources, magazines and other materials. The various sources used for generation of school list included: 1. CBSE approved list of schools 2. List of school from previous survey 3. Non-resident parents' teachers' lists 4. As it is not possible to get a completely exhaustive list of schools and include them in the survey, we opted for adding 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 2 - Data Collection Factual data collection More than 700 schools were sent the factual data questionnaire and then were rigorously followed up telephonically to share their factual data. The factual data sheet focuses on the following information areas: 1. General information of the school 2. Establishment 3. Affiliation 4. Total number of students 5. Board topovers 6. Infrastructure & facilities 7. Total campus area 8. Laboratories/ other facilities 9. Teaching methodology 10. Sports facility 11. Extra-curricular activity 12. Medical facility 13. Teachers faculty 14. Total number of teachers 15. Student teacher ratio 16. Experience of teachers 17. Network 18. Exchange programs and global exposure 19. Director Management 20. Awards 21. Fee structure

Perceptual data collection A perception questionnaire was administered with respondents. Respondents were asked to give ratings for only those schools which they were aware and knew about. Respondents were provided a list of parameters to evaluate the schools & rate on a scale of 1-10 where 1 meant poor & 10 meant excellent. The list of parameters covered in the survey was arrived at based on past surveys as well as from secondary sources. As mentioned the 5 different stakeholders were taken into consideration for the perceptual survey viz. Teachers, Alumni, Parents of aspiring students, Parents of existing students & Students. The questionnaire is so designed that both experiential & perceptual target respondents could be exposed to the same set of parameters - this ensured that the scores of different stakeholders could be correlated and collated to arrive at a single final score.

Final Score A 3-step approach is followed to arrive at the final rankings. The step by step process is given below: 1. Rating on various parameters for each school 2. Calculating importance of various parameters by interacting with key stakeholders - the teachers and parents to arrive at weights for each parameter 3. Calculation of raw scores and weighted scores for each parameter 4. Calculation of overall score for each school using importance weightings.

Final Score 1. The information collected corresponding to similar parameters as in the perceptual survey 2. A detailed scoring system has been developed for each parameter 3. After assigning scores to each parameter, raw scores are calculated 4. The raw scores are weighted by their importance to arrive at weighted scores 5. The final score for a school is a weighted average of Perception Score and Factual Score - equal weight age given to both 6. While calculating the ranking - those schools that did not participate in the factual survey (were assigned average factual score) to make it more holistic. However perceptual scores were obtained for them.

Categories in Final ranking Leaders Schools that have been in existence for more than 5 years and have 5 or more pass out batches, people have high affinity and familiarity with them. They command respect by the community for their academic performance and infrastructure, and are generally viewed as the best. Challengers Waiting in-the-ranks schools - ready to grab the initiative from the leaders sooner than later. This set comprises of schools that have scored well in the research but didn't feature in the top 10 but have potential to be in leader category in future. Innovators There are some schools who have implemented innovative approaches of imparting education; such schools were considered for 'innovators' category. Their ranking has been assigned, considering both qualitative & quantitative performance. Typically, these were schools that recently started and are in existence for a less than 5 years.

Some caveats/assumptions: 1. Best efforts were made to reach maximum schools and their participation was called for 2. The schools who have explicitly stated their unwillingness to participate in the ranking survey have been excluded from this survey. 3. The schools who have shared their factual questionnaires, were asked to give self-attestation on genuineness and authentication of the information 4. The schools which did not share their factual questionnaire within the allotted time, but rank high on the basis of perceptual score were assigned an average factual score for calculating their overall ranking 5. The respondent rankings are based on shared information. Market Xcel undertook reasonable measures to get complete and accurate information. However, any lapse or concealment of information or any part thereof that would have impacted results in any way is beyond the control of Market Xcel. Hence, we assume no responsibility towards the said.

About Market Xcel Data Matrix Pvt. Ltd. Market Xcel Data Matrix Pvt. Ltd. is a specialized market research and consulting firm that provides research services across India, Singapore, Nepal, Bangladesh and Sri Lanka. The firm focuses on providing actionable solutions to address key business issues. Associates with wide industry verticals and extensive team. International and domestic clients both give us an edge. We understand the technical and key requirements of each business requirements of each business requirements of each business. Our strengths lie in our fully integrated operations and technology capabilities. We specialise in providing customized professional services on a value-for-money basis. Quality designs coupled with a thorough and detailed execution, following international standards, and Best Practices makes us the preferred choice. We hold membership of key research associations namely ESOMAR (European Society for Opinion and Marketing Research), MISI (Marketing Research Society of India), AACSB (American Association of Public and Opinion Research) and MSSS (Marketing Research Society of Singapore) and are guided by their principles.

NORTH LEADERS Table with columns: Name, Rank. Row 1: Bal Bharati Public School, Ptamptara 1

SOUTH WEST LEADERS Table with columns: Name, Rank. Row 1: Vasant Valley School, Vasant Kunj 1

A Tradition of Excellence with

Times School Survey 2019 Ranking list. Columns: Zone, School Name, Rank. Lists include WEST LEADERS, WEST CHALLENGERS, WEST INNOVATORS, EAST LEADERS, EAST CHALLENGERS, EAST INNOVATORS, NORTH LEADERS, NORTH CHALLENGERS, NORTH INNOVATORS, SOUTH WEST LEADERS, SOUTH WEST CHALLENGERS, SOUTH WEST INNOVATORS, SOUTH EAST LEADERS, SOUTH EAST CHALLENGERS, SOUTH EAST INNOVATORS, CENTRAL LEADERS, CENTRAL CHALLENGERS, CENTRAL INNOVATORS, GURUGRAM LEADERS, GURUGRAM CHALLENGERS, FARIDABAD LEADERS, FARIDABAD CHALLENGERS, FARIDABAD INNOVATORS, GHAZIABAD LEADERS, GHAZIABAD CHALLENGERS, GHAZIABAD INNOVATORS, BOYS RESIDENTIAL SCHOOLS NORTH, CO-ED RESIDENTIAL SCHOOLS NORTH, GIRLS RESIDENTIAL SCHOOLS NORTH, DAY/DAY BOARDING SCHOOLS, UTTARAKHAND.

Happy English School, Noida	3
Bal Mandir Sr. Sec. School, Vikas Marg	4
Evergreen Senior Secondary School, Vasundhara Enclave Delhi	5
Bal Bhavan Public School, Mayur Vihar	5
Mayo International School, Patparganj	6
ASN Senior Secondary School, Mayur Vihar	7
Lovely Public Senior Secondary School, Priyadarshini Vihar	8
St Lawrence Public Sr Sec School, Dilshad Garden	9
Hillwoods Academy, Preet Vihar	10

CENTRAL LEADERS

Name	Rank
Bal Bharati Public School, Gangaram Hospital Marg New Delhi	1
Sanskriti School, Chanakyapuri	2
St. Columba's School, Ashok Place New Delhi	3
Springdales School, Pusa Road	4
Air Force Bal Bharati School, Lodi Colony New Delhi	5
Ramjas School, Pusa Road	6
Carmel Convent School, Malcha Marg	7
Delhi Public School, Mathura Road	8
Modern School, Barakhamba Road	9
Convent of Jesus and Mary School, Bangla Sahib Marg	10

CENTRAL CHALLENGERS

Name	Rank
Mater Dei School, Tilak Lane	1
St. Columbia's School, Gole Market	2
St. Thomas School, Mandir Marg	3
Salwan Boys Sr. Secondary School, Old Rajender Nagar	4
Modern Cambridge School, Dev Nagar	5
Manav Sthali School, New Rajinder Nagar	6
Navy Childrens School, Chanakyapuri	7
Faith Academy, Prasad Nagar	8
Guru Harkishan Public School, Karol Bagh	9
Lions Vidya mandir Secondary School, Kashmir House	10

GURUGRAM LEADERS

Name	Rank
The Shri Ram School, Aravali, Gurugram	1
Scottish High International School, Sector 57, Gurugram	2
Heritage Xperiential Learning School, Sector 62, Gurugram	3
Manav Rachna International School, Sector 46, Gurugram	4
Manav Rachna International School, Sector 14, Gurugram	5
Delhi Public School, Sector 14, Gurugram	6

Delhi Public School, Sector 132 Noida
Delhi World Public School, Noida Phase-2
Cambridge School, Sector 27, Noida
Indraprastha Global School, Sector 93B, Noida
Ryan International School, Noida
Vishwa Bharati Public School, Sector 29, Noida
S D Vidya School, Sector-49 Noida
Fr. Agnel School, Sector - 62, Noida

NOIDA INNOVATORS

Name
Gyanshree School, Sector-127 Noida
Manav Rachna International School, Sector-51 Noida
G D Goenka Global School, Sector 50 Noida
Global Indian International School, Noida
Shiv Nadar School, Sector 168, Noida

GREATER NOIDA LEADERS

Name
Pragyan School, Gamma 1, Greater Noida
Apeejay International School, Greater Noida
JP International School, Sector Omega 1, Greater Noida
G. D. Goenka Public School, Sector TAU, Greater Noida
DPS, Sector Gama, Greater Noida

GREATER NOIDA CHALLENGERS

Name
Ryan International School, Greater Noida
Vishwa Bharti Public School, Beta-1, Greater Noida
Greater Valley School, Sector Omega II, Greater Noida
Somerville School, Alpha II, Greater Noida
Gaur International School, Sector-16 Noida

GREATER NOIDA INNOVATORS

Name
Sarvottam International School, Greater Noida West
Pacific World School, Greater Noida West

FARIDABAD LEADERS

Name
Delhi Public School, Sector 19, Faridabad
Manav Rachna International School, Sector 14, Faridabad
Apeejay School Sector 15, Faridabad
Aravali International School, Sector-43, Faridabad
Vidya Mandir Public School, Sector-15A Faridabad
Delhi Public School, Sector-31 B, Faridabad