



Academic excellence  
most stressed upon  
by all segment in the  
south vs other zone

**SOUTH WEST LEADERS**

<b>1</b>	<b>Delhi Public School - Vasant Kunj</b>
<b>2</b>	<b>Vasant Valley School - Vasant Kunj</b>
<b>3</b>	<b>Springdales School - Dhaula Kuan</b>
<b>4</b>	<b>Modern School - Vasant Vihar</b>
<b>5</b>	<b>Air Force Bal Bharati School - Lodhi Road</b>
<b>6</b>	<b>Delhi Public School - RK Puram</b>
<b>7</b>	<b>GD Goenka Public School - Vasant Kunj</b>
<b>8</b>	<b>Mount Carmel School - Anand Niketan</b>
<b>9</b>	<b>Bloom Public School - Vasant Kunj</b>
<b>10</b>	<b>Mount St. Mary's School - Delhi Cantt.</b>

## SCHOOL SURVEY - METHODOLOGY

Continued from page 1

**ANALYSIS** - Final ranking of school

A robust analytical approach was followed to arrive at the final rankings. The step by step process is given below:

- **Perception Scores**
  - o Ratings on various parameters for each school
  - o Calculating importance of various parameters to arrive at

weights for each parameter – we used regression model to arrive at the importance of various parameters

- o Calculation of raw scores and weighted scores for each parameter for each school
- o Calculation of overall score for each school using important weightages.

### • **Factual Score**

- o The information was collected on parameters similar to those in the perceptual survey
- o A detailed scoring system was developed for each parameter
- o After assigning scores to each parameter, raw scores were calculated
- o The raw scores were weighted by parameter importance to

arrive at weighted Factual Score for each school

- The final score for a school were arrived at as a weighted average of Perception Score and Factual Score - equal weightage given to both

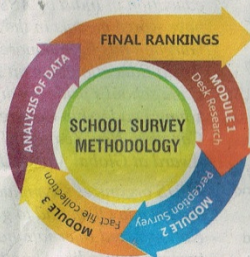
### • **Some caveats/assumptions:**

- Only schools with over 20 responses are included in the ranking

• Furthermore a few schools refused to participate in the survey – such schools have been removed from the list

Also some of the schools could not provide the factual data completely for their schools -For such gaps, an average score was assigned to the school concerned

The list of parameters covered in the survey was arrived at basis past surveys as well as discussions with experts from the industry and teachers etc. As mentioned above 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 was so designed that both experiential & perceptual target respondents could be exposed to the same parameters – this ensured that the scores of different stakeholders could be correlated and collated to arrive at a single final score. The Survey involved 3 module approach as given below:



### Final Rankings were given as Leaders & Challengers

**Leaders:** Schools that have been around for a while, are respected by the community for their academic performance and infrastructure, and are generally viewed as the best. For the purpose of this research only schools that have had at least three batches of class XII graduated were considered for this ranking.

**Challengers:** Waiting-in-the-ranks schools - ready to grab the initiative from the leaders in the blink of an eye. This set comprises of schools that have scored well in the research but didn't feature in the top 10 AND young schools who haven't had 3 batches of class 12 graduated yet.

### MODULE 1 - Shortlisting of eligible schools

The module 1 was a secondary research module. A comprehensive list of schools was generated with the help of internet, magazines and other publications. The various sources used for generation of school list included:

- CBSE approved list of School
- List of school from previous surveys
- A discussion with industry experts to add/delete any school to ensure we have a comprehensive list

#### In addition, two criteria for short listing were applied

- Schools that have as on April 2014, at least 3 class 12 batches
- Schools that been in existence for at least 3 years

### MODULE 2 - Perceptual survey

A perception survey questionnaire was administered to respondents. The same also checked for awareness scores. Respondents were allowed to respond only for those schools which they were aware off.

Respondents were provided a list of parameters to evaluate the schools & rate on a scale of 1-10 where 1 means poor & 10 means excellent.

### MODULE 3 - Factual data collection

All 350+ schools were sent the factual data questionnaire and then were rigorously followed up through telephone and personal visits.

The factual data sheet focused on the following information areas: General information of the School: Establishment, Affiliation etc.; Infrastructure & facilities; Sports facilities in the school; Cultural/extra-curricular facilities in the school; Medical facilities in the school; Teachers; Potential to network; Exchange programs and global exposure; Awards

**Note:** The final rankings provided by i3 Research Consultants have been subjectively moderated based on other qualitative inputs by the Times of India.