

# IMPACT OF SOCIAL MEDIA PLATFORMS FOR PROMOTING LEARNING AND LIBRARY SERVICES IN SELECTED HIGHER EDUCATIONAL INSTITUTIONS OF ALIGARH DIVISION

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## **PROFILE OF UNDER STUDY COLLEGES**

*This section presents an in-depth analysis of a number of colleges and universities in the Aligarh division, highlighting their respective academic offerings, physical plant, student services, and employment prospects. It describes each of these schools—Z.H. College of Engineering and Technology, Hind Institute of Nautical Science and Engineering, Sri Krishna Yogi Raj Technical Institute, Shri Shankaracharya Institute of Technology and Management, and Sri Sri Institute of Technology and Management—and what they have to offer in terms of their distinctive qualities, accomplishments, and programs. This chapter provides background on the colleges' dedication to research, student development, and high-quality education in order to understand the role of social media in enhancing library services and fostering learning.*

### **1. Z.H of Engineering College and Technology**

Aligarh Muslim University's Zakir Husain College of Engineering and Technology (ZHCET) has been around since 1935. The college's eleven departments include a wide range of academic pursuits, including but not limited to: Electronics, Computer Science, Chemical and Petroleum Studies, Architecture, and Applied Mathematics, Applied Chemistry, and Applied Physics, among others. In 2009, the NBA re-accredited all seven B.Tech. programs for another five years. In 2016, they were re-accredited once more.

Aside from a stellar 10:1 student-teacher ratio, the institution boasts an excellent 84% placement rate over the last five years, as well as a plethora of publications, patents, seminars, conferences, and consulting work totaling 4.75 crores rupees. The college is also the recipient of a TEQIP-II award of Rs. 15 crores and an ongoing project financing of 9.31 crores from NPIU.



**Figure 1:** Zakir Husain College of Engineering and Technology

Sports and games, reading rooms, television rooms, and Wi-Fi are some of the recreational amenities available to students at this institution, which also has three residential halls for male and female students. The college library has been around since 1938, and it contains reading rooms with air conditioning and is completely automated. There is Wi-Fi available on campus at all times, and there are also programs in the works to reduce energy use.

The institution has a 125-year-old riding club and the oldest cricket club in the country, both of which contribute to its stellar reputation for academics and athletics. In addition to three bank branches, ATM centers, a post office, a central canteen, and the college's own Central Service Station for backup power, there are also three more buildings on campus.

## **2. Institute of Technology and Management- (Aligarh)**

Aligarh is home to the illustrious Institute of Technology and Management (ITM), a school that has earned a stellar reputation for its excellent technical and management programmes. Founded with the mission of encouraging academic achievement, ITM seeks to provide students with the information and abilities necessary to succeed in a dynamic and ever-changing work environment. Engineering, technology, and management are just a few of the

fields covered by the institute's undergraduate and graduate degree programs. The goal of these programs is to provide students with the skills they need to be successful in the workforce by encouraging creativity, critical thinking, and leadership.

ITM Aligarh emphasizes a student-centric approach, ensuring that learning is both practical and theoretical. It has well-equipped laboratories, modern classrooms, and a dedicated faculty committed to guiding students through rigorous academic curricula. The institute also promotes a culture of research and development, encouraging students to engage in projects that address real-world challenges. By doing so, ITM prepares its graduates not just for immediate career opportunities, but also for long-term success in their respective fields.



**Figure 2:** Institute of Technology and Management (Aligarh)

Beyond academics, ITM Aligarh fosters an environment where students can develop holistically. The institute organizes various extracurricular activities, workshops, seminars, and industry collaborations, ensuring that students receive a well-rounded education. With its focus on academic rigor and personal growth, ITM is recognized as a significant contributor to the academic landscape in Aligarh, attracting students who aspire to make meaningful contributions to society.

### **3. Hind institute of Nautical Science and Engineering-(Hathras)**

The Hind Institute of Nautical Science and Engineering (HINSAE), a college committed to giving students a solid foundation in marine science, is situated in Hathras, Uttar Pradesh,

India. It is especially designed for those who want to work in the large marine business or on the high seas.



**Figure 3:** Hind institute of Nautical Science and Engineering-(Hathras)

The Bachelor of Science (B.Sc.) in Maritime Science is the only undergraduate degree offered by HINSAE, and it is quite concentrated. This curriculum has been carefully crafted to provide students the information and abilities needed to succeed in this fast-paced industry. Students get a thorough grasp of marine concepts, procedures, and technology throughout their coursework. Topics like navigation, oceanography, marine engineering, maritime law, cargo handling, and safety protocols are probably going to be included in the curriculum. This all-encompassing strategy guarantees that graduates are ready for the possibilities and difficulties that the marine industry presents.

The average yearly cost of HINSAE's B.Sc. program is around ₹250,000. Even if this is an investment, it's crucial to think about the possible profits. Numerous profitable career opportunities are available in the marine business, where graduates often demand attractive wages and perks.

#### **4. Sri Krishna Yogi Raj Technical Institute- (Hathras)**

Located in Hathras, Uttar Pradesh, Sri Krishna Yogi Raj Technical Institute (SKYTI) is a well-known institution that is well-known for its dedication to provide high-quality technical education. Since its founding in 2008, SKYTI has quickly gained a reputation for both its academic prowess and its capacity to develop talented workers.

Academic Brilliance and Industry-Oriented Curriculum: What distinguishes the institution is its emphasis on hands-on learning and industry-oriented courses. With a wide variety of undergraduate and graduate engineering and technology degrees, SKYTI makes sure that

students are ready for the demands of the contemporary workforce. The knowledgeable staff at the institution, who have experience in the field, offers students complete supervision that helps them develop both academically and practically.

**Modern Facilities and Industry Partnerships:** SKYTI has modern facilities, such as well-stocked labs, workshops, and libraries, which provide students the best possible learning environment. The institute's robust industry connections provide important hands-on experience and exposure to real-world applications for students via internships, placements, and research collaborations.

SKYTI prioritizes research and innovation, encouraging a creative and inquisitive culture among its staff and students. As a means of promoting publications, partnerships, and research initiatives, the institution advances engineering. SKYTI seeks to advance technology and solve important social issues via research projects.

SKYTI actively encourages sports, cultural events, and other clubs because it understands the value of extracurricular activities for overall growth. Students' personalities become more well-rounded as a result of these activities, which promote leadership, cooperation, and interpersonal skills. SKYTI fosters a dynamic campus culture, which makes it possible for students to develop their hobbies and interests outside of the classroom.

Sri Krishna Yogi Raj Technical Institute is unwavering in its dedication to provide top-notch instruction that gives students the values, abilities, and information they need to succeed. SKYTI is still a pioneer in technical education, influencing the direction of engineering and technology with its emphasis on academic quality, industrial relevance, and student growth.

### **5. Shri Shakracharya Institute of Technology and Management - (Kasganj)**

The Shri Shankracharya Institute of Technology and Management (SSITM), Durg, was established in 2008 by the Shri Gangajali Education Society, which is its parent organization. In the Shri Shankaracharya Group of Institutes, SSITM is one of the sections. The college is linked to Chhattisgarh Swami Vivekanand Technical University, often known as CSVTU. A.I.C.T.E. (All India Council for Technical Education) has approved it, and ISO 9001:2000 is on the books as well. The National Board of Accreditation has certified SSITM's courses. The college provides undergraduate and graduate degrees in management studies, computer

science, and engineering. Students may choose from a variety of slots for their final placement via the college's own placement cell. Providing the greatest engineering education possible while also enhancing students' professional, communication, and presentation abilities are the goals of SSITM.



**Figure 4:** Shri Shakracharya Institute of Technology and Management

The goal of the Sri Shankaracharya Institute of Technology and Management (SSITM) is to educate students in engineering and management to the highest standards while encouraging their creativity and originality. By giving students superior technical knowledge and improving their professional growth, communication, and leadership abilities, the school hopes to foster an atmosphere of academic achievement. In order to support societal and national development, SSITM puts a high priority on scientific and technology research and development. In order to prepare its students for professional success and beneficial social impact, the institution is also dedicated to fostering ethical ideals and instilling in them a feeling of responsibility and professionalism. The goal of the Shri Shankaracharya Institute of Technology and Management (SSITM) is to establish itself as a premier hub for management and engineering education. The institution wants to be known for its inventiveness and cutting-edge engineering and technological research, turning forth internationally qualified managers and engineers who can effect change and advance society. Knowledge, creativity, and skills may flourish in an open and cooperative academic atmosphere, which is the goal of SSITM. It also aims to become a

center of technological know-how and leadership, catering to the changing demands of society and business.

## 6. Sri Sri Institute of Technology and Management- (Kasganj)

Sri Sri Institute of Technology and Management (SSITM) is a private engineering school in Kasganj, Uttar Pradesh, India. Computer science, information technology, and electronics and communication engineering are just a few of the undergraduate engineering degrees offered by this 2009-founded college. SSITM is affiliated with Dr. APJ Abdul Kalam Technical University, which aims to provide its students top-notch training and education. The institution employs seasoned instructors who are committed to the academic development of their pupils. To ensure that students acquire both information and skills, the curriculum is structured to be theoretical as well as practical. In addition, SSITM highlights the value of extracurricular activities and gives students the chance to take part in competitive sports, cultural events, and technical contests.

The institute's state-of-the-art facilities include computer labs with fast internet access, a library with a sizable collection of books and periodicals, and well-equipped laboratories. In order to provide students from outside the city a pleasant and supportive study environment, SSITM now provides dormitory facilities.



**Figure 5:** Sri Sri Institute of Technology and Management

The emphasis that SSITM places on placement help is one of its main advantages. In order to assist students in finding jobs after graduation, the institution arranges placement drives and

has solid connections with a variety of businesses and sectors. Additionally, the institution offers training programs and career counseling to help students become ready for the workforce.

All things considered, Sri Sri Institute of Technology and Management is a promising engineering school with top-notch instruction, cutting-edge resources, and favorable employment prospects. For those who wish to pursue a career in engineering and acquire the skills and information required to be successful in the area, it is a good option.

## CONCLUSION

Modern infrastructure, a wide range of academic programs, and a strong emphasis on promoting technical, managerial, and maritime education are characteristics of the higher education institutions of the Aligarh Division, which include Zakir Husain College of Engineering and Technology, Institute of Technology and Management, Hind Institute of Nautical Science and Engineering, Sri Krishna Yogi Raj Technical Institute, Shri Shankaracharya Institute of Technology and Management, and Sri Sri Institute of Technology and Management. Every school demonstrates a dedication to industry-focused courses, academic quality, and comprehensive student development by balancing extracurricular activities, research, and hands-on training. These universities encourage creativity, leadership, and moral responsibility in addition to placing a high priority on student achievement via extensive placement programs, internships, and industry connections. Together, these institutions improve technical education in the area by providing students with the tools they need to succeed in dynamic, competitive sectors and by upholding professional ethics and social development. Their cutting-edge facilities, committed staff, and student-centered philosophy make a significant contribution to this effort.



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