

UNIVERSITY GRANTS COMMISSION



ज्ञान-विज्ञान विमुक्तये



ज्ञान-विज्ञान विमुक्तये



GUIDELINES FOR MEDIA CENTRES

EMRC MYSORE

UNIVERSITY GRANTS COMMISSION

GUIDELINES FOR MEDIA CENTRES



UNIVERSITY GRANTS COMMISSION

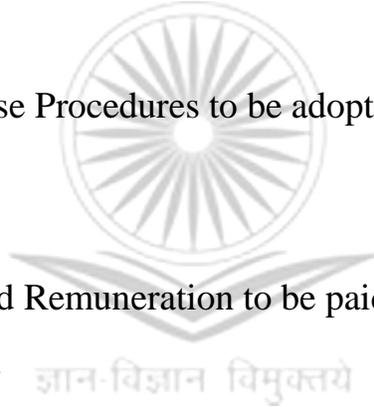
BAHADUR SHAH ZAFAR MARG

NEW DELHI – 110 002

June - 1995

CONTENTS

I	Credo of Countrywide Classroom	3 - 5
II	Guidelines for Establishment, Management And Running of Media Centres	6 - 10
III	Guidelines for Administrative and Financial Powers Of the Media Centre	11 - 15
IV	Guidelines for Purchase Procedures to be adopted By the Media Centre	16 - 21
V	Guidelines for fees and Remuneration to be paid By the Media Centres.	22 - 33



UNIVERSITY GRANTS COMMISSION

I. CREDO OF COUNTRYWIDE CLASS ROOM

PREAMBLE

The rapid expansion of the television infrastructure has made it possible to take TV programmes for almost any location in the country. If appropriate reception equipment is installed. The UGC is aware of the vital role that a powerful medium like TV can play in the field of education. Recognizing this potential of TV, the UGC through the Countrywide Classroom project, seeks to use the vast TV network to take high-quality university level education to even the most remote parts of the country. Thus college students (and others) in small towns or remote places will have, through TV, access to the best teachers and high-quality audio-visual material.

The Credo seeks to spell out, in operational terms, the philosophy and approach of the Countrywide Classroom broadcasts. It is a framework and touchstone on the basis of which the appropriateness of a programme can be judged.

OBJECTIVES:

The broadcasts will aim to upgrade, update and enrich the quality of education, while extending its reach. They will attempt to overcome the obsolescence of the syllabus and present the latest advances in all fields, including especially in the newly-emerging ones. The programmes will seek to arouse the interest of the viewers, to whet their appetite and to broaden their horizons. The aim is to stimulate and not satiate.

APPROACH

The programmes will not be based on or restricted to the syllabus. Instead, they would seek to provide new insights, bring in new findings and take students on vicarious tours of places and laboratories they would rarely see. Inter-relatedness of various disciplines, and of developmental problems, would be highlighted, so that the sum is greater than a total of the

parts. While the programmes will convey information, greater stress will be laid on the processes of converting information into knowledge and – hopefully- knowledge into wisdom. Thus, motivation, innovation, creativity and analysis will be the finding elements. The pleasures of discovery, of inspiration and revelation, of hitting on a solution will be highlighted, as will the importance of searching, proving and questioning.

Programmes will seek to fully exploit the potential, the medium, specially:

- Immediacy, for bringing to viewers the latest exciting new findings.
- Omnipresence, for taking the viewers to “where the action is”: a research laboratory, a hospital, a village, or a conference.
- Animation and special effects, to help clarify concepts, highlight inherent structures or invisible process, etc.
- Visual power, for a vast variety of things, including demonstrations of all types.
- Intimacy, to involve the viewers and make them a part of the voyage of discovery, of the wonder and of enquiry.

PRESENTATION:

The programmes will have, as an underlying thread, the unity of the various disciplines. Thus, even though an individual programme may be on a specific subject, it will be informed by a multi-disciplinary approach. The inter-relationship of things – and the problems and solutions – will be highlighted, as well as processes. These will have precedence over mere information transfer.

TARGET AUDIENCE

The primary target audience will be under-graduate college students studying in colleges located in small town and rural areas. Other college students and teachers will be a secondary audience – to be kept in mind, but whose need will not dictate programme content and approach. Separate and specific programmes may, however, be made for teachers.

A large and interested non-student population will certainly view the programmes. The existence of this audience must also be noted.

UNIVERSITY GRANTS COMMISSION

II. GUIDELINES FOR ESTABLISHMENT, MANAGEMENT, AND RUNNING OF THE MEDIA CENTRE

1. The Media Centre may be constituted by the University / Institution as a separate academic non-vacation department with autonomous status providing for administrative, academic, financial, and budgetary autonomy in its functioning.
2. The primary objective of the Media Centre will be to produce audio-visual programmes of education (formal and non-formal) and to conduct research in the hardware and software aspects of audio-visual technology for the UGC Countrywide Classroom project and for maximum utilization of the electronic media for education. In addition, it will undertake all such activities as are provided in guidelines issued by the Commission.
3. In order to look after its affairs, the Media Centre will have:
 - (1) A Board of Management as an apex body responsible for activities of the Media Centre.
 - (2) A Head of the Media Centre.

4. Board of Management

- (1) The composition of the Board of Management shall be as under:

- (a) Chairperson: Head of the Institution

- (b) Seven Members

- (i) One eminent educationist / expert (from outside) from related subjects, who is not a member of any statutory body of the University /

Institution, and who is nominated by the Vice-Chancellor / Principal/Director.

(ii) One academic member of the Executive Council/Governing Body/Syndicate of the University/Institution to be nominated by the Chairperson of the said body.

(iii) One nominee of the Consortium.

(iv) One nominee of the Commission who is an expert in the field of media.

Two co-opted members by the Board of Management

(v) Member-Secretary

Head of the Media Centre in his / her ex-officio capacity

(2) This body will be responsible for all academic, administrative and financial affairs of the /Media Centre and will over-view its activities, and give direction and focus so that its functioning be continued at a high level of quality and thereby enabling the Media Centre to attain and maintain excellence.

(A) The Head of Media Centre may, with the permission of the Chairperson, invite any other expert to the meetings for consultation. Such invitees shall not have voting rights.

(3) Term of the Members

Tenure of the Members vide 4(1) (b) (i), (ii), (iii) and (iv) shall be three years.

(4) Meetings

(a) Ordinarily, the Board of Management may meet at least twice a year. In the event of urgency, a Special Meeting may be called by the Chairperson as and when required. An Extraordinary Meeting may be convened by the Chairperson when called upon to do so by a requisition signed by not less than five members. The requisition shall state the special business for which it is desirable that the Extraordinary Meeting be convened.

- (b) Presence of five members, including the Chairperson, of the Board will form quorum at its meeting. However, if a meeting is adjourned for want of quorum, the Board shall meet at the same place on the same date, half an hour afterwards or as announced by the Chairperson to transact the business on the agenda (excluding “any other item”).
- (c) In the absence of the Chairperson, members present may elect one from amongst themselves to chair the meeting.
- (d) The Head shall give a clear notice of 15 days for meeting of the Board. In the case of Special or Extraordinary Meeting, a clear notice of 7 days may be given.

5. Record of Meetings

Record of the business transaction of the Board of Management shall be maintained properly. Copies of minutes of the meetings of the Board of Management shall be forwarded to the University/Institution, Commission and the Consortium for information.

ज्ञान-विज्ञान विमुक्तये

6. Head of the Media Centre

- (1) A full-time Director appointed in the Media Centre shall be its Head.

Explanation:

When a new Media Centre is being established, the University/ Institution may give additional charge as Director to a Senior Professor of Faculty of the University/Institution for a period not exceeding one year in the initial stage. Extensions beyond one year will normally not be allowed; in exceptional circumstances, these will be considered by the Commission on case to case basis.

(2) The Head shall be the principal executive responsible for the smooth and efficient functioning of the Media Centre in pursuit of its objectives. He/she shall exercise such powers as are provided by the guidelines of the Commission and such other powers as may be delegated to him/her by the Board of Management of the Media Centre. In case of an emergency, the Head is authorized to take such appropriate action as is necessary in anticipation of the Board of Management, and then report the matter to it for ratification.

(3) The tenure of the Head who is a full-time Director vide 6(1) shall be for a period not exceeding five years at a time or up to the age of 60 years whichever is earlier.

7. Personnel

Appointment of Media Centre staff including the Head shall be made by the Board of Management of the Media Centre on recommendation of the Selection Committee constituted by it for the purpose. The appointing authority, i.e., the Board of Management of the Media Centre shall be the disciplinary authority also.

8. Finances

(1) The Media Centre will receive funds from the Commission through the University/institution. For the purpose, the Centre shall submit its annual budget estimates through the University for the next year to the Commission by 30th September of every year. Also, it shall submit revised budget estimates for the current year to the Consortium by 20th September.

(2) In addition, it will raise its own funds from other sources through consultancy, government and public sector agencies, private organizations, industries, philanthropists, etc. in furtherance of objectives of the Media Centre and in keeping

with the guidelines laid down for the purpose by the Commission. Proposals for and any receipts of foreign funds would require the prior approval of the Commission.

- (3) The University / institution will be provided by the Commission funds for meeting the recurring expenditure of the Media Centre, generally in four installments in a year. The University/Institution shall transfer these funds to the Media Centre after retaining amount for salary, provident and pension fund duly apportioned on the basis of the budget approved by the Commission. In case there is a shortfall or delay in receiving grants from the Commission, the University/Institution shall disburse the salary of the Media Centre staff from its own resources to be replenished after receiving grants from the Commission. In respect of grants received for non-recurring and other specific purposes, the same shall be wholly transferred to the Media Centre.
- (4) Accounts in respect of funds received by the Media Centre shall be maintained by it. They shall be annually audited by the statutory auditors of the University/institution.
- (5) The Media Centre shall submit a quarterly statement of expenditure on prescribed proforma to the Commission. The year-ending Balance Sheet and Income and Expenditure Statement, duly audited as per University/ Institution norms and as approved by the Board of Management of the Media Centre shall be submitted to the University / Institution and Commission latest by 30th June.

UNIVERSITY GRANTS COMMISSION

III. GUIDELINES FOR ADMINISTRATIVE AND FINANCIAL POWERS OF HEAD OF THE MEDIA CENTRE

The following powers shall be exercised by Head of the Media Centre subject to various guidelines issued by the Commission from time to time.

1. To sanction and incur expenditure on items in the approved budget including the following:
 - (1) Purchase of capital goods including production, research and office equipment, furniture, air-conditioning plants, power generators, and others, and on their operation, repairs and maintenance.
 - (2) Purchase of books, audio/video tapes, journals and magazines including subscriptions for them, binding charges, micro-filming of spoiled books and back volumes of journals, and related incidental expenses, etc.
 - (3) Purchase of consumables, stores, apparatus, chemicals, cloth, uniforms, etc.
 - (4) Services like water, electricity, telephone, telex fax, computer facilities, electronic mail and network systems, insurance, etc. Direct telephone connections are to be provided in the office and the residence of Head of the Media Centre.
 - (5) Repair and period specific maintenance contracts for the service and maintenance of vehicles, equipment etc.
 - (6) Hiring of equipment, vehicles, taxis, production facilities / property, etc.

- (7) Printing, stationery, advertising in media, postage and telegrams etc.
 - (8) Hospitality, incidental expenses on visiting faculty, and technical and other personnel.
 - (9) Overtime allowances to the Media Centre staff as per the University/ Institution rules.
 - (10) Medical costs as per the University/ Institution rules.
 - (11) Approval of the budget for individual programme production within the total budget allocation, and to sanction and incur expenditure thereof.
 - (12) Repair and alterations in the civil works, maintenance and development of garden of the Media Centre compound
 - (13) Any other expenditure relevant to the functioning of the Media Centre.
2. To hire artists, commentators, subject experts, script writers, camerapersons, editors, translators, researchers, and other free lancers and casual labour for the purpose of production of programmes and meeting the needs of the Media Centre, and sanction and pay them fees /honorarium as per the guidelines issued by the Commission.

Explanation:

Persons employed in departments, other than the Media Centre, of the University/ Institution is eligible for receiving the said fees / honorarium. However, persons directly associated in the day-today functioning of the Media Centre shall not be eligible for receiving this payment against production of programmes.

3. Assign production of programmes to outside agencies on contractual basis, and pay them fees as per the guidelines issued by the Commission.
4. To make ad hoc appointments of staff for not more than 3 months at a time of all categories, as sanctioned for the Media Centre by the Commission, subject to the specified minimum qualifications and experience.
5. For selection / appointment of all categories of Media Centre Staff, and subject to the terms and conditions laid down in the relevant guidelines, to:
 - (1) Prepare and approve the draft advertisement for inviting applications for the normal recruitment of all categories of staff as laid down in the guidelines relating to the staff matters, and to release the advertisement.
 - (2) Receive and process all applications for staff positions so advertised.
 - (3) Determine eligibility of applicants for calling them for interviews in consultation with the Chairperson and the Selection Committee.
 - (4) Make arrangements for holding the interviews which will include:
 - (a) Fixing up the date and time for interviews in consultation with the Chairperson of the relevant Selection Committee.
 - (b) Issuing Notifications of the interviews to members of the Selection Committee, and eligible applicants.
6. To specify, from time to time, the job requirements of all staff in the Media Centre.
7. To sanction leave to the Media Centre staff as per University rules.

8. To approve tour programmes and sanction resultant expenditure of all staff and also those on assignment, ad hoc or casual basis. Where required, the tour expenses may be directly met by the Media Centre, and the staff allowed actual rate of the daily allowance.
9. Further, wherever required, expenditure on air travel, local conveyance, communication, porter age, etc., may be approved on actual basis at the discretion of the Head of the Media Centre. In case of Director, Chairperson of the Board of Management will sanction tour, etc. However, foreign travel/tours of all categories of staff will require approval of the Commission.
10. To organize seminars/ workshops/conferences/refresher courses, etc., as per the approved budget, and to incur all expenses related thereto, including travel and incidental expenses on resource and other personnel. This includes the power to fix and collect such fees deemed necessary in income-generating / self-supporting seminars, etc., and also to fix honoraria / remuneration and make payments accordingly to faculty and other personnel connected with such programmes organized by the Media Centre.
11. To permit Media Centre staff to attend academic and production oriented conferences, symposia, seminars, refresher courses, trade exhibitions etc., and sanction and incur related expenses including travel.
12. To dispose off as scrap equipment, machinery, furniture and such other materials that has out-lived their utility as per the University / Institution norms.
13. To dispose off old records as per the University / Institution norms.
14. To sanction-
 - (1) Payment of advances against pro forma invoices to parties for making purchases.

- (2) Cash advances for making petty purchases for running of various activities of the Media Centre.
 - (3) Festival, HBL, Motor cycle/Car, Computer, or other such approved advances.
 - (4) Leave travel advances.
 - (5) Tour advances.
 - (6) All types of approved allowances, issued by commission from time to time
 - (7) Advances for attending conferences, seminars, symposia, workshops, refresher courses, trade exhibitions, etc.
15. To seek, accept, invest and / or deposit donations/ financial assistance / earnings from government, public/ private, national agencies received for the Media Centre, and sanction, incur and disburse expenditure from such funds / donations/ earnings so received as per the guidelines thereof.
16. To manage and regulate the finances, accounts, investments, properties, etc., placed at the disposal of the Media Centre.
17. To fix, demand, and receive such fees and other charges (as regulated by the Commission guidelines) for services rendered by the Media Centre and / or its staff.
18. To administer funds placed at the disposal of the Media Centre for specific purposes.

STAFFING PATTERN

1. INTRODUCTION

Constitution of a Committee

A Committee was constituted in the meeting of Directors of all the Media Centres (MC) held on 27th and 28th March, 1992 at Ahmadabad to make an in depth study of issues related to personnel in MCs and recommend on the following points:

- (i) Personnel structure for Media Centres and
- (ii) Norms and procedure for their recruitment, assessment, promotion, and exit.

Membership of the Committee was as follows:

Prof.Arun.S.Nigvekar, EMRC Pune (Convener)

Shri Kiran Karnik, Consortium for Educational Communication (CEC),

Prof.E.V.Chitnis, Consultant, CEC, Pune

Prof.Habib Kidwai, MCRC, New Delhi

Prof.D.C.Surana, EMRC, Jodhpur

Shri Dhiren Avashia, EMRC, Ahmadabad

Shri Vinod Mehra, CEC, New Delhi

The Committee had a few meetings. However, the first three members of the above mentioned committee worked as a core group which had many meetings. Three drafts of the report were discussed in several meetings of MC Directors as well as with individuals or groups of Directors. Shri Vinod Mehra, Dr.P.C.Tripathy and Shri Pradeep Kaul assisted the core group with information on the present staffing pattern, statistical data and other relevant information. The UGC office and its staff namely De.P.H.S.Rao, Dr.Gurbaksh Singh and Shri.R.D.Sharma also contributed in the deliberations.

The core group concentrated on the personnel structure and promotion policy. Indeed, this particular aspect took a very long time and the group had large number of intensive discussions. This was essential as the personnel policy would have a long lasting impact on the future shape of MCs and in turn, of Countrywide Classroom (CWCR) activity.

Redrafting of Report

Report of this Committee was considered by UGC at length. In view of the suggestion from CEC that the idea of recruitment on tenure basis may not be given effect, Director (Admn), UGC. In his DO letter No.F.16-1/94 (MC) of 10th May 1995 to the Director, CEC advised that the report may be redrafted by CEC and submitted for consideration of the Commission.

While redrafting the report. CEC has kept in view the para 5 (ii) of minutes of the 3rd meeting of its Governing Body held on 5 June, 1995.

“Chairperson and some other members felt that tenure appointments (as recommended by the Nigvekar Committee) for specific specialized staffs are desirable, despite possible pitfalls and drawback.....

Chairperson stated that she was now giving a definite policy decision approving the Prof. Nigvekar Committee recommendation... along with its proposal for tenure appointments. However, to ensure continuity, at least 50% of the staff should be appointed on ‘regular basis’.

Finally, to facilitate its implementation, the proposed policy is present here in the form of guidelines and norms for Personnel Pattern and Procedure for Recruitment and Assessment (for Award of Performance based incentive) of the Personnel of UGC Media Centers. As a principle, due care has been taken to ensure that the present staff in the Media Centers is not put to any disadvantage because of implementation of these guidelines.

2. RATIONALE FOR A PERSONNEL POLICY FOR MEDIA CENTRES

A. Memorandum of Understanding and the Personnel Policy

The personnel policy should follow, both in letter and spirit, the Memorandum of Understanding which has been ratified by the Commission, and adopted by UGC, CEC and the universities / institutions where UGC Media Centres have been established.

The MoU acknowledges the necessity for parity in organizational structure. Operation, etc. among Media Centres as this is a pre-requisites for strengthening Countrywide Classroom and related programmes which have national coverage and are of great importance. Hence, it is considered that once the presently proposed guidelines are approved by UGC, they will be issued to all universities / institutions having the Media Centres for adoption in to UGC/CEC will monitor their adoption closely.

B. Demanding Task of UGC Media Centres

The Media Centres have very demanding and challenging tasks. It is demanding as they have to produce high quality educational video programmes within a stipulated time so as to meet the deadlines of CWCR activity. In meet the demand, they should be able to work as self-sufficient autonomous production centres. Therefore, they need to be adequately staffed to meet production targets estimated on the basis of operational feasibility of different size Media Centres, viz., Audio-Visual Research Centres (AVRC) and Educational Media Research Centres (EMRC levels I and II), telecast hours available for CWCR and other commitments or programmes.

The Media Centre's task is challenging because they have to creatively produce quality educational video programmes in a variety of fields with the help of academic personnel of the university system. Therefore, the Media Centre staff has to meet highest standards in terms of their academic background, qualifications and proficiency. In video production, and be appointed thorough a rigorous recruitment procedure.

C. Competition for Personnel in Media – Freelance and Tenure

UGC Media Centres face competition from the private media organizations in securing high quality experienced manpower. One way to attract talented personnel is to follow the system existing in private sector where staff is recruited on tenurial contract basis and offered higher remuneration. But there seem to be many lacunae. In adoption of this mode: some staff members getting higher salary than the other holding similar positions may not prove conducive to smooth personnel management. In University System. Also, tenurial contract appointments entail great freedom in the recruitment procedure which may get subjected to commonly existing group dynamic pressures subverting the primary objective of securing better manpower inputs. Finally, while tenurial contract appointment is an accepted policy in private sector, it has not yet been adopted in any government, quasi-government or other public sector organizations. In universities and institutions where UGC Media Centres are located, the staff is appointed on permanent basis and any departure from this mode will cause resentment.

However, the advantage of tenurial contract appointments in terms of quality of the staff can be largely achieved by, first, maintaining a minimum skeletal staff on regular basis, and secondly by contracting out various production and other activities to freelancers who are paid remuneration that is somewhat competitive in the market. Planned reliance on freelancers is expected to encourage regular staff also to achieve equivalent quality production. In addition, extensive use of freelancers would keep the liability on account of regular staff at the minimal level.

Adoption of the policy to use freelancers is convenient as UGC has already approved rates of honoraria payable to them. But these rates would need periodic, say half-yearly, revision to match the market rates in the fast changing environment of media.

D. Encouraging Good Workers:

The UGC Media Centres are situated in the academic environment of universities. Notwithstanding the fact that the staff in these Centres are engaged in doing different type of

work, which requires creativity and knowledge at par with any other academic profession, there is a possibility of comparing their performance against well established standards in the academic world, viz.. Research publications, performance in teaching etc. Such a comparison is not advisable and is likely to create a defeatist attitude in the minds of people working in the competitive world of Media Centres and thereby adversely affecting their creativity and output.

It is, therefore essential to adopt an appropriate assessment criteria and innovative personnel promotion policy in the case of Media Centres. This policy needs to safeguard the interest of good and efficient persons and at the same time, be beneficial for the growth of the Media Centres. However, any promotion policy has a disadvantage where many senior positions are created and the organization becomes top heavy. Therefore, and keeping in view that UGC schemes for career advancement of academic staff are already in operation in the university system, a suitable system of award of performance based incentives needs to be evolved.

The assessment procedure and system of award of performance based incentives should provide a clear signal to the employees of the need for consistent, quality work in a time-bound framework, and should provide adequate incentives in a phased manner for good workers. Nevertheless, the incentive policy should ensure that no increase takes place in the total number of staff in the Media Centres, thereby keeping the overall financial foundations on well-defined parameters and procedures, which record performance and merit.

However, any promotional policy for the Media Centre Staff will have its repercussions on the university system as a whole. Therefore, the promotional policy is being considered separately and will be reported in the subsequent meeting.

E. In-service Training

The staff of the media centers be they in production, maintenance of equipment, supporting logistic needs has to work under different environmental conditions and while doing so. They are expected to achieve higher qualification, higher skills in different branches, in job training of staff for updating their skills and knowledge in different area of working of their service span. Equal opportunity for all UGC media centre staff. to built strong professional training for media centre staff .



**GUIDELINES FOR STAFFING PATTERN AND PROCEDURE FOR RECRUITMENT & ASSESSMENT
OF THE PERSONNEL OF UGC MEDIA CENTRES**

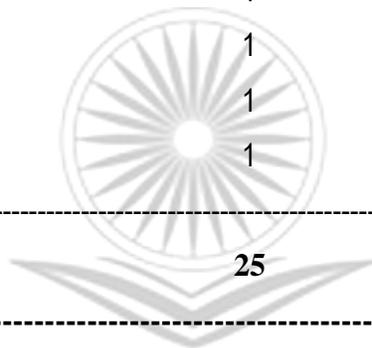
February, 1996

A. Personnel Pattern

The targeted annual production of the three kinds of UGC Media Centres, viz., AVRC, EMRC-I and EMRC-II and their required staffing pattern shall be as under:

	AVRC	EMRC-I	EMRC-II
TARGETTED PROGRAMME PRODUCTION PER YEAR	50	100	125
STAFFING PATTERN			
1. Director	1	1	1
2. Production Staff			
2.1 Joint Director	-	-	1
2.2 Producer II (job includes studio management)	-	1	1
2.3 Producer-1	3	5	6
2.4 Production Assistant	3	3	4
2.5 Cameraperson	2	2	4
2.6 Graphic Artist	1	1	1
2.7 Computer Animator	-	1	1
2.8 Unit Assistant	-	1	1
2.9 Carpenter (Set Fabricator)	-	1	1
2.10 Unit Peon	1	2	3
3. Engineering Staff			
3.1 Engineer Grade I	1	1	1
3.2 Technical Assistant	1	2	3
3.3. Technician	3	4	5
(One Technician will be in charge of stores)			
4. Research Staff			

4.1 Research Officer	-	-	1
4.2 Jr. Research Officer	1	1	1
5. Media Library Staff			
5.1 Assistant Librarian	-	1	1
5.2 Professional Asst.	1	1	1
6. Transport			
6.1 Driver-cum-Helper	1	1	2
7. Administrative and Financial Staff			
7.1 Section Officer (Admn.)	1	1	1
7.2 Section Officer (Accounts)	-	-	1
7.3 Accounts Assistant	1	1	1
7.4 Clerk (LDC)	1	2	2
7.5 Personal Assistant	1	1	1
7.6 Stenographer	1	2	3
7.7 Peon	1	2	3
<hr/>			
Total	25	38	51
<hr/>			



The Centre may appoint a Professional Assistant, unless there is sufficient reason to appoint an Assistant Librarian.

Note: In case the full-time Director is yet to be appointed or he / she is on long leave, a Senior Professor of the University/Institution may be given additional charge as Director of the Media Centre, by the Vice-Chancellor/Head of the Institution for a period not exceeding one year with the approval of UGC consultation with the CEC.

A.1 All positions are full-time basis. No employee shall work on any assignment other than that of the Media Center.

- A.2 The above listed Personnel pattern shall replace, with immediate effect, the existing sanctioned personnel strength in the Media Centre.
- A.3 The existing posts which are not listed above and do not have an incumbent appointed on regular basis shall stand abolished.
- A.4 Any existing post which is not listed above, but has already been filled on regular basis will continue to exist as personal to the present incumbent and will stand abolished on becoming vacated.
- A.5 Present positions which are included in the above given sanctioned strength shall have their respective entry point pay scales vide para B below and shall be subject to the following provisions:
- A.5.1 Employees of a given function designation but presently in lower pay scales shall be placed at the minimum of their entry point pay scales subject to the principle of pay fixation.
- A.5.2 In other cases, the incumbents shall be placed at an appropriate level in their entry point pay scales as applicable to their function designations subject to the principle of pay fixation.

B. Function Designations, Pay Scales, and Prescribed Qualifications

The Media Centre staff shall have the following entry point pay scales and the prescribed minimum qualifications and experience:

Function, Designation, Entry point pay scale, Minimum qualifications and experience

.....

Pay scales: As per 6th pay commission recommendations

Director * 37400-67000 - GP 10000

A Master's Degree in any subject. Eminent Teachers /Persons having experience of Print/Electronic media or Journalism /Theatre. Art and Culture with a total of 10 years of regular service including administrative experience.

Joint Director* 15600-39100 - GP 7600

A Master's Degree in any subject. Eminent Teachers /Persons having experience of Print/Electronic media or Journalism /Theatre. Art and Culture with a total of 10 years of regular service including administrative experience.

Research Officer *15600-39100 GP 7600**

Master's degree in a subject advertised from time to time with 6 years experience in video production related research.

Producer II 15600-39100 - GP 6600**

Master's degree in any subject or Bachelor's degree in Engineering with 5 years of experience in Educational TV production OR PG Diploma in film direction from FTII or equivalent qualifications with 8 years experience in Educational TV production.

Computer Animator 15600-39100 - GP 5400**

Graduate degree in Computer Science with 3 years experience with 3 years experience in

Software development, preferably in computer graphics OR Master's degree in Computer Science / Computer Application with 2 years Experience in computer animation OR Diploma from National Institute of Design or equivalent Qualification in graphic design / animation with 2 years experience.

Engineer Gr-1 15600-39100 - GP 5400**

B.E in Electronics or Telecommunication with 2 years experience in relevant field, preferably In operation and maintenance of video broadcast quality production equipment.

Producer I ** 15600-39100 - GP 5400

Master's degree in any subject or Bachelor's degree in Engineering with 3 years experience In video production or direction preferably in or direction preferably in Educational TV OR PG Diploma in direction from FTII or equivalent qualification OR Master in Communication and 2 years experience in video production preferably in Educational TV

Jr. Research officer * 15600-39100 - GP 5400**

Master's degree in any subject or Bachelor's degree in Engineering with 2 years experience In video experience in video production related research.

Desirable: NET qualification.

Section officer (Accounts)* 9300- 34800 – GP 4600

A second class Bachelors degree / Master's Degree in Commerce with 5 years experience As Senior Accounts Assistant.

Section officer (Administration)* 9300- 34800 – GP 4600

A second class Bachelors degree / Master's in any subject and Post-graduate diploma in personnel Management / Human Resource Management with 5 years experience as Senior Administrative Assistant.

Graphic Artist 9300- 34800 – GP 4600**

Diploma in Applied Art from a recognized institute (5 years structure after 10th) OR Degree in Applied Art from recognized university/ institute

Cameraperson9300- 34800 – GP 4200**

H.S.C (12th) and Diploma in Video Production/ Cinematography from a recognized institute
With 3 years experience in broadcast Quality video camera work.

Assistant Librarian* 9300- 34800 – GP 4600**

Graduate with M.Lib. Sc. Or Post graduate with B.Lib. Sc. With 5 years experience preferably in media library.

Production Assistant 9300- 34800 – GP 4200**

Master's degree in any subject or Bachelor's degree in Engineering with 1 year experience in video production OR Master in Communication or equivalent degree with specialization in production.

Technical Assistant **9300- 34800 – GP 4200

H.S.C. (12th) and Diploma, 3 Year structure to Electronics from recognized institute or equivalent qualification and 1 year experience in operation/ maintenance of video equipment OR S.S.C. (10th) plus Diploma (3 year structure) in Electronics from a recognized institute and 3 years experience in operation/maintenance of video equipment.

ज्ञान-विज्ञान विमुक्तये

Accounts Assistant * 9300- 34800 – GP 4200

Commerce graduate with 5 years experience in accounting matters is reputed organization.
Knowledge of computer is essential.

Personal Assistant * 9300- 34800 – GP 4200

Graduate with English shorthand speed of 100 wpm and typing speed of 45 wpm and 5 years experience as a Stenographer. Desirable: experience in handling modern office equipment and word processing on computer.

Professional Assistant * (Library) 9300- 34800 – GP 4200)**

Graduate in any subject and B.Lib. Sc. With 5 years experience preferably in Media Library.

Desirable: experience of working in a media library.

Store Keeper 5200 -20200 - GP 2400**

S.S.C. (10th) with ITI or equivalent certificate in video /audio/electronics/electrician trade/ Air conditioning and 2 years experience in relevant field.

Additional charge of Technician duty

Stenographer * 5200 -20200 - GP 2400

Graduate with English shorthand speed of 80 wpm and typing speed of 40 wpm. Desirable: experience in handling modern office equipment and word processing on computer

Technician **5200 -20200 - GP 2400

S.S.C. (10th) with ITI or equivalent certificate in video /audio/electronics/electrician trade/ Air conditioning and 2 years experience in relevant field.

Unit Assistant ** 5200 -20200 - GP 2400

Graduate in any faculty with 2 years experience in art/drama/media.

LDC * 5200 – 20200 – GP 1900

HSC (12th) with 2 years in office work, Desirable working knowledge of typing and experience in use of computer for data entry and word processing.

Driver * 5200 – 20200 – GP 1900

S.S.C. (10th) with valid license in drive pubic medium heavy vehicle and 3 years experience.

Carpenter ** (Set Fabricator) 5200 – 20200 – GP 1900

S.S.C. (10th) with ITI or equivalent certificate in carpentry. Desirable: 7 years experience as carpenter and some experience in model making or set construction.

Typist * 5200 – 20200 – GP 1900

H.S.C. (11th) with typing speed at least 30 wpm in English. Desirable: 2 years experience preferably in word processing in computer.

Unit Helper ** 5200 – 20200 – GP 1800

S.S.C. (10th) with 3 years experience in art/drama / media.

Peon * 5200 – 20200 – GP 1800

10th std pass preferably with experience in establishment using hi-tech equipment.

NOTE: For all positions, the candidates should have secured at least 55 per cent of the aggregate marks in the concerned examination(s). The qualifications can not be relaxed without prior approval of the University Grants Commission.

*** These shall be treated as academic non-vacation posts

** These shall be treated as technical positions

* These shall be treated as administration positions

B.1 The administrative, financial and support staff positions in some media centre are, for historical reasons, on the University / Institution strength and therefore belong to their respective cadres. In these Media Centres, the administrative and support staff shall continue to be on the University Centres and shall be subject to the parent organization's rules in terms of pay scales, minimum qualifications, recruitment process, etc.

B.2 In case where the administrative, financial and support staff positions have been filled by the concerned Media Centres directly and therefore do not belong to the University/Institution cadres, they shall continue in belong in the Media Centres. New Media Centres shall directly recruit the administrative, financial and support staff who, then, shall belong to the Media Centre like teaching/ academic and technical positions, this staff shall be subject to the present guidelines in terms of pay scales, minimum qualifications, recruitment process, etc.

B.3 The posts of Director of Media Centre and Joint Director of Media Centre shall be filled on tenure for a period of up to 5 years, extendable to another term(s) up to the age of 60 years. All other posts shall be filled in accordance with the present guidelines.

All posts filled in regular basis shall have retirement age as per provision of the concerned university / institute / instructions issued by commission time to time

Explanation: the existing Directors and Joint Directors shall have the option either to continue to their present regular appointment or to accept technical appointment within 6 months of issuance of the present guidelines.

B.3.1 The retirement benefit rules of the staff of the Media Centre shall be similar to those applicable to the employees of the concerned University/institution.

B.3.2. The employees of the media centre will also be eligible for loans and advances as applicable in the employees of the concerned university/institution.

B.3.3.If any employee moves from one Media Centre to another, or to the parent University/other University his/her previous service shall be taken into account completing all retirement benefits

B.3.4. All employees of the Media Centre will be eligible for availing all facilities as are applicable to the Employees of the university enjoying similar scales pay.

C. Recruitment Procedure

C.1 The Board of Management of the Media Centre, (vide para 7 of the UGC Guidelines for Establishment, Management and Running of the Media Centre) will make selection for staff positions of Media Centre through duly constituted committee(s). Such committee(s)

shall be constituted as per the provision of the existing Act/Statutes or Rules of the University/Institution concerned. However, while constituting the selection committee(s), particularly, for selection of Production / Technical Staff, it may be ensure that there is adequate representation of media personnel in such committee(s).

- C. 1.1 Selection for the post of Director/Joint Director shall be made through open advertisement. However, for the selection to the post of Director/Joint Director, the Director, CEC should be an Ex-officio member of the duly constituted committee with at least two other experts in media.

The tenure of the Director of the Media Centre shall initially be for a period of two years on contract/tenure basis which can be construed as probation period. On successful completion of the probation period and after proper assessment of his/her performance, the incumbent may continue for a term of 5 years including probation period. Further extension could be given as indicated in para 8.5.

However, for short term vacancy or few new Media Centre an existing Sr. teacher of the University may be appointed as Director for a period not exceeding one year during which efforts be made for selection of a Director as explained above.

In case a suitable person is not available for appointment to the post of Director the Centre may be headed by a Joint Director. The Joint Director may be selected in the same manner as prescribed for selection to the post of Director. The terms and conditions of appointment of the Joint Director will be similar to that of the Director.

- C.2 Appointments of staff at Media Centre will be subjected to ratification to the appropriate body of the University/Institute.
- C.3 All appointments on regular basis shall be made through open selection. The vacant positions to be filled on regular basis shall be advertised in at least one regional and one

national newspaper allowing minimum 21 days for receiving applications. The selection shall be finalized within 6 months of receiving the applications.

- C.4 The selection procedure may include test of knowledge, skill, aptitude and attitude necessary for team work.

D. Use of Freelancers

- D.1 Without detriment to the existing posts already filled, new recruitment to the technical/production posts (marked ** vide para 'A' above) is to be made Subject to the condition that the total number of posts filled against a given function designation does not exceed half of the number listed in the para 'A' above. Half the number shall mean the divided number rounded off to the lower whole number subject to the minimum of one.

- D.2 The work load of vacant posts of technical nature (Vide para 8.1 above) shall be contracted out to free lancers against the honoraria rates already approved by the UGC.

- D.3 In the case of Media Centres located in towns where free lancers are not easily available, all or more than half the posts (with para D.1 above) may be filled with prior approval of the UGC in consultation with the Consortium for Educational Communication.

E. Procedure for Assessment

Assessment of all staff will be based on their periodic assessment to judge their merits and achievements. Following procedure shall be observed for the purpose:

- E.1 The annual assessment of each staff member shall be regularly, once in a year (in the month of January) by taking into account the self assessment form filled by the employee (by the end of December) for the year under reference.

E.2 This self assessment form for each employee shall be study and commented by an Assessor appointed by the Director to the person. The Assessor will normally be the person who supervised or directly overseen the work of the employee the period under assessment.

E.3 The annual assessment report for each employee will finalized by the Director every year by taking into account his/her duly filled self assessment and the Assessor's consent besides other things.

F. Resolving the Anomalies

A Standing Committee may be set to implement these guidelines and settle cases of anomalies, if any.

