

**GUIDELINES FOR  
SETTING UP OF MEDIA CENTRES /  
AFFILIATED MEDIA CENTRES**

**During the XI plan Period  
(2007-2012)**



**UNIVERSITY GRANTS COMMISSION  
BAHADUR SHAH ZAFAR MARG  
NEW DELHI – 110 002  
Website : [www.ugc.ac.in](http://www.ugc.ac.in)**

# **GUIDELINES FOR SETTING UP OF MEDIA CENTRES / AFFILIATED MEDIA CENTRES**

## **1. INTRODUCTION:**

Since the conventional systems of education has not been able to keep up with the growing needs and the essential qualitative expansion of higher education system, the University Grants Commission (UGC) took an initiative in August 1984 to start Countrywide Classroom programmes by producing high quality educational programmes and making it available to students, teachers and other viewers through the terrestrial transmission of Doordarshan using the services of INSAT Satellite. Seeing popularity of such programmes, the government asked the Consortium for Educational Communication (CEC) to transmit higher educational programmes 24 x 7 on a television satellite channel called Vyas Higher Education Channel w.e.f. 26<sup>th</sup> January, 2004. Further the UGC-CEC has now commenced production and dissemination of e-content of all courseware, on net and web which can be viewed anytime anywhere in a seamless manner.

With the objective to produce in-house quality educational programmes for telecast on Vyas Channel, Gyan Darshan, Doordarshan, DD Bharti and generate e-content material of various subjects, the UGC has set up 17 Media Centres in various universities and institutions in the country and intends to enhance its capacity by way of adding few new Media Centres and also Affiliated Media Centres in the current Five Year Plan.

## **2. OBJECTIVES:**

The Media / Affiliated 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 never ending needs of higher education channels. The Media / Affiliated Centre's task is challenging because they have to creatively produce quality educational video programmes and generate e-content material in a variety of fields with the help of academic personnel of the university system. To meet the demand, the Media / Affiliated Centre work as self-sufficient autonomous production Centres.

The Media / Affiliated Centres will have to adhere to the following specific objectives

- Understand the significance of education in general, and higher education in particular, in the global and Indian contexts.
- To set up proper facility for producing educational programmes and generating e-content material.
- Research related to optimizing the effectiveness of the programmes.
- Networking and collaboration with other educational agencies in India and abroad in the field of educational communication.
- Training and overall human resource development in the field of educational communication.
- Studying, promoting and experimenting with new techniques / technologies that will increase the reach and / or effectiveness of educational communication.

## **3. ELIGIBILITY:**

- (i) Universities / Institutions covered under Section 2(f) and 12B of the UGC Act, which have existing infrastructure, can apply to the UGC to have a Media / Affiliated Centre in their University.
- (ii) The location of the proposed Media / Affiliated Centre should be such that it is easy for access (air, rail & road) and media facilities should be available nearby.
- (iii) All things being equal, states not having any Media / Affiliated Centre will be given preference as a matter of equity and access.
- (iv) The University / Institution shall make available an adequate and suitable building for housing the Media / Affiliated Centre as per Guidelines issued by the CEC on this.
- (v) The University / Institution should ensure the adequate power supply / power back-up so as to use the broadcast equipments undisturbed.
- (vi) The University / Institution must have an academic ambience suited to the functioning of the Media / Affiliated Centre. The University / Institution having the full-fledged Mass Media Centre / Department of Mass Communication & Journalism or facilities for imparting courses on electronic media will be given preference.
- (vii) The University / Institution should have identified agencies for technical back-up for maintenance of expensive equipments, availability of talent in terms of academics with proven record in their areas and also indicating facilities / resources for hire / use of equipments and availing of animation facilities.

#### **4. PROCEDURE FOR APPLYING FOR SETTING UP OF NEW MEDIA / AFFILIATED CENTRE**

The University / Institution desirous to establish (i) a Media Centre or (ii) Affiliated Centre can apply, in the prescribed proforma (Annexure-II), to the Joint Secretary (IUC), University Grants Commission, Bahadurshah Zafar Marg, New Delhi – 110 002, with a copy endorsed to the Director, Consortium for Educational Communication, IUAC Campus, Aruna Asaf Ali Marg, New Delhi – 110 067.

##### **(a) MEDIA CENTRES:**

The Media Centre would be set up on project mode, on plan to plan basis, with UGC assistance on 100% basis both for recurring and non-recurring activities. On the recommendations of Technical Advisory Committee (TAC) of CEC non-recurring grants up to the tune of the Rs. one Crore shall be made available by the UGC to the Media Centre for purchase of equipments, vehicle for production, modification / construction of studio and other technical area including AC, acoustical etc. In addition, actual of the salaries for the staff appointed on project mode and other established expenses will be made available to the Centre under Recurring Grant. Whereas the financial assistance for equipments and other infrastructural facilities to Media and Affiliated Centres will be provided based on the recommendation of TAC , the positions to be provided to the Media Centres under Recurring head is given at Annexure-I.

##### **(b) AFFILIATED MEDIA CENTRES:**

University / Institution receiving assistance from Central / State Government can become Affiliated Member of the CEC, for a collaborative programme.

Proposals received to become an Affiliated Media Centre Member shall be given preference against the establishment of Media Centre.

The proposals from the institutions intending to invest, out of their own funds, upto Rs. one Crore, shall be accorded preference over others, to become Affiliated Media Centre of the UGC-CEC.

The Affiliated Centre shall not be provided Non-Recurring Grants from the UGC for running the Centre.

In order to maintain technical standards the Affiliated Centre shall acquire equipment for production of video programme and e-content material as recommended by the TAC from time to time.

The University / Institution wanting to set-up Affiliated Media Centre shall have to engage Media Technical and Administrative staff and may follow CEC-UGC guidelines for this. However, the recurring grants shall not be provided by the UGC for this.

In case the Affiliated Media Centre contributes in quality production of Educational Programme, e-content etc., within the frame work of the schemes of UGC-CEC, a proportionate funding by the UGC may be considered to such Affiliated Media Centre on the recommendation of the CEC.

A Tripartite Memorandum of Understanding shall be signed by the UGC, Host University / Institution (where the Affiliated Centre is established) and the Director, CEC.

**5. PROCEDURE FOR APPROVAL BY THE UGC-CEC**

The proposals received for establishment / association of Media / Affiliated Centre will be scrutinized and short-listed by an Expert Committee. The Committee of experts will visit the short-listed University / Institution. The recommendations of the Expert Committee will then be placed before the Commission for a final decision.

**6. PROCEDURE FOR RELEASE OF GRANTS BY THE UGC**

Non-recurring grant on the recommendation of TAC for purchase of equipments, vehicle for production, modification / construction of studio and other technical area including AC and acoustic etc. shall be made available by the UGC to the Media / Affiliated Centre. Subsequent grants will be released on receipt of a periodical Progress Report of the work done by the Media / Affiliated Centre along with a Statement of Expenditure and Utilization Certificate duly signed by Registrar and Finance Officer of the University / Institution in the prescribed Proforma (Annexure III & Annexure IV). Subsequently the University may send an Audited Utilization Certificate. The Recurring Grant to Media Centres will be decided on annual basis and released quarterly on receipt of relevant documents / expenditure statement / utilization certificate, etc.

**7. PROCEDURE FOR MONITORING THE PROGRESS OF THE PROGRAMME**

The CEC will closely monitor the functioning of the Media / Affiliated Centre. The Centre will be required to produce a definite number of educational programmes and generate e-content material, as per production policy of CEC. The Centre will send Monthly Progress Report of the work done in the prescribed format Annexure-V. After completion of tenure, the UGC Expert Committee will review the progress of the Centre. The UGC-CEC may also conduct a mid-term review, if required.

**8. GOVERNANCE OF MEDIA / AFFILIATED CENTRE**

On the recommendations of CEC, the Media / Affiliated Centre will receive requisite funds from UGC. However, CEC will be coordinating the production and related functioning of the Media / Affiliated Centres. A standard Tripartite MoU will be signed by the Chairman, UGC, Director, CEC and the Vice-Chancellor where the Media / Affiliated Centre is being set up. The Board of Management / Executive Committee of the Centre (as per MoU) will be responsible for providing directions for functioning of the Media Centre and also to recommend policy issues to CEC-UGC. The constitution of the BoM / EC will be communicated separately.

**9. DISASSOCIATION OF MEDIA / AFFILIATED CENTRE**

If a Media / Affiliated Centre fails to adhere to set terms and conditions, the CEC shall have the right to disassociate such a Centre from the membership and shall make similar recommendations to the UGC.

ANNEXURE-I

**DETAILS OF POSITIONS TO BE PROVIDED TO THE PROPOSED MEDIA CENTRE**

Sr. No.	Name of Post	Pay Scale	No. of Posts
1.	Director	16400 – 22400	1
2.	Producer	8000 – 13500	3
3.	Cameraman	6500 – 10500	3
4.	Production Assistant	5500 – 9000	2
5.	Graphic Artist	5500 – 9000	1
6.	Unit Peon	3050 – 4950	1
7.	Engineer Gr.I	8000 – 13500	1
8.	Technical Assistant	5500 – 9000	1
9.	Technician	4000 – 6000	3
10.	Jr. Research Officer	8000 – 13500	1
11.	Professional Assistant	5500 – 9000	1
12.	Section Officer (Admn.)	6500 – 10500	1
13.	Accounts Assistant	5000 – 8000	1
14.	Clerk (LDC)	3050 – 4950	1
15.	Personal Assistant	5000 – 8000	1
16.	Stenographer	4000 – 6000	1
17.	Driver-cum-Helper	3050 – 4950	1
18.	Peon	2550 – 3200	1
Total			25

Targeted Programme Production per annum = 50

**PROFORMA FOR APPLYING FOR SETTING UP OF A MEDIA / AFFILIATED  
CENTRE IN THE UNIVERSITY / INSTITUTION**

PART – A:

1. Name and Address of the University / Institution where the Centre will be established:
2. Whether the University / Institution is approved under Section 2(f) and Section 12B of the UGC Act? YES / NO
3. Whether the University / Institution would like to establish a Media Centre or an Affiliated Centre?
4. Whether the University has an existing Media Centre or any other body undertaking activities of the proposed Centre? If so, please give details.
5. Proposed name of the Centre: Educational Multimedia Research Centre.
6. Background (Please explain the teaching / research activities & facilities available e.g. building, equipment, library, books & journals, computers, etc.):
  - (i) Teaching courses in relevant subjects at UG, PG & Research level:
  - (ii) Conferences / Seminars / Workshops / Special lectures conducted on relevant topics during the last five years (Give details):
  - (iii) Expertise available in the area of Mass Communication & Journalism / production of educational programme:
  - (iv) Networking & collaboration with other relevant institutions

**PART – B:**

1. Vision of the Centre:
2. Objectives and Goals:
3. Thrust Area(s):
4. Justification for setting up of Media / Affiliated Centre:
5. Requirement of the Centre in accordance with the provisions in the guidelines:

(SIGNATURE OF THE COMPETENT AUTHORITY)



ANNEXURE – III

**PROFORMA FOR SUBMITTING PROGRESS REPORT OF EXPENDITURE**

1. Name of the Centre:
2. Period of expenditure:
3. UGC's Sanction Letter No. & Date:

Name of the Item	Total Grant approved	Total grant received	Actual expenditure incurred (year-wise)	Estimated expenditure	Unspent balance	Remarks

(SIGNATURE OF THE DIRECTOR / IN-CHARGE)

**PROFORMA FOR SUBMITTING UTILIZATION CERTIFICATE**

It is certified that the amount of Rs. \_\_\_\_\_ (Rupees \_\_\_\_\_) out of the total grant of Rs. \_\_\_\_\_ (Rupees \_\_\_\_\_) sanctioned to \_\_\_\_\_ by the University Grants Commission vide its letter No. \_\_\_\_\_ dated \_\_\_\_\_ towards \_\_\_\_\_ under \_\_\_\_\_ Scheme has been utilized for the purpose for which it was sanctioned and in accordance with the terms and conditions as laid down by the Commission.

If as a result of check or audit objection some irregularities are noticed at a later stage, action will be taken to refund, adjust or regularize the objected amount.

Signature  
Director, EMMRC  
with seal

Signature  
CA/Acc. Officer

**PROFORMA FOR SUBMITTING****MONTHLY PROGRESS REPORT**

PROGRESS REPORT FOR THE MONTH OF \_\_\_\_\_

1. HIGHLIGHTS:
2. STATUS OF PROGRAMME PRODUCTION:

- (a) List of Programmes sent to CEC

Sr. No.	Prog. Title	Language	Subject	Duration	In house / outsourced	Producer

- (b) Details of e-content production sent to CEC

Sr.No.	Programme Title	Language	Subject	Developed

- (c)
  - (i) No. of programmes sent to CEC during last two months:
  - (ii) No. of preview report received from CEC:
  - (iii) No. of programmes sent for revision by CEC during last two months:
  - (iv) No. of programmes rejected by CEC during last two months:
  - (v) No. of programmes revised & sent back to CEC during last two months:
  - (vi) No. of web-enabled programme in CDs sent to CEC during last two months:

- (d) List of programmes / e-content programmes under various stages of production

Sr.No.	Title	Subject	Producer	Prod. Stage

- (e) Production details of producers & Programmes proposed for the next 6 months:

Sr.No.	Producer	Title of the Programme

3. STATUS OF EQUIPMENTS:

Sr.No.	Name of Equipment	Model No.	Status

Meter Reading:

Sr. No.	Model No. (M/c No.)	T1 (hrs.) Operational	T2 (hrs.) Drum Running	T3 (hrs.) Tape Running	CT (Times) Threading

4. STATUS OF RESEARCH WORK DONE:

Sr. No.	Programme name on which surveys conducted	No. of Respondents	No. of College	Is the survey assigned by CEC

5. STATUS OF EDUSAT:

S.N	No. of hours EDUSAT Network used as Class Room End	Academic programme transmitted through EDUSAT by the Centre, if any as Teaching End.

6. STATUS OF LIBRARY

Sr.No.	Total Collection of Programme	No. of Programmes added this month.

7. ADMINISTRATIVE & MANAGEMENT STATUS:

(a) Receipt and Expenditure Statement from \_\_\_\_\_ to \_\_\_\_\_

Sr.No.	Sanctioned	Received	Expenses Incurred

(b) Board of Management / Executive Committee Meeting held:  
YES / NO

(c) Staff Position

Sr.No.	Post Sanctioned	Filled	Vacant

(d) Status of Vehicle

Sr.No.	No. of Vehicle	Meter Reading Last Month	Meter Reading This Month	Purpose of the vehicle

8. ANY OTHER INFORMATION / REMARKS: