

**MINUTES OF THE 21<sup>st</sup> SCHOOL BOARD MEETING OF SOJNMS,  
HELD ON MAY 30, 2019, AT 11 A.M. IN THE MEDIA LAB OF SOJNMS,  
BLOCK-15, IGNOU, MAIDAN GARHI, NEW DELHI**

The following members attended the meeting:

1. Dr. O.P. Dewal, Director SOJNMS, IGNOU – Chairperson
2. Prof. Biswajit Das, Director, Centre of Culture, Media and Governance, JMI
3. Prof. K. Narender, Osmania University, Hyderabad – Member
4. Dr. Manoj Kumar Patairiya, Director, CSIR-NISCAIR, New Delhi – Member
5. Prof. B. K. Pattanaik, SOEDS, IGNOU – Member
6. Prof. R. P. Singh, SOCE, IGNOU – Member
7. Dr. Parmod Kumar, SOH, IGNOU – Member
8. Dr. G. Uma, SOGDS, IGNOU – Member
9. Prof. S. N. Singh, SOJNMS, IGNOU – Member
10. Dr. Kiron Bansal, SOJNMS, IGNOU – Member
11. Dr. Ramesh Yadav, SOJNMS, IGNOU – Member
12. Mr. Amit Kumar, SOJNMS, IGNOU – Member
13. Ms. Padmini Jain, SOJNMS, IGNOU – Member
14. Dr. K.S. Arul Selvan, SOJNMS, IGNOU – Special Invitee
15. Dr. Shikha Rai, SOJNMS, IGNOU – Special Invitee

Prof. Govind Singh, Central University of Jammu, and Sh. K.G. Suresh, former DG, IIMC, could not attend the meeting due to their preoccupation.

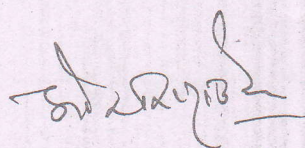
At the outset, Dr. O.P. Dewal, Director, SOJNMS, welcomed all the members to the 21<sup>st</sup> School Board meeting of SOJNMS and presented a brief account of activities undertaken by the School since last School Board. Subsequently the Agenda Items of the 21<sup>st</sup> School Board meeting were taken up for discussion.

**21.01: Confirmation of the Minutes of the 20<sup>th</sup> School Board Meeting held on Oct. 26, 2018.**

The Chairperson informed that the minutes of 20<sup>th</sup> School Board Meeting held on October 26, 2018 were circulated among the members and no comments have been received. The Board confirmed the minutes of the 20<sup>th</sup> School Board Meeting.

**21.02: To consider and approve the ATR on the Minutes of the 20<sup>th</sup> School Board Meeting held on October 26, 2018.**

The Action Taken Report on the minutes of 20<sup>th</sup> School Board Meeting was placed before the Board. The School Board took note of the action taken on the items of 20<sup>th</sup> SB. With reference to the ATR of item no. 20.02, the School Board took note of the specific requirements of two BA programmes and the workload vis-a-vis other under-development programmes of the School. In view of these factors and the available resources; the Board suggested that the proposed BA programmes may be put on the hold and not to be pursued.





**21.03: To consider and approve the Minutes of the Doctoral Committee Meetings (DRC) held on 05-02-2019 and 04-04-2019.**

The agenda item was presented by Dr. K.S. Arul Selvan, Research Programme Coordinator. The School Board approved the Minutes of the Doctoral Committee Meetings held on 05-02-2019 and 04-04-2019.

**21.04: To consider and approve the Minutes of the Doctoral Research Committee meeting held on 28-05-2019 to approve the Results of M.PhilJMC and PhDJMC of July 2019 batch and other matters.**

The agenda item was presented by Dr. K.S. Arul Selvan, Research Programme Coordinator with regard to the Doctoral Research Committee Meeting held on 28-05-2019.

It was reported that the School had received 395 applications for PhDJMC and 73 for MPhilJMC for the July 2019 batch admissions. After due evaluation process of entrance test scripts, School had shortlisted 75 candidates for PhDJMC and 14 candidates for MPhilJMC for the personal interview. The Admission Committee conducted interviews on 20, 21 and 22 May, 2019 in the School. After combining 70% of written test score and 30% score from interview marks, School prepared a merit list for PhDJMC and MPhilJMC comprising nine candidates for PhDJMC and five candidates for MPhilJMC.

The School Board approved the list of nine candidates selected for PhDJMC and five candidates for MPhilJMC for admission in July 2019 cycle, as recommended by the DRC.

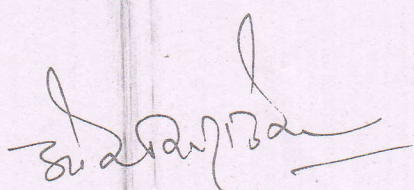
Another issue was regarding the extension of maximum period for one of the Research Scholars Ms. Padmini Jain, faculty, SOJNMS. After deliberation, the Board ratified the view taken by the DRC and decided to forward her case to the Research Unit for further necessary action as per the University guidelines.

The minutes of the Doctoral Research Committee held on 28-05-2019 were approved by the School Board.

**21.05: To consider and approve the lists of Question Paper Setters, Evaluators and Moderators for PhDJMC and MPhilJMC programme.**

From July 2019 session, MPhil in Journalism and Mass Communication programme shall be commenced. The lists of experts for the coursework evaluation and moderation were placed for the approval of the SB.

While considering the lists, the SB directed to segregate these lists in three categories viz. Question Paper Setters, Evaluators and Moderators for uniformity and convenience. After adding a few names the revised and updated lists for PhDJMC and MPhilJMC were recommended for the approval of the Competent Authority.





**21.06: To consider and approve the APMIL programme for Online delivery mode.**

The School proposed an Appreciation Programme in Media and Information Literacy (APMIL), which was approved in 14th School Board as well as in 65<sup>th</sup> Academic Council. Unit writing is almost complete and four audio-video programmes have also been produced for this programme. As per notification of ACD F. No. IG/ACD/AC-71/18 dated 11th January 2019, School had submitted a proposal to launch Appreciation Programme in Media and Information Literacy **through Online Mode** and the same was placed in 71st Academic Council meeting.

The AC observed that necessary re-structuring/updation was required in the curriculum w.r.t credit structure and learning resources have to be created in four quadrants as per the UGC guidelines. Accordingly proposals received from the Schools of Studies were referred back to them. Now, the programme has been restructured as per the requirement of four quadrants and a list of Resource Persons has also been prepared for its online delivery.

The School Board took note of the details about the online delivery of APMIL programme and approved the proposal. It also recommended the list of unit writers and Resource Persons for online delivery for the approval of the Competent Authority.

**21.07: To consider and approve the detailed Programme Structure of PG Diploma in Electronic Media recommended by the Expert Committee (as per the revised programme development process).**

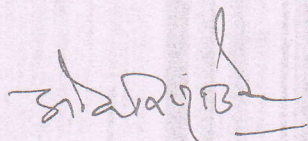
After getting approval of the 16<sup>th</sup> School Board held on 11-11-2016 and 53<sup>rd</sup> Academic Programme Committee (A.P.C.) held on 26-04-2017, an expert committee meeting was held on 15/05/2018 to design the programme structure of Diploma in Electronic Media. The expert committee designed the programme structure and recommended to change the programme title from 'Diploma in Electronic Media' to 'Post Graduate Diploma in Electronic Media'. This change was approved by the School Board in its 19<sup>th</sup> meeting and A.P.C. in its 56<sup>th</sup> meeting. The A.P.C. in its 56<sup>th</sup> meeting approved the revised Phase -I and Programme Proposal Form (PPF) of Post Graduate Diploma in Electronic Media.

As per the requirement of revised programme development process, the minutes of the Expert Committee and detailed programme structure of Post Graduate Diploma in Electronic Media were submitted for consideration and approval of the School Board.

The School Board took note of the detailed programme structure of PG Diploma in Electronic Media and approved it.

**21.08: To consider and approve the list of Course Writers and Editors of PG Diploma in Electronic Media.**

The proposed lists were considered by the SB. While approving the lists members also added/modified a few names in the lists. The updated lists of Course Writers and Editors of PG Diploma in Electronic Media were recommended for the approval of the Competent Authority.





**21.09: To consider and approve the revised and consolidated lists of Question Paper Setters, Evaluators and Moderators for running PGJMC programme**

**21.10 To consider and approve the lists of Question Paper Setters, Evaluators and Moderators for PGJMC (Revised) programme.**

The lists proposed at 21.09 and 21.10 were similar therefore both the agenda items were taken together.

The PGJMC is a running programme of the School. In its revised version, it will also be the first year of proposed MAJMC, scheduled to be launched shortly. The revised and consolidated lists of Question Paper Setters, Evaluators and Moderators for running PGJMC programme as well as the revised PGJMC programme were placed before the School Board for consideration and approval.

The SB directed to segregate these lists in three categories viz. Question Paper Setters, Evaluators and Moderators for uniformity and convenience. While approving the lists members also suggested/modified a few names from the lists.

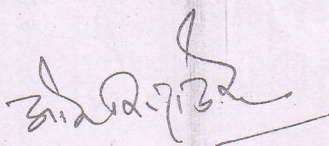
The updated lists of Question Paper Setters, Evaluators and Moderators for the **running** PGJMC programme and the **revised** PGJMC programme were recommended for approval by the Competent Authority.

**21.11: To consider and approve the PPF form for the Post Graduate Diploma in Advertising and Integrated Communications (PGDAIC) with the revised nomenclature**

After due approval of the Phase I Form from 16<sup>th</sup> School Board (11-11-2016) and 53<sup>rd</sup> APC (26-04-2017), an Expert Committee Meeting for Diploma in Advertising and Persuasive Media was held on 16.05.2018. The Minutes of the Expert Committee Meeting and the changes were duly considered and approved by the 19<sup>th</sup> School Board held on 21.05.2018. The Phase I Form was filled in the new Format of the PPF and placed for consideration of the APC in its 57<sup>th</sup> meeting held on 16-04-2019 and was approved.

The School Board took note of the PPF form and the programme structure of PG Diploma in Advertising and Integrated Communication. The SB approved the PPF form of PG Diploma in Advertising and Integrated Communications with the revised nomenclature.

The board also observed the conditions given by the 57<sup>th</sup> APC while recommending the programme. After deliberation it was suggested to the programme coordinator to follow the deadline set by the APC. Regarding developing 50% of the content in house, it was felt that since there is only one faculty in the said specialization therefore it may not be possible for her to develop the desired content in the given time period. However, it was suggested to produce the content in house, as far as possible. The School also need to look into the possibility to adopt or adapt material from other programmes of the University.





**21.12: To consider and approve the names of Experts and Unit Writers for the PGDAIC**

The proposed list was considered by the SB. While approving the list members also suggested/modified a few names from the list.

The updated list of experts and unit writers for PGDAIC programme is recommended for approval of the Competent Authority.

**21.13: To consider and approve the status of MA(JMC) programme and Additional Names of Course Writers**

MA (JMC) programme has made significant progress and course-development process of various courses is in final stages. Since some unit writers expressed their inability to find time to write; some additional course writers were identified to write the units urgently.

The School Board took note of the status and progress of MA (JMC) and recommended the additional names of Course Writers for the approval of the Competent Authority.

**21.14: To consider and approve the Programme Proposal Form (PPF) and List of Experts for PG Diploma in Development Communication (PGDDC)**

The proposed PG Diploma in Development Communication will set up a much required linkage between development and communication and will serve both the academic and professional needs of the learners who want to make a profession and career out of it. The programme will be designed to benefit media academics and industry, National and International Bodies/ NGOs with a development goal. It will enable all those learners who could not join such a programme in the conventional mode due to different reasons.

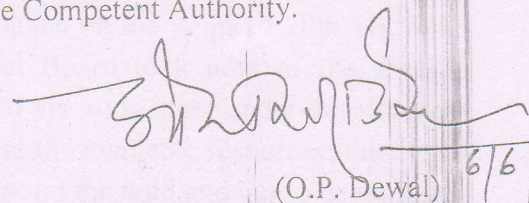
After discussion and few suggestions the SB approved the Programme Proposal Form of PG Diploma in Development Communication (PGDDC). The proposed list was also considered by the SB. While approving the list members also suggested a few more names relevant for the area of Development Communication.

The updated list of experts for PGDDC programme was recommended for approval of the Competent Authority.

**21.15: Any other items with the permission of the Chair.**

A list of few names was proposed as tabled item for consideration of the School Board for language editing of MA (JMC) programme. The School Board recommended the names of language editors for the MA (JMC) for approval of the Competent Authority.

The meeting ended with a vote of thanks to all.



(O.P. Dewal)  
Chairperson, School Board SOJNMS  
निदेशक (प.प.व.व.वि.) स.स.  
Dr. O. P. Dewal  
Director (SOJNMS) IGNCU