

University Grants Commission MEMORANDUM OF UNDERSTANDING

1. PREAMBLE

Realizing the potential of the use of electronic media in education as a means to cost effectively reach a wide audience, enrich the quality of higher education and equalize access to quality instruction, the UNIVERSITY GRANTS COMMISSION, hereafter called *the Commission*, has been utilizing the Indian Satellite (INSAT) system for broadcasting high quality educational material. A need has however been felt to provide an institutional framework for sustaining and enhancing these activities. For this purpose, the Commission has, under Section 12(ccc) of its Act (No. 3 of 1956) and Regulations (Establishment and Maintenance of Institutions), 1985, established the CONSORTIUM FOR EDUCATIONAL COMMUNICATION, hereafter called *the Consortium*, as a nodal agency at the national level, to address itself to the media needs of higher education in the country including configuring new communication technology, to coordinate and guide the work of media centres, to provide a thrust to marketing and dissemination of programmes, and to promote communication research as well as audio-visual culture in the university system.

With the objective of producing audio-visual programmes, conduct of relevant research, training of necessary manpower, and promotion of related culture in the university system for the maximum utilization of the electronic media for education, and at the request of the authorities of University of Calicut (name and place of the university or institution), hereafter called *the University / Institution*, the Commission has located Audio-Visual Research Centre / Educational Media Research Centre / Mass Communication Research Centre, hereafter called *the Media Centre*, at the said University / Institution.

This Memorandum of Understanding

- (a) appreciates the participation of the University / Institution in the UGC's countrywide programme of educational communication;
- (b) emphasizes the joint responsibility of the Commission, the University / Institution, and the Consortium to structure, evolve, and sustain the use of electronic media in educational communication;
- (c) realizes the essentiality of close academic linkages between the University / Institution and the Media Centre to meet the objectives of the latter in its endeavour to produce educational programmes for electronic media and to evolve and establish audio-visual culture in the university system;
- (d) recognizes the need for freedom and flexibility in operation of the Media Centre in view of the demands on it of transmission and production of video and radio programmes, and also the related research;

