



**INDIRA GANDHI NATIONAL OPEN UNIVERSITY  
MAIDAN GARHI, NEW DELHI- 110068**

**MINIMUM QUALIFICATIONS AND ELIGIBILITY CONDITIONS FOR THE POST OF  
DIRECTOR, ELECTRONIC MEDIA PRODUCTION CENTRE (ON DEPUTATION BASIS)  
IN THE UNIVERSITY**

**Part A**

**ESSENTIAL QUALIFICATIONS AND ELIGIBILITY CONDITIONS**

**I. Eligibility (A or B):**

**Essential:**

**A)**

(i) An eminent scholar having a Ph.D. degree in the concerned/ allied/relevant discipline like Journalism / Mass Communication / Education Technology / Communication Technology etc., and published work of high quality, actively engaged in research with evidence of published work with a minimum of 10 research publications in the peer-reviewed or UGC-listed journals and a total research score of 120 as per the criteria given in Table 1.

(ii) A minimum of ten years of teaching experience in University/College as Assistant Professor/ Associate Professor/ Professor, and / or research/ educational media production experience at equivalent level at the University/National Level Institutions with evidence of having successfully guided doctoral candidate.

**OR**

**B)** An outstanding professional, having a Ph.D. degree in the concerned/allied/relevant discipline like Journalism / Mass Communication / Education Technology / Communication Technology etc., from any academic institution, who has made significant contribution to the knowledge in the field of media production/ Journalism / Mass Communication / Education Technology / Communication Technology etc. to be substantiated by credentials provided he/she has ten years' experience.

**II. OTHER CONDITIONS**

- 1. Notwithstanding anything contained in this advertisement, the Minimum eligibility conditions including educational qualifications shall be as per University Grants Commission Regulations on Minimum Qualifications for Appointment of Teachers and Other Academic Staff in Universities and Colleges and Other Measures for the maintenance of Standards in Higher Education, 2018 (hereinafter referred as UGC Regulations 2018) read with subsequent amendment thereto.**
- 2. The appointment to the post of Director, Electronic Media Production Centre shall be made on deputation basis for tenure of 3 years with the provision of renewal of appointment for further tenure of 03 years.** The appointment shall be on the basis of merit through all India advertisement and selection by the duly constituted Selection Committees as per IGNOU Act and Statutes read with

UGC Regulations 2018 read with subsequent amendments thereto.

3. A minimum of 55% marks (or otherwise specified) (or an equivalent grade in a point-scale, wherever the grading system is followed) at the Master's level shall be the essential qualification for direct recruitment of Director, Electronic Media Production Centre at any level.
4. A relaxation of 5% marks shall be provided (from 55% to 50%) at the Bachelor's as well as at the Master's level for the candidates belonging to Scheduled Caste/Scheduled Tribe/Other Backward Classes (OBC) (non-creamy layer)/ Differently abled [Persons with Benchmark Disability PwBD)] in the respectively category of PwBD advertised. The eligibility of 55% marks (or an equivalent grade in a point scale wherever the grading system is followed), wherever specified, and the relaxation of 5% to the categories mentioned above are permissible, based only on the qualifying marks without including any grace mark procedure.
5. A relaxation of 5% marks shall be provided (from 55% to 50% of the marks) to the Ph.D. Degree holders, who have obtained their Master's Degree prior to 19 September, 1991.
6. A relevant grade which is regarded as equivalent of 55%, wherever the grading system is followed by a recognized university, at the Master's level shall also be considered eligible.
7. The reservation benefits for applicants from SC, ST, EWS,OBC (non-creamy layer), and Persons with Benchmark Disability (PwBD) categories will be applicable as per UGC/Central Government norms. Applicants seeking reservation benefits available for SC/ST/OBC/EWS/PwBD categories must upload the necessary documents justifying the claim of respective reservation as per Govt. of India lists/rules/norms. The certificate uploaded should be in the format prescribed by the Union Government and should be digitally verifiable. If the relevant and valid certificates for respective reserved categories are not uploaded with the application, the application may be rejected and no appeal will be entertained in this regard.
8. The time taken by candidates to acquire M.Phil. and/or Ph.D. Degree shall not be considered as teaching/research experience to be claimed for appointment to the Director, Electronic Media Production Centre position. Further the period of active service spent on pursuing research degree simultaneously with teaching assignment without taking any kind of leave, shall be counted as teaching experience for the purpose of direct recruitment.
9. **Since the applications received will be screened and shortlisted, merely possessing the prescribed qualifications and requisite experience would not entitle a person to be called for interview. The number of candidates to be called for interview for the Director, Electronic Media Production Centre post (on deputation basis) in the University shall be as determined by the University.**
10. **The cut off date for determining the eligibility conditions will be the last date of submission of application through online.**

## **PART B**

### **(General Instructions)**

1. The position is meant for the Electronic Media Production Centre of the University. The Job Profile of Director, Electronic Media Production Centre, will, *interalia*, be as under:

- Production and dissemination of Curriculum based educational audio-video programmes to supplement the courseware of IGNOU by a trained and skilled in-house staff, using state-of-the-art facilities.
  - Coordinating and managing three TV Studios having both HD & SD facilities for Audio/Video productions as well as for the broadcast of programmes.
  - To coordinate and manage the activities as Channel Manager for Gyan Darshan- only Educational Channel of India in collaboration with Prasar Bharati , Ministry of I & B and HRD, GOI.
  - To lead the EMPC being coordinating agency for a number of Gyan Vani FM stations spread all over India as well as a National Resource Centre in the area of Training in the field of Educational Radio and Television Programme Production as well as its public broadcast.
  - Broadcasting Interactive Radio Counseling programmes
  - Any other academic or administrative tasks assigned by the University
2. All applicants are required to apply online in the prescribed format of application form as available on the University website [www.ignou.ac.in](http://www.ignou.ac.in) with complete and correct information and attachments within the prescribed time limit indicated in the advertisement. Application forms, downloaded and submitted offline, would Not be accepted. The applicant will be solely responsible for the authenticity of the submitted information. The applicants are required to read details regarding qualifications, experience, screening criteria etc. as available on the University website [www.ignou.ac.in](http://www.ignou.ac.in), along with this advertisement before filling up the form. The data once entered by the applicant shall not be allowed to change. Therefore, the applicant should check the entries before final submission.
  3. Applicants should possess the prescribed qualifications and experience as on the closing date of application through online mode, as prescribed in the advertisement. Any additional document will not be entertained after closing date of application.
  4. The applications received shall be screened as per screening guidelines in line with UGC Regulations 2018 appended with this advertisement for short listing the applicants to be called for interview (please see appendix I). Mere fulfillment of the qualification or the eligibility criteria does not entitle an applicant to be necessarily considered or called for interview. Canvassing in any form will be treated as a disqualification.
  5. Publications ‘under submission’ or submitted to referees will not be considered towards calculation of marks for publication criteria. Further, all the items for which marks are claimed should be strictly in accordance with the screening guidelines attached with this advertisement.
  6. Application fees, as applicable, is to be submitted online, through credit/debit card/ Net Banking, as per details given below:
    - Rs.500/- for UR/OBC/EWS category.
    - No application fee will be charged from SC/ST/PwBD.
    - Fees once paid will not be refunded or adjusted under any circumstances.
    - Applicants applying for more than one post/department must apply separately and pay fees

separately.

7. In order to avoid last minute rush, the applicants are advised to apply early. In case of any persistent issue like technical error etc., the applicants can mail their problem at the email Id- [helpdeskacd@ignou.ac.in](mailto:helpdeskacd@ignou.ac.in) . The University shall Not be responsible for any postal delay.
8. **Consequent upon adoption of self-certification provisions as required by the Govt. of India, the University shall process the applications entirely on the basis of information/documents uploaded with the application. In case the information/documents are found to be false/incorrect by way of omission or commission, the responsibility shall lie solely with the applicant and the applicant shall be liable for action as per law.**
9. No interim correspondence regarding selection process will be entertained at any stage during the process.
10. The Shortlisted candidates called for interview should report along with all the testimonials/certificates (in original) along with valid photo ID (Aadhaar/Voter Id/Driving License/Passport). A set of self-attested photocopy of certificates/testimonials with respect to the qualifications, experience and category as applicable, indicated in the online application form, duly certified by the applicant, will also be required to should be submitted at the time of interview. **No TA/DA shall be paid to candidates for attending interview.**
11. Candidates already working in Government service/Universities/Colleges/Autonomous bodies etc. and fulfilling requirement of experience & eligibility are required should submit their applications through proper channel (however, they can submit an advance copy to meet the deadlines for receiving the applications) in the prescribed format along with (i) Vigilance Clearance that no vigilance case is either pending or contemplated against the individual and that no major/minor penalty has been imposed on the individual; (ii) Annual Performance Reports/ACRs for the last five years duly attested by Head of Institution/Authorised signatory; (iii) Details and nature of experience, and (iv) No Objection Certificate to the effect that the candidate will be spared for joining IGNOU in the event of selection.
12. **All correspondence from the University including interview letter, if any, shall be sent only to the e-mail address provided by the applicant in the online application form. Therefore, the applicant shall ensure that a valid email ID is provided in the application form.**
13. Applications which do not meet the eligibility criteria given in this advertisement and / or are incomplete in any respect shall be summarily rejected. Before applying online, applicants are advised to go through detailed notice available on the website of the University.
14. The University reserves the right to amend or modify any eligibility condition/number of posts/ selection criteria after issue of advertisement. **The corrigendum/addendum, if any, shall be issued on the University website only.** The applicant is required to visit the University website [www.ignou.ac.in](http://www.ignou.ac.in) for any updates/corrigendum/addendum in this regard.
15. The University further reserves the right not to fill any of the posts mentioned in the advertisement at its discretion without assigning any reason thereof.
16. The University will verify the antecedents of the applicant at the time of appointment or anytime during the tenure of the service. In case it is found that the documents/information submitted by the

candidate is false or the candidate has suppressed relevant information, the services of the candidate shall be terminated without prejudice to any other action initiated by the University.

17. In case of the any inadvertent error in the process of selection, which may be detected at any stage even after the issuance of offer letter, the University reserves right to modify/withdraw/cancel any communication/appointment made to the applicant. The University shall not be responsible for any error/omission/commission/suppression of relevant information by the applicant knowingly or unknowingly while filling up the application form and uploading the documents. In case the applicant gets screened/shortlisted/selected/appointed on the basis of the incorrect/ inadmissible/ forged/ fabricated credentials furnished by him/her, his/her candidature shall be liable to be cancelled at any stage of the recruitment/at any time during the tenure of the service and appropriate legal action under applicable law shall be initiated against the applicant.
18. The University reserves the right to modify/withdraw/cancel any communication/appointment made to the applicant. In case of any dispute/ambiguity that may occur in the process of selection, the decision of the University shall be final and binding on the applicant. Applicants are advised to satisfy themselves before applying that they possess the essential qualifications laid down in the advertisement.
19. Any dispute regarding the recruitment will fall under the jurisdiction of Delhi.
20. The applications are to be submitted online before the last date indicated in the advertisement. The online portal will be open from 30.11.2021. The last date for submission of online application is **05.1.2022 or 30 days from the date of publication of advertisement in the Employment News, whichever is later.** The hard copy of the printout of application submitted online alongwith self-attested copies of necessary certificates/documents should reach **the Director, Academic Coordination Division, Indira Gandhi National Open University, Maidan Garhi, New Delhi-110068** through registered/speed post on or before 15.01.2022. The envelop containing application form should clearly indicate the name of post and Advt. No.

DIRECTOR ACD



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**CRITERIA FOR SCREENING OF APPLICATIONS AND SHORTLISTING  
CANDIDATES FOR INTERVIEW TO THE POST OF DIRECTOR, ELECTRONIC  
MEDIA PRODUCTION CENTRE (ON DEPUTATION BASIS)**

In order to incorporate transparent, objective and credible methodology of analysis of the merits and credentials of the applicants based on the weightage given to the performance of the candidate in different relevant parameters and his/her performance on the grading system proforma and to restrict the number of candidates to be called for interview so as to enable the Selection Committee to have a comprehensive assessment of the candidates, applications received shall be screened on the basis of the academic and other related credentials of the candidates through the following criteria:

For the post of Director, Electronic Media Production Centre (on deputation basis), the criteria for evaluation will be based on evidence produced by the teacher such as: copy of publications, project sanction letter, utilization and completion certificates issued by the University and acknowledgements for patent filing and approval letters, students' Ph.D. award letter, etc.

**1. Criteria for Short-listing of Candidates for Interview for the Post of Director, Electronic Media Production Centre (on deputation basis) in the University:**

S.N.	Academic/Research Activity	Faculty of Sciences /Medical Science/ Computer & Information Science/ other related disciplines	Faculty of Arts/ Humanities/ Social Sciences/ Education/ Continuing Education/ Management/ Tourism & Hospitality Management/ other related disciplines
1.	Research Papers in Refereed/ Peer-Reviewed or UGC listed Journals	08 per paper	10 per paper
2.	Publications (other than Research papers)		
	<b>(a) Books authored which are published by:</b>		
	International Publishers	12	12
	National Publishers	10	10
	Chapter in Edited Book	05	05
	Editor of Book by International	10	10

	Publisher		
	Editor of Book by National Publisher	08	08
	<b>(b) Translation works in Indian and Foreign Languages by qualified faculties</b>		
	Chapter or Research paper	03	03
	Book	08	08
3.	Creation of ICT mediated Teaching Learning pedagogy and content and development of new and innovative courses and curricula		
	<b>(a) Development of Innovative pedagogy</b>	05	05
	<b>(b) Design of new curricula and courses</b>	02 per curricula/course	02 per curricula/course
	<b>(c) MOOCs</b>		
	Development of complete MOOCs in 4 quadrants (4 credit course) (In case of MOOCs of lesser credits 05 marks/credit)	20	20
	MOOCs (developed in 4 quadrant) per module/lecture	05	05
	Content writer/subject matter expert for each module of MOOCs (at least one quadrant)	02	02
	Course Coordinator for MOOCs (4 credit course) (In case of MOOCs of lesser credits 02 marks/credit)	08	08
	<b>(d) e-Content</b>		
	Development of e-Content in 4 quadrants for a complete course/e-book	12	12
	e-Content (developed in 4 quadrants) per module	05	05
	Contribution to development of e-content module in complete course/paper/e-Book (at least one quadrant)	02	02
	Editor of e-Content for complete course/paper/e-Book	10	10
4.	<b>(a) Research guidance</b>		
	Ph.D.	10 per degree awarded 05 per thesis submitted	10 per degree awarded 05 per thesis submitted
	M.Phil./PG Dissertation	02 per degree awarded	02 per degree awarded
	<b>(b) Research Projects Completed</b>		
	More than 10 lakhs	10	10
	Less than 10 lakhs	05	05
	<b>(c) Research Projects Ongoing:</b>		

	More than 10 lakhs	05	05
	Less than 10 lakhs	02	02
	<b>(d) Consultancy</b>	03	03
5.	<b>(a) Patents</b>		
	International	10	10
	National	07	07
	<b>(b)*Policy Document (Submitted to an International body/ organization like UNO/UNESCO/World Bank/ International Monetary Fund etc. or Central Government or State Government)</b>		
	International	10	10
	National	07	07
	State	04	04
	<b>(c) Awards/Fellowship</b>		
	International	07	07
	National	05	05
6.	<b>*Invited lectures/Resource Person/paper presentation in Seminars/Conferences/full paper in Conference Proceedings (Paper presented in Seminars/Conferences and also published as full paper in Conference Proceedings will be counted only once)</b>		
	International(Abroad)	07	07
	International(within country)	05	05
	National	03	03
	State/University	02	02

The Research score for research papers would be augmented as follows:

Peer-Reviewed o UGC-listed Journals (Impact factor to be determined as per Thomson Reuter's list):

- |      |  |   |           |
|------|--|---|-----------|
| i)   | Paper in refereed journals without impact factor | - | 5 Points  |
| ii)  | Paper with impact factor less than 1             | - | 10 Points |
| iii) | Paper with impact factor between 1 and 2         | - | 15 Points |
| iv)  | Paper with impact factor between 2 and 5         | - | 20 Points |
| v)   | Paper with impact factor between 5 and 10        | - | 25 Points |
| vi)  | Paper with impact factor > 10                    | - | 30 Points |

(a) Two authors: 70% of total value of publication for each author.

(b) More than two authors: 70% of total value of publication for the First/Principal/Corresponding author and 30% of total value of publication for each of the joint authors.

Joint Projects: Principal Investigator and Co-investigator would get 50% each.

Note:

- Paper presented if part of edited book or proceeding then it can be claimed only once.
- For joint supervision of research students, the formula shall be 70% of the total score for Supervisor and Co-supervisor. Supervisor and Co-supervisor, both shall get 7 marks each.



- \*For the purpose of calculating research score of the teacher, the combined research score from the categories of 5 (b) Policy Document and 6 Invited lectures/Resource Person/Paper presentation shall have an upper capping of thirty percent of the total research score of the teacher concerned.
  - The research score shall be from the minimum of three categories out of six categories.
2. The constitution of Selection Committees and guidelines on selection procedure shall be as per IGNOU Act and Statutes read with UGC Regulations, 2018.

### **3. Methodology of Shortlisting the Candidates**

1. The applications so received shall be placed before a Screening Committee, which on the basis of criteria so decided, shall prepare a list of all the eligible candidates indicating the marks scored by them in descending order i.e. starting from the candidate getting the highest marks towards the candidates getting the lower marks.
2. Based on their score as per criteria given above, a maximum of upto 15 candidates will be called for interview against each post of Director, Electronic Media Production Centre. In case of any dispute with regard to screening of the applications, the decision of the Screening Committee shall be final.
3. The marks awarded to the candidates during the process of screening of applications shall not have any weightage/credit or merit during assessment/interview of the candidates by the Selection Committee as these marks shall be used only for screening/shortlisting purposes.

DIRECTOR ACD

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