

EDUCATIONAL MULTIMEDIA RESEARCH CENTRE (EMMRC)

Following is the E-content Development Facilities at EMMRC Jodhpur:-

- ***The Studio:*** The Centre has state of the art professional audio and video studios equipped with industry standard Audio-Video recording facilities.
- ***The Post Production Equipment:*** The Centre has a well equipped Studio with the state-of-art production and post production equipment consisting of Audio Switcher, Camera Control Unit, Optical Disk Digital Video Recorder for Studio Recording/Playback, Final Cut Pro Non-Linear Editing Suits, Video Graphics Animation Workstation etc.
- ***Multimedia Lab:*** Multimedia Platform has been created at EMMRC Jodhpur which facilitated the utilization of Multimedia production.
- ***Media Library:*** The Centre has acquired several recorded tapes and books to support teaching-learning in subjects like Computers, Engineering, Mass Communication, Management, Science, Culture and so on.
- ***Conference Hall:*** The Centre has a well furnished and air conditioned conference Hall.
- ***Manpower:*** The Centre has on rolls 20 staff members.

6. Video Lectures developed by the centre (may provide both number & hours)

**3210 Video Lectures developed by EMMRC Jodhpur
(Approximate 1600 Hours)**

Year	Number of Video Lectures Produced
1987	09
1988	14
1989	31
1990	39
1991	32
1992	65
1993	75
1994	64
1995	74
1996	71
1997	68
1998	28
1999	30
2000	43
2001	48
2002	42
2003	43
2004	37
2005	57
2006	96
2007	104
2008	97
2009	71
2010	120
2011	305
2012	218
2013	256
2014	131
2015	69
2016	-
2017	564
2018	76
2019	133
2020	64
2021 (upto June 2021)	36
Total	3210

7. (a) Total number of e-content subjects allotted to the centre – 6 subjects allotted to the Centre for production of e-contents.

(b) Number of e-content modules developed – 1478 e-content modules developed by the Centre.

Under Phase-I of NME-ICT project EMMRC Jodhpur has completed the syllabus of Commerce subject under which produced 782 E-contents.

Under Phase-II of NME-ICT project EMMRC Jodhpur has completed the Syllabus of B.Sc. Agriculture (1st Year) under which produced 126 E-contents,

B. A. Marketing Management & Retail Business under which produced 201 E-contents,

B.A. (Management and Marketing of Insurance) under which produced 184 E-contents,

B.Sc.(H) Electronics under which produced 227 E-contents and

B.Sc. Agriculture (2nd Year) under which produced 60 E-contents

8. Total Number of Short Learning Objects (SLOs) developed till now.

1613 Short Learning Objects (SLOs) developed by the Centre.

9. Number and name of channel allotted under SWAYAM Prabha (as applicable)

SWAYAM Prabha DTH Channel 03 “PRABODH” (Social and Behavioural Science): The centre has been assigned with the responsibilities of running an independent channel of Ministry of Human Resource Development, Government of India under Swayam Prabha platform. This DTH channel is broadcasting a high quality, visually and graphically enriched content in the subject categories of Anthropology, Sociology, Public Administration, Political Science, Social Work, Psychology, Women studies and Population Studies for the benefit of the undergraduate and post graduate students of India. Looking to the demand from students and as per guidelines the production of fresh content for DTH Channel-03 started in Hindi from the month of October 2018 and since then Centre has produced 272 Educational Video Programmes.

10. Total number of MOOCs (Courses & Modules) developed under SWAYAM (both repurposed and fresh)

Total 14 MOOC Courses (total 534 Modules) developed under SWAYAM Project (10 Repurposed and 4 Fresh MOOCs)

S. No.	Name of the Course	Course Credit	Fresh/Repurposed/Rerun	Total Modules	Course Coordinator
July – December 2018 Semester					
1.	Principles of Marketing	4	Repurposed	32	Dr. Meeta Nihalani
January – June 2019 Semester					
2.	Corporate Accounting	4	Repurposed	38	CA Amita Bissa

3.	Retail Business Management	4	Repurposed	39	Dr. Meeta Nihalani
4.	Cost Accounting	4	Repurposed	38	CA Amita Bissa
5.	Business Communication	4	Repurposed	40	Dr. Meeta Nihalani

July – December 2019 Semester					
6.	Conceptual Framework of Accounting	4	Repurposed	40	CA Amita Bissa
7.	Fundamentals of Entrepreneurship	4	Repurposed	39	Dr. Meeta Nihalani
January – June 2020 Semester					
8.	Fundamentals of Financial Management	4	Repurposed	38	Amita Bissa
9.	Advertising	4	Fresh	39	Dr. Meeta Nihalani
July – December 2020 Semester					
10.	Principles of Macro-economics	4	Repurposed	38	Dr. Meeta Nihalani
11.	Earth System Science	4	Fresh	36	Dr. M.S. Sisodia
January – June 2021 Semester					
12.	Advertising	4	Rerun	39	Dr. Meeta Nihalani
July – December 2021 Semester					
13.	International Marketing	4	Repurposed	38	Dr. Meeta Nihalani
14.	Statistics for Business Decisions	4	Fresh	40	Dr. Karunesh Saxena

11. Details of training workshops/conferences organized by the centre

Training Programme/Workshop on SWAYAM 2.0 Platform for Course Coordinators of MOOCs Courses organized on 5th August, 2019 at EMMRC Jodhpur. Following Course Coordinators attended the workshop:-

1. Prof. M.S. Sisodia, Retired Professor, Dept. of Geology, Jai Narain Vyas University, Jodhpur
2. Prof. Meeta Nahalani, Department of Management Studies, Jai Narain Vyas University, Jodhpur
3. Ms. Amita Bissa, Chartered Accountant, Jodhpur

Introduction Session: Detailed introduction regarding development of MOOC courses and SWAYAM 2.0 Platform was given by Mr. Vinod Chandra Sati, Producer-II. An introductory video film provided by CEC on development of MOOCs and various activities of CEC and Media Centres was also shown to the participants.

Second Session: The second session was devoted to the various precautions and care that the subject expert/course coordinator has to take care while shooting of programmes for MOOCs. This session was presented by Mr. Praveen Kumar Jha, Producer-I.

Third session: The third session in this workshop was devoted to the practical handling of the MOOC courses and understanding of SWAYAM 2.0 Platform. This session was presented by Mr. Subhash Vyas, Graphic Artist & Mr. Ajay Asthana, Producer-I.

12. Details of research activities

13. Details of Awards/Achievement

1988 - Special Award in 1st UGC Video Festival – “Kiradu - An Oasis In The Desert”

1990 - Award for Camera work in 2nd UGC Video Festival, Calcutta – “Silk For The Desert”

1992 - Individual Excellence Award for Special Effects, Video Festival, Calcutta – “Earthquake”

1996 - Citation in the IX Video Festival of UGC, Delhi – “Jiyo Aur Jeene Do”

1996 - Citation in the IX Video Festival of UGC, Delhi – “Neem – The Green Goldmine”

1998 - Award for Best Camera Work in XI UGC-CEC Educational Video Competition, New Delhi – “Chal Man Jaye Apne Desh”

1998 - Award for Best Series of the Year in XI UGC-CEC Educational Video Competition, New Delhi – “Ek Jivant Parampara – Gavari Khel Aur Khiladi-I”

1999 - Citation in 12th UGC-CEC Educational Video Competition – “Jeevat Ke Dhani: Hanuman Langoor”

2000 - Award for Best Series of the Year in 13th UGC-CEC Educational Video Competition – “Gangaur - Ek Sanskritik Virasat-1”

2001 - Special Jury Award at 9th National Children's Educational Audio-Video Festival, Patna (Bihar) – “Aakansha”

2003 - Nominated in Wildlife Conservation category in “Vatavaran” India’s Exclusive Environment & Wildlife Film Festival – “Chal Man Jaayen Apne Desh”

2003 - Nominated in Wildlife Conservation category in “Vatavaran” India’s Exclusive Environment & Wildlife Film Festival – “Kurja – Anthropoides Virgo (Rajasthani Love Bird)”

2003 - Award for Best Programme in Earth Sciences in 16th UGC-CEC Educational Video Competition – “World’s Most Ancient Mountain Chain: Arravali-1 – Geology”

2003 - Award for Best Programme for Children in the 16th UGC-CEC Educational Video Competition – “Aakansha – The Zeal”

2004 - Award for Best Programme in Mathematics and Technology in 17th UGC-CEC Educational Video Competition – “Fuzzy – What is Fuzzy Logic? An Introduction-I”

2004 - Award for Best Series of the Year and Award for Technical Excellence in Sound in the 17th UGC-CEC Educational Video Competition – “Maand: Parampara Ki Pratishruti – 1 & 2”

2006 - Citation in the category of “Best Programme in Fine Arts & Culture” in the 19th UGC-CEC Educational Video Competition – “Jodhpur Durg – Mehrangarh – I”

14. Update on Translation of Modules into regional language.

CEC assigned the task to convert 8 MOOC courses in Hindi language by engaging Subject Experts. Translation of following 8 MOOC courses in Hindi language is in progress:-

1. Financial Management
2. Database Management System
3. Entrepreneurship Fundamentals
4. Human Rights, International Law and International Humanitarian Law
5. Basic Psychological Processes
6. Food Science and Processing
7. Operating System
8. Software Engineering

S. No.	Level of the course	Title of the MOOC Courses
1.	UG	Financial Management
2.	UG	Database Management System
3.	UG	Entrepreneurship Fundamentals
4.	UG	Human Rights, International Law and International Humanitarian Law
5.	UG	Basic Psychological Processes
6.	UG	Food Science and Processing
7.	UG	Operating System
8.	UG	Software Engineering

For Phase-II CEC vide letter No. CEC/JD(HW)/MOOCs Translation/2020 dated 31.05.2021 has approved following 4 MOOC courses to convert in Hindi language. The work of engaging Subject Experts and Translators is in progress:-

1. Principals of Marketing Management
2. Financial Accounting: Insurance & Marketing / Conceptual framework of Accounting
3. Advertising
4. Basics of Macro Economics

S. No.	Level of the course	Title of the MOOC Courses
1.	UG	Principals of Marketing Management
2.	UG	Financial Accounting: Insurance & Marketing / Conceptual framework of Accounting
3.	UG	
4.	UG	
		Advertising
		Basics of Macro Economics

16. Update on Sign Language Programmes (if applicable)

17. Other initiatives/activities/information which merit mention here

Launching of EMMRC Jodhpur Website: emmrjodhpur.edu.in

On 11th February, 2020 Hon'ble Vice Chancellor & Chairman BoM Prof. Pravin Chandra Trivedi; Director, CEC Prof. Jagat Bhushan Nadda; Director, EMMRC & Member Secretary including members and invitees of BoM inaugurated the website of EMMRC Jodhpur emmrjodhpur.edu.in. Looking to the importance of online Digital Education Hon'ble Governor of Rajasthan and Chancellor of JNV University, Shri Kalraj Mishra had instructed to provide a platform for online education. Looking to the instructions of Hon'ble Chancellor this website was launched by EMMRC Jodhpur. Under Massive Open Online Courses (MOOCs) various courseware have been developed and uploaded on SWAYAM Portal for online education by EMMRC Jodhpur which includes Principles of Marketing, Corporate Accounting, Retail Business Management, Cost Accounting, Business Communication, Conceptual Framework of Accounting, Entrepreneurship, Fundamentals of Financial Management and Advertising. All these MOOC courses have been made available on the SWAYAM Portal of MHRD. Educational video programmes produced by EMMRC Jodhpur for the SWAYAM PRABHA DTH Channel 03 "PRABODH" Social and Behavioural Science have also been linked to this website. For the students programmes in the subject category of Sociology, Anthropology, Social Work, Political Science, Public Administration, Psychology, Population Studies and Women Studies have been made available through this website. This will prove to be a milestone for the students seeking higher education as this portal will make available education to the students on the basis of "Anytime Anywhere".

18. Kindly email best 5 photographs of EMRC: EMRC building, production facilities, activities etc. to research.cec10@gmail.com













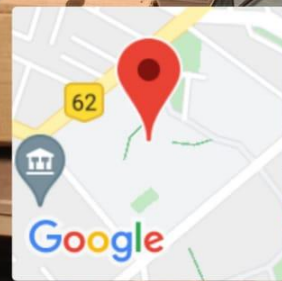
Internet - From 1990s

Internet from the 1990s and Online advertising



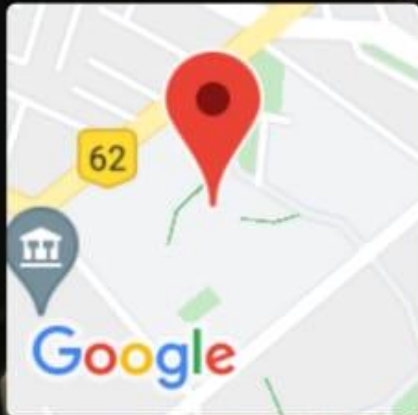
Advent of ad server- online advertising started growing





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729M+VCX, Haripua Viyas Colony, Air Force Area,
Jodhpur, Rajasthan 342001, India
Lat 26.27043°
Long 73.033178°
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Jodhpur, Rajasthan, India

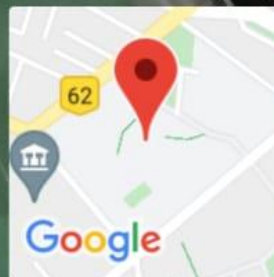
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Long 73.033263°

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Jodhpur, Rajasthan, India
729M+VCX, Haripua Viyas Colony, Air Force Area,
Jodhpur, Rajasthan 342001, India
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