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University of Delhi Mail - Avenues of Excellence" on India's Public Broadcaster Doordarshan National Channel (DD1) to showcase I...



Dean (Acad) 25/9/24
To The Registrar

Office of the Vice Chancellor, DU <vc@du.ac.in>

"Avenues of Excellence" on India's Public Broadcaster Doordarshan National Channel (DD1) to showcase Indian Universities/ Institutions

1 message

P Biswas <eduindiatv@gmail.com>
To: ">vc@du.ac.in" <vc@du.ac.in>

Dear Prof. Singh

कुलपति कार्यालय
VC'S OFFICE
7194
24.09.2024

Please circulate -
① A.R. Academic K. Retneshwari
② D.R. Colleges 25/9/24
CRS II

This is with reference to this television series "Avenues of Excellence" on India's Public Broadcaster Doordarshan National Channel (DD1), to showcase Indian Universities/ Institutions (Govt / UGC recognised Indian Central / Higher Education Institutions, IITs, IISERs, IIMS, IIITs etc). This project has been approved by the UGC and encourages all the selected universities to take part in this programme. Kindly refer to the public notice letter from the UGC attached herewith.

This is a series of 26 episodes (each 30 minute slots) and each episode / slot has been divided between 2 Institutions (11/12 minutes each). Keeping in mind the profile of the target segment & the importance of the subject, this public utility / public interest series is being telecasted every Saturday at 9.30 am.

Doordarshan is the number one channel in the country in terms of absolute viewership. Because of the importance of this public utility / public interest series and DD's wider viewership impact and in-depth all India reach, millions and millions of viewers from all sectors of the society (Students, Parents & Teachers, individuals, Groups & Family, Schools, Colleges & Universities, MNCs, Corporates & Business Chambers, Urban & Rural etc) are witnessing this series.

I am sure that you would take this opportunity to showcase your Uni/campus to India - world's 2nd largest source of International Students. The institution will get approx 12 minutes. You may share the video/film, you want us to showcase and we will do the necessary editing as required.

The program has limited episodes for Indian Universities/Institutes only. As we have selected your respective university/institute to be broadcasted, we request you to send its video footage at the earliest.

Please note that there is no fee to participate / showcase in this series.

Regards

Pinku Biswas
Director

BWA
30/9/24
ms. Am

UGC Letter - Avenues 2023.pdf
87K

Ref. as above

If approved, the same may be circulated to all the Principals/Directors Colleges/Institutes for info. & u.a. submitted please.

Am
30/9/24

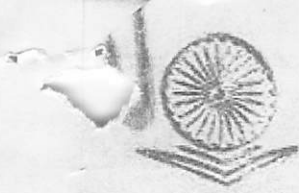
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~~D.R. Colleges~~
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एन. पी. आर. विद्यापीठ

प्रा. मनिष र. जोशी
सचिव

Prof. Manish R. Joshi
Secretary



सत्यमेव जयते

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भारत 2023 INDIA

विश्वविद्यालय अनुदान आयोग
University Grants Commission
(शिक्षा मंत्रालय, भारत सरकार)
(Ministry of Education, Govt. of India)

F. No. 16-13/2023 (IC)

August 25, 2023/3 भाद्रपद, 1945

PUBLIC NOTICE

**Broadcasting of Programme titled "Avenues of Excellence" on DD National
for Higher Education Institutions**

As you are aware the "Study in India Portal" has been launched jointly by Union Education and Skill Development & Entrepreneurship Ministry and Ministry of External Affairs. To further promote India as a global study destination for students and to increase awareness regarding Indian Higher Education Institutions, the Academy for Liaison in International Education Management (TALIEM) is starting an "Avenues of Excellence" series on DD National Television on every Saturday w.e.f. 26th August, 2023. Through the series, the HEIs will get the opportunity to showcase their campus, facilities, hold interactive interviews with Vice Chancellors/Directors etc. and chat with students/alumni.

All the HEIs are, therefore, requested to encourage the students and faculties of their respective universities to watch the telecast of the programme on DD National Television every Saturday w.e.f. 26th August, 2023 (Saturday) at 9.30 A.M. This programme is highly beneficial for the students/faculties as it is going to showcase the Indian HEIs for awareness building and dissemination of information, thus, moving a step forward to promote India as a global study destination for students across the globe.

(Manish Joshi)

To the Vice Chancellors of all the Universities.



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