

AU.



शैक्षिक संचार संकाय



ज्ञान-विज्ञान विमुक्तये

Consortium for Educational Communication

(An Inter University Centre established under Section 12 CCC of UGC Act 1956)

IUAC (NSC) Campus, Aruna Asaf Ali Marg, New Delhi-110 067

Phone: (91-11) (O) 2689 6637, 2689 7421 (R), 2924 7044, 6941 7388

Fax : (91-11) 2689 7416

E-mail : trkem@rediffmail.com

Website : www.cec-ugc.org

Dr. Tilak R. Kem

Director

Ref. No: CEC/SW/Marketing/2011-7260
03/08 2011.

21st July, 2011

Dear Sir/Madam,

The Consortium for Educational Communication (CEC) is an inter university centre of University Grants Commission (UGC) to address the educational needs of the country through the use of Information Communication Technology (ICT). CEC is coordinating with its 17 Educational Multimedia Research Centres (EMMRCs) established by UGC in various universities across the country for the production of quality educational programmes.

CEC runs a 24 hour Higher Education Channel 'VYAS', also available on DTH platform of DD Direct Plus and Dish TV. The variety of educational and enrichment programmes are telecast and students can benefit from these programmes. CEC transmits two way regular live interactive sessions through CEC-EDUSAT Network.

CEC initiated a unique experiment in e-Education by successfully completing two worldwide e-Courses on 'Scriptwriting for Films and Television' and "Editing For Films and Television". It gives us an immense pleasure to inform you that CEC is now launching another worldwide e-Course on "**Marketing Communication and Salesmanship**" from **5th September, 2011** on a worldwide basis. The course content will be shown on Higher Education Channel "VYAS", CEC-EDUSAT Network (SITs) and the programmes will also be available on CEC's website <http://www.cec-ugc.nic.in>. The organization can also procure the complete courseware on purchase of DVD sets from CEC for Rs. 2,000/-.

The course will commence from 5th September, 2011 and will be over by 14th October, 2011. The online registration to this course will start from 15th July, 2011 to 15th August, 2011. We would like to invite your institute to sponsor students for this e-course. In this regard, we are sending you the complete information regarding this e-course through

- a) Information Booklet (1 Nos.)
- b) Poster (1 Nos.)

Dear Students: welfare for m/a

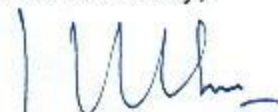
Contd.....2/-

This poster could be used for the publicity of this unique venture. The e-Course coordinator can be contacted for any other details/queries as per the address & telephone numbers provided in the brochure.

We hope you will take this opportunity to join hands with CEC to integrate educational multimedia into classroom teaching for a useful & enriching experience for students.

With warm regards,

Yours sincerely,



(THAK R. KEM)

Encl.: As stated

Director
Directorate of Culture & Cultural Relations,
Pondicherry University,
Kalapet, Punducherry – 605014.