

PROJECT SUMMARY

Title of Project	PROJECT TO DEVELOP INFRA STRUCTURE FACILITIES OF SCHOOL OF MASS COMMUNICATION AND JOURNALISM
Location	Social Advancement Foundation of India (SAFI), East Vazhayoor P.O., Via Ramanattukara, Malappuram Dist., Kerala, South India
Objective	To develop various infrastructure facilities in MCJ Department like supply of sufficient computers, arranging a full fledged recording studio, provision of library facilities.
Duration	One year
Executing Agency	Social Advancement Foundation of India (SAFI) Razia Nagar, Vazhayoor East P.O Ramanattukara Via Malappuram-673 633 Kerala, S. India
Project Cost	Rs 17,20,000/- (Rupees seventeen lakhs twenty thousand only)

Dr. P. Mohamed Ali (Galfar)
Chairman

Mr. T.P. Imbichammad
Secretary

Rasiya Nagar
31.01.08

PROJECT TO DEVELOP INFRA STRUCTURE FACILITIES OF SCHOOL OF MASS COMMUNICATION AND JOURNALISM

Introduction

The mission of social communication can only be realized with a well developed School of Journalism and Mass Communication established as a world-class center for learning, research and extension. We need social change from an old, immovable and static civilization to one that can absorb changes and trigger social action. Information and communication technology helps faster transmission of knowledge besides involvement of more and more people, particularly in the rural areas for achieving progress.

The SAFI School of Mass Communication and Journalism (Media and New Communication Technologies) can achieve this through a steady program of communication training and practice. It imparts the necessary theoretical knowledge and practical training to students in various branches of mass communication.

Background

The Mass Communication and journalism Dept of the SAFI Institute of Advanced Study is affiliated to the University of Calicut. It is a full time postgraduate programme for those who have completed their graduation with a minimum of 45% marks in all parts of the degree courses, a concession of 2% to backwards classes shall be given for admission. Advanced training in the fields of print, electronic and new communication technologies is provided for the students. There are many outdoor programs which ensure a good rapport, building with the celebrities in the media in and outside the country. The course of study is of two year duration, it deals with different aspects of mass communication, journalism and new communication technologies. It helps students to get specialization in more than one area. It leads to a variety of career possibilities.

Objective

The department is having minimum facilities to achieve its full capability, substantial additional inputs are necessary. We need sufficient number of computers for the course, a full fledged recording studio and substantial addition to library.

Careers

Career possibilities for those who complete the course are ample. Many can enter into the career as freelancers or work with any organizations inside or outside the media. The validity of the course is a globally accepted one and there are several career options.

Print

Newspapers, Magazines, Publishing houses, Govt. organizations etc

Electronic

Radio, Television. We are well aware of the proliferating no. of private and govt. channels of broadcasting and telecasting fields)

Research and Development

There are many fields for research and development in the private and govt. sectors. All newspapers, channels of broadcasting and telecasting need a lot of brainpower for their programming, planning and implementation.

New Communication Technologies

The latest area, enriched with a wide range of opportunities is in the NCT's. Online journalism, Web publishing, Technical writing and Online documentation.

Infrastructure required

Computer lab

- a) Computer lab with a minimum of 30 multi media computers networked.
 - b) Uninterrupted high speed internet facility.
 - c) Advanced software for the print media productions.
 - d) An advanced A3 size color printer(for the production of newspaper)
- 1) Recording Studio (Audio)

- a) Sound proof editing studio
- b) Microphones (Mono, Bi, Lapel)
- c) Mixer, amplifier, speakers
- d) A computer with sound manipulating software

2) Studio

- a) Indoor shooting studio(sound proof)
- b) Camera (Video), lights
- c) Still camera
- d) Editing suit with editing software
- e) Projector and screen
- f) DVD/CD Collection of classic films

3) Library

- a) A well furnished library with all modern facilities.
- b) Books, Magazines, Periodicals and Research journals.
- c) DVD formats of many foreign books.

Studio, Computer lab and the edit suit needs AC facility too.

Faculty

- 1) Four lecturers with all academic qualifications in Mass Communication and Journalism
- 2) One system administrator with sound knowledge in hardware and software
- 3) One experienced video editor, One sound engineer

Project Cost

1) COMPUTERS FOR THE NEWS ROOM, MCJ.	
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Intel Dual Core 1.6 GHz, Intel Original Motherboard, 512 MB RAM, 80 GB SATA, Combo Drive, 15" monitor, Keyboard, mouse, creative speakers.	Rs. 20000 X 30 = 6,00,000/-
<p>Edit Console (Video editing)</p> <p>Macquintish</p> <p>Intel Core 2 Duo 2 GHz, Intel original Mother Board, 4 GB RAM, 160 SATA HDD, DVD WRITER, Display Card (Ge Force) NVIDIA card 256 MB – PCI x16, 17" monitor LG, Logitech Keyboard MM/ Optical Mouse, Creative inspire 5.1. 2 Monitors.</p> <p>Stand lights 1 KV and Filters, Split AC 1½ (Studio), UPS Online (Studio)</p>	Rs. 3,00,000/-
<p>4) REQUIREMENTS FOR MCJ AUDIO STUDIO.</p> <p>Split A/C, Portable Recorder, 12 channels Audio Mixer, AKG MIC-2, Six Inches records Pool, Theatre table/Furniture, Computer and other equipment.</p>	Rs. 50,000/-
An advanced A3 size color printer(for the production of newspaper)	Rs. 30,000/-
Furniture (Studio).	Rs. 1,50,000/-
SONY 3CCD Video Camera plus accessories	Rs.2,50,000/-
DSLR Still camera plus accessories	Rs. 50,000/-
Lights 1 KV (3 no's)	Rs. 5000/-
Gypsum Board (sound proofing)	Rs. 2,85,000/-
TOTAL	<p>Rs. 17,20,000/-</p> <p>(Rs.Seventeen lakhs twenty thousand only)</p>

Project implementation and monitoring

The project will be implemented in 6 months. The project will be dedicated in the name of the donor or his nominee.