



ज्ञानं विज्ञानं विमुक्तये

*Computers*



# शैक्षिक संचार संकाय Consortium for Educational Communication

(An Inter University Centre established under section 12 ccc of UGC Act 1956)  
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**Prof. (Dr.) Rajbir Singh**  
Director

799473  
26/11/16

24 November 2016

Dear *Prof Naidu,*

The Consortium for Educational Communication (CEC) - an Inter-University Centre of University Grants Commission (UGC) on electronic media is mandated to produce and disseminate multimedia educational content for Higher education in India. It is engaged in developing multimedia educational content like e-content and Massive Open Online Courses (MOOCs), content management for educational DTH channels and host of other activities to create a digital learning environment.

Further, as part of its digital environment building initiatives, CEC has instituted **Vikram Sarabhai Lifetime Achievement Award** to recognize the contribution of individuals in the area of educational communication and beyond. A committee headed by the Chairman, UGC selects from among nominations received from educational institutions including especially those hosting our Media Centers (EMRCs). The award carries a cash prize of INR 1.50 lac along with a citation, a shawl and a trophy which shall be presented to the selected personality during an award ceremony.

I am writing this letter to request you to please send suitable nomination(s) for this award. The nomination may kindly be sent with a complete personal and work profile including details of contribution to **educational communication and/ or similar endeavors towards quality, access and innovation in Education**. The nominations may kindly be sent to the undersigned's office latest by **15<sup>th</sup> December, 2016**.

Your cooperation will be highly appreciated.

*With warm regards*

Yours sincerely  
*Rajbir Singh*  
(Rajbir Singh)

Prof. Murru Mutyalu Naidu  
Vice-Chancellor  
Adikavi Nannaya University  
D No-25-7 9/1, Jayakrishna Puram  
Rajahmundry -533105  
Andhra Pradesh

*Dean, A.A.*  
*5/12/16*

*Smt Archana Raghavani*

*Received*  
*15/12/16, 10.00 AM*

*CC: Principal celler*  
*2. Dr. Arun*  
*CO-...*  
*6/12/16 celler*

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