

# AEMTRC

## CENTRE



# Proposal for Realignment of SKUAST Press as AEMTRC Centre at

## Vision

AEMTRC Center will be known for the application of multi-media learning tools for **student – responsive education, farmer –centric training/ services and gross-root level innovations** for supporting and developing agriculture and agro-industry in the state.

## Mission

To reach the unreached, and make them participate in interactive learning.

## Summary

This document proposes establishment of the **AGRICULTURAL EDUCATION MULTIMEDIA TRAINING AND RESEARCH CENTER (AEMTRC)** at Sher-e-Kashmir University of Agricultural Sciences and Technology of Kashmir. The document provides the rationale for establishment of the Center as an important enabling mechanism for achieving our institutional goals of outstanding instructions to students and extends knowledge and technology to farmers and entrepreneurs. It outlines the Center's functions in the context of our institutional priorities with respect to curricular and extra-curricular engagement and student and farmer support services.

## Rationale

SKUAST-Kashmir with its 5 constituent faculties, 2 colleges 20 research centers and 13 Krishi Vigyan Kendras offers undergraduate and postgraduate programmes in Agriculture, Horticulture, Veterinary, Sericulture, Forestry, Agri-engineering and Fisheries sciences. The University has physical presence all over the Kashmir and Ladakh regions by way of Campuses manned by Scientific

and supporting technical staff. Basic and Applied research programmes are in operations at subject matter faculties, colleges and research centers. Krishi Vigyan Kendras one in each district backed by continuous technical support from Subject matter divisions offer myriad of support services, trainings, basic inputs in Agriculture and allied sectors.

Information and Communication Technology finds a wide role in Teaching Research and Extension. Teaching and Learning process can be effective with use of multi-media tools viz images, movies animations. The limitations of time and distance could be overcome through use of information technology. Teacher needs to be equipped with ICT and Multimedia tools and practices for seamless and effective teaching. This would widen the horizons of distance education as well. Researcher equipped with ICT can have access to contemporary research and benefit from the similar research being carried worldwide and prevent duplication of efforts. Use of software, in-silico techniques and virtual laboratories are a boon to researchers. Extension without ICT is unimaginable. ICT and multimedia makes extension impactful and effective.

Presently SKUAST-K is using ICT and multimedia tools and practices in all the three mandated areas of Teaching Research and Extension but the efforts are at their bare minimum and spread out. The print media is used through some support from SKUAST press but major jobs are outsourced. University depends on local press for coverage of its activities, advisories and agri-allied news. Basic ICT support is provided by ARIS cell, libraries and bio-informatics projects of some individual scientist but there is a large scope of further augmentation. For Audio and Visual media University is dependent on All India Radio and Doordarshan. Occasionally services private production house is hired to prepare an Audio-Visual Resource for Teaching and Extension.

The proposed center (AEMTRC) shall integrate all ICT and Media services of the University and bring print, audio and video production services under a single umbrella. At the same time it shall train the future professionals to produce media personal specializing in Agri-journalism and Agri-media

## Dimensions of the Centre:

1. Integral to the academic, research and extension mission of the university
2. Essential in offering stronger and more integrated support services to students and farmers
3. Lead by experienced faculty, media professionals, and extension specialists
4. Located at SKUAST-K Headquarters, Shalimar
5. Charged to build the capacity of the university to integrate teaching, learning, and scholarship with multi-media tools and approaches
6. Provide curricular support for both traditional and e-learning courses and environments

## Functional areas of the Centre

1. Publish leaflets, newsletters, folders, brochures, booklets and books in Vernacular languages, Urdu, Kashmiri, Hindi and English
2. Produce weekly Newspaper dedicated to Agriculture and allied sectors
3. Produce audio and video programmes for teaching and extension
4. Produce student/farmer centric programmes for broadcast/telecast on dedicated prime-time slot on Local and National Radio/TV
5. Operate University Radio/ Television Channel.
6. Offer degree and diplomas in agri-journalism and agri-media
7. Conduct research in the field of multi-media with emphasis on agriculture and allied sectors

## The Centre shall have following sections

1. Printing Press
2. Audio/ Video Studio
3. Audio/Video Processing and Editing Desk
4. Mobile studio/OB Van
5. School of Media Studies

### A. Printing Press:

Existing SKUAST-press shall be further upgraded and updated to support future printing and publishing needs.

### B. Audio Studio

Acoustically designed to provide ideal recording environments for both live and pre-recorded audio production and are fully soundproofed. A comfortable reception lounge just outside the studios providing an ideal space for meeting and briefing the resource persons before recording.

Studio should consist of the following:

- 14 channel split frame Axia Audio Element console (on controlled AoIP network)
- 3x individual guest mic/headphone controllers
- NTP controlled clock
- 'MIC LIVE' light
- Axia Audio Analogue xNode
- 4x stereo or 8x mono analogue inputs
- 4x stereo or 8x mono analogue outputs
- Axia Audio Microphone xNode
- 4x mono microphone inputs
- 4x stereo or 8x mono analogue outputs
- Axia Audio AES xNode
- 4x stereo digital AES inputs
- 4x stereo digital AES outputs
- 4x Shure SM7B dynamic vocal microphones
- Numark dual CD players
- NumarkiDec
- Sonifex TBU
- Talkback panel
- PC - Adobe Audition, Burli, WOAR (Wide Orbit Automation for Radio)

### C. Video Studio:

A 14x17m wide space with a double-height studio, 20ft (6.1m) floor to grid. The space should be acoustically treated and isolated from the main

building, and equipped with a pre-rigged blackout or white cyclorama as well as a full lighting grid. It needs a dedicated green room and dressing room.

#### Studio Dimensions:

15mL x 13.5mW x 7.2mH (205 sqm area = 2206 sqft)

#### Hoist operated Lighting rig

- 12x 4m Doughty lighting bars with hoists rated at 150kg each containing 4x 16A dimmer circuits, a 5kW mains circuit, 4x 13A mains circuits for intelligent lights, 2x DMX (double universe) outputs
- Hoist Controller at floor level
- 48x 16A dimming system for tungsten lighting
- 18x 13A outlets distributed around the cyc

#### Lighting

- Pre-rigger LED bi-coloured battens to dial in any hue to illuminate white cyc
- X10 Bi-coloured Arri LC7's
- X10 Arri 1k fresnels
- X4 Source Fours

#### Auxiliary Facilities

- 600Mbit/s superfast broadband
- Free Wifi in all Studios
- Green room and production office
- Make-up & shower rooms

#### D. Audio/Video Processing and Editing Desk

Production system is required to enable content to be produced, managed and distributed digitally. Central technical area shall allow seamless interaction between all our studios and edit suites. Storage system should support HD (High Definition) 1920 x 1080 50i (interlaced) or 25PSF (progressive). This enables recording of multi camera material from an HD Studio onto the Edit share storage and then edit this material seamlessly. All file based media can be imported onto the server for use in either an editor to be

played into a studio recording.

- 3x Full HD Online Avid Media Composer Suites (1 with DaVinci Colour Grading)
- 5x Offline Avid Media Composer Suites
- 2x 5.1 Protocols Dubbing Suites with C24 mixing console including Voice over booth
- The Geevs and Edit share Xstream Server solution will deliver:
- 5x HD SDI Record lines
- 8x HD SDI Playout lines

#### E. Mobile Studio

Expanding HD Mobile Production Truck with a full length curb-side expand to allow seating for 8 in production and 5 in tape.

- 40 G&A Super Stallion w/ Expando
- Sony HD Triax Cameras
- EVS XT[3]+ LSM Servers
- 4 M/E GV Kalypso Switcher
- Calrec Omega Audio Console
- RTS ADAM Matrix Intercom
- Chyron HyperX3

#### CENTER FUNDING: E-Governance

	Item	Amount (Rs in Lakh)
<b>1</b>	<b>Equipment</b>	
	Audio Video Studio	15
	Equipment for mobile studio	10
	High End Computing Machines	05
	Generator/ Power backup	5
<b>2</b>	<b>Software</b>	
	Animation	2
	Audio & Editing	3
<b>3</b>	<b>Vehicle</b>	
	Mobile studio	12
<b>4</b>	<b>Furniture &amp; Furnishings</b>	2
<b>TOTAL</b>		<b>54</b>

## Time line of establishment of AETMRC

---

1. Nomination of a Director Extension as Nodal Officers and Deputy Director (I&P) as member secretary
2. Submission of Proposal to Government after formal approval by the statutory bodies of University
3. Hiring of a Consultant and Formation of Core Faculty by deployment from Extension Divisions of different Faculties.
4. Transfer of existing auditorium, SKUAST press, seminar room etc to AETMRC
5. Start of Construction and procurement of equipment as soon as proposal is sanctioned
6. Recruitment of Faculty and start of University tabloid which shall later be converted to weekly news magazine
7. Production of Audio and Video teaching and extension material
8. Start of weekly radio and TV agriculture news Magazine on AIR and Doordarshan
9. Start of FM radio station
10. Start of a TV Channel
11. Start of Certificate Courses, Diplomas and Degree programmes in agri-journalism and agri-multimedia.