

ELIGIBILITY FOR TEACHING POSTS

1. PROFESSOR (TEXT BOOK WRITING) : (Code- A-01)

(Qualification and Experience as per UGC Norms)

(A) (i) An eminent scholar with Ph.D. qualification in Mass Communication/ Computer Applications/ Library Science or any other subject with proven experience of directing production of study material or text books and published work of high quality, actively engaged in research with evidence of published work with a minimum of 10 publications as books and/or research / policy papers.

(ii) A minimum of ten years of teaching experience in university/ college, and/or experience in research at the University/National level institution/industries, including experience of guiding candidates for research at doctoral level.

(iii) Contribution to educational innovation, design of new curricula and courses, and technology-mediated teaching learning process.

(iv) A minimum score as stipulated in the Academic performance indicator (API) based Performance Based Appraisal System (PBAS)

OR

(B) An outstanding professional, with established reputation in the relevant field, who has made significant contributions to the knowledge in the concerned/allied/relevant discipline, to be substantiated by credentials.

2. PROFESSOR (TRAINING) : (Code - A-02)

(Qualification and Experience as per UGC Norms)

(A)(i) An eminent scholar with Ph.D. qualification in Mass Communication/Computer Applications/Library Science or any other subject with proven experience of organizing short term training programmes/refresher courses, orientation programmes or induction training programmes and published work of high quality, actively engaged in research with evidence of published work with a minimum of 10 publications as books and/or research/policy papers.

(ii) A minimum of ten years of teaching experience in university/college, and/or experience in research at the University/National level institution/industries, including experience of guiding candidates for research at doctoral level.

(iii) Contribution to educational innovation, design of new curricula and courses, and technology-mediated teaching learning process.

(iv) A minimum score as stipulated in Academic performance indicator (API) based Performance Based Appraisal System (PBAS)

OR

(B) An outstanding professional, with established reputation in the relevant field, who has made significant contributions to the knowledge in the concerned/allied/relevant discipline, to be substantiated by credentials.

3. PROFESSOR (NEW MEDIA) : (Code - A-03)
(Qualification and Experience as per UGC Norms)

(A) (i) An eminent scholar with Ph.D. qualification in Mass Communication/Computer Applications/allied/relevant subject with proven proficiency in New Media Technology and published work of high quality, actively engaged in research with evidence of published work with a minimum of 10 publications as books and/or research/policy papers.

(ii) A minimum of ten years of teaching experience in university/college, and/or experience in research at the University/National level institution/industries, including experience of guiding candidates for research at doctoral level.

(iii) Contribution to educational innovation, design of new curricula and courses, and technology-mediated teaching learning process.

(iv) A minimum score as stipulated in Academic performance indicator (API) based Performance Based Appraisal System (PBAS)

OR

(B) An outstanding professional, with established reputation in the relevant field, who has made significant contributions to the knowledge in the concerned/allied/relevant discipline, to be substantiated by credentials.

4. PROFESSOR (COMMUNICATION RESEARCH): (Code - A-04)
(Qualification and Experience as per UGC Norms)

(A) (i) An eminent scholar with Ph.D. qualification in Mass Communication/allied/relevant subject and published work of high quality, actively engaged in research with evidence of published work with a minimum of 10 publications as books and/or research/policy papers.

(ii) A minimum of ten years of teaching experience in university/college, and/or experience in research at the University/National level institution/industries, including experience of guiding candidates for research at doctoral level.

(iii) Contribution to educational innovation, design of new curricula and courses, and technology-mediated teaching learning process.

(iv) A minimum score as stipulated in Academic performance indicator (API) based Performance Based Appraisal System (PBAS)

OR

(B) An outstanding professional, with established reputation in the relevant field, who has made significant contributions to the knowledge in the concerned/allied/relevant discipline, to be substantiated by credentials.

5. PROFESSOR (MANAGEMENT) : (Code - A-05)

(Qualification and Experience as per AICTE Norms)

(i) First Class or equivalent in Master's Degree in Business Administration or equivalent.

(ii) Ph.D. or equivalent, in appropriate discipline. Post Ph.D publications and guiding Ph.D students is highly desirable.

(iii) Minimum of ten year's Teaching/Research/Industrial experience of which at least 5 years should be at the level of Associate professor.

OR

Minimum of 13 years experience in teaching and / or Research and / or Industry.

In case of research experience, good academic record and books/research paper publications/IPR/patents record shall be required as deemed fit by the expert members of the selection committee.

If the experience in industry is considered, the same shall be at managerial level equivalent to Associate Professor with active participation record in devising/ designing, planning, executing, analyzing, quality control, innovating, training, technical books/ research paper publications/IPR/patents, etc., as deemed fit by the expert members of the Selection committee.

6. PROFESSOR (JOURNALISM) : (Code - A-06)

(Qualification and Experience as per UGC Norms)

(A) (i) An eminent scholar with Ph.D. qualification in Mass Communication/allied/relevant discipline, with specialization in Journalism and published work of high quality, actively engaged in research with evidence of published work with a minimum of 10 publications as books and/or research/policy papers.

(ii) A minimum of ten years of teaching experience in university/college, and/or experience in research at the University/National level institution/industries, including experience of guiding candidates for research at doctoral level.

(iii) Contribution to educational innovation, design of new curricula and courses, and technology-mediated teaching learning process.

(iv) A minimum score as stipulated in Academic performance indicator (API) based Performance Based Appraisal System (PBAS)

OR

(B) An outstanding professional, with established reputation in the relevant field, who has made significant contributions to the knowledge in the concerned/allied/relevant discipline, to be substantiated by credentials.

7. PROFESSOR (ELECTRONIC MEDIA) : (Code - A-07)

(Qualification and Experience as per UGC Norms)

(A) (i) An eminent scholar with Ph.D. qualification in Mass Communication/allied/relevant discipline, with specialization in Electronic Media and published work of high quality, actively engaged in research with evidence of published work with a minimum of 10 publications as books and/or research/policy papers.

(ii) A minimum of ten years of teaching experience in university/college, and/or experience in research at the University/National level institution/industries, including experience of guiding candidates for research at doctoral level.

(iii) Contribution to educational innovation, design of new curricula and courses, and technology-mediated teaching learning process.

(iv) A minimum score as stipulated in Academic performance indicator (API) based Performance Based Appraisal System (PBAS)

OR

(B) An outstanding professional, with established reputation in the relevant field, who has made significant contributions to the knowledge in the concerned/allied relevant discipline, to be substantiated by credentials.

8. PROFESSOR (COMPUTER APPLICATIONS) : (Code - A-08)

(Qualification and Experience as per AICTE Norms)

(i) BE/B.Tech. and ME/M.Tech. in relevant branch with First class or equivalent either in BE/B.Tech or ME/M.Tech. **OR** BE/B.Tech. and MCA with First class or equivalent in either BE/B.Tech. or MCA **OR** MCA with First class or equivalent.

(ii) Ph.D or equivalent, in appropriate discipline. Post Ph.D. publications and guiding Ph.D. Students is highly desirable.

(iii) Minimum of 10 years Teaching/ Research/ Industrial experience of which at least 5 years should be at the level of Associate Professor **OR** Minimum of 13 years experience in Teaching and/or Research and/or Industry.

In case of research experience, good academic record and books/research paper publications /IPR/patents record shall be required as deemed fit by the expert members of the Selection Committee.

If the experience in industry is considered, the same shall be at managerial level equivalent to Associate Professor with active participation record in devising /designing, planning, executing, analyzing, quality control, innovating, training, technical books/research paper publications/IPR/patents, etc. as deemed fit by the expert members of the selection committee.

9. ASSOCIATE PROFESSOR (MASS COMMUNICATION) : (Code -B-01)

(Qualification and Experience as per UGC Norms)

(i) Good academic record with a Ph.D. Degree in Mass Communication/allied/relevant disciplines.

(ii) A Master's Degree in Mass Communication/relevant discipline with at least 55% marks (or an equivalent grade in a point scale wherever grading system is followed).

(iii) A minimum of eight years of experience of teaching and/or research in Mass Communication in an research position equivalent to that of Assistant Professor in a University, College or Accredited Research Institution/industry excluding the period of Ph.D. research with evidence of published work and a minimum of 5 publications as books and/or research/policy papers.

(iv) Contribution to educational innovation, design of new curricula and courses, and technology-mediated teaching learning process with evidence of having guided doctoral candidates and research students.

(v) A minimum score as stipulated in Academic performance indicator (API) based Performance Based Appraisal System (PBAS)

10. ASSOCIATE PROFESSOR (NEW MEDIA) : (Code - B-02)

(Qualification and Experience as per UGC Norms)

(i) Good academic record with a Ph.D. Degree in the Mass Communication/Computer Applications / allied /relevant disciplines.

(ii) A Master's Degree in Computer Applications/Mass Communication/relevant discipline with at least 55% marks (or an equivalent grade in a point scale wherever grading system is followed).

(iii) A minimum of eight years of experience of teaching and/or research in relevant field /research position equivalent to that of Assistant Professor in a University, College or Accredited Research Institution/industry excluding the period of Ph.D. research with evidence of published work and a minimum of 5 publications as books and/or research/policy papers.

(iv) Contribution to educational innovation, design of new curricula and courses, and technology-mediated teaching learning process with evidence of having guided doctoral candidates and research students.

(v) A minimum score as stipulated in Academic performance indicator (API) based Performance Based Appraisal System (PBAS)

11. ASSOCIATE PROFESSOR (ADVERTISING & PUBLIC RELATIONS): (Code - B-03)

(Qualification and Experience as per UGC Norms)

(i) Good academic record with a Ph.D. Degree in Mass Communication/allied/relevant disciplines.

(ii) A Master's Degree in Mass Communication/allied/relevant discipline with at least 55% marks (or an equivalent grade in a point scale wherever grading system is followed).

(iii) A minimum of eight years of experience of teaching and/or research in Advertising & Public Relations/research position equivalent to that of Assistant Professor in a University, College or Accredited Research Institution/industry excluding the period of Ph.D. research with evidence of published work and a minimum of 5 publications as books and/or research/policy papers.

(iv) Contribution to educational innovation, design of new curricula and courses, and technology-mediated teaching learning process with evidence of having guided doctoral candidates and research students.

(v) A minimum score as stipulated in Academic performance indicator (API) based Performance Based Appraisal System (PBAS)

12. ASSOCIATE PROFESSOR (COMPUTER APPLICATIONS): (Code - B-04)

(Qualification and Experience as per AICTE Norms)

(i) BE/B.Tech. and ME/M.Tech. in relevant branch with First class or equivalent either in BE/B.Tech or ME/M.Tech. **OR** BE/B.Tech. and MCA with First class or equivalent in either BE/B.Tech. or MCA **OR** MCA with First class or equivalent.

(ii) Ph.D or equivalent, in appropriate discipline. Post Ph.D. publications and guiding Ph.D. Students is highly desirable.

(iii) Minimum of 05 years experience in Teaching/ Research/ Industry of which 02 years post Ph.D experience is desirable.

13. ASSOCIATE PROFESSOR (JOURNALISM) : (Code - B-05)

(Qualification and Experience as per UGC Norms)

(i) Good academic record with a Ph.D. Degree in Mass Communication/allied/relevant disciplines.

(ii) A Master's Degree in Mass Communication/allied/relevant discipline with at least 55% marks (or an equivalent grade in a point scale wherever grading system is followed).

(iii) A minimum of eight years of experience of teaching Journalism and/or research in an academic/research position equivalent to that of Assistant Professor in a University, College or Accredited Research Institution/industry excluding the period of Ph.D. research with evidence of published work and a minimum of 5 publications as books and/or research/policy papers.

(iv) Contribution to educational innovation, design of new curricula and courses, and technology mediated teaching learning process with evidence of having guided doctoral candidates and research students.

(v) A minimum score as stipulated in Academic performance indicator (API) based Performance Based Appraisal System (PBAS)

14. ASSOCIATE PROFESSOR (ELECTRONIC MEDIA) : (Code - B-06)

(Qualification and Experience as per UGC Norms)

(i) Good academic record with a Ph.D. Degree in Mass Communication/allied/relevant disciplines.

(ii) A Master's Degree in Mass Communication/allied/relevant discipline with at least 55% marks (or an equivalent grade in a point scale wherever grading system is followed).

(iii) A minimum of eight years of experience of teaching Electronic Media and/or research in an academic/research position equivalent to that of Assistant Professor in a University, College or Accredited Research Institution/industry excluding the period of Ph.D. research with evidence of published work and a minimum of 5 publications as books and/or research/policy papers.

(iv) Contribution to educational innovation, design of new curricula and courses, and technology-mediated teaching learning process with evidence of having guided doctoral candidates and research students.

(v) A minimum score as stipulated in Academic performance indicator (API) based Performance Based Appraisal System (PBAS)

15. ASSOCIATE PROFESSOR (MANAGEMENT) : (Code - B-07)

(Qualification and Experience as per AICTE Norms)

(i) First Class or equivalent in Master's Degree in Business Administration or equivalent.

(ii) Ph.D. or equivalent, in appropriate discipline. Post Ph.D publications and guiding Ph.D students is highly desirable.

(iii) Minimum of 5 years experience in Teaching / Research / Industry of which 2 years post Ph.D experience is desirable.

16. ASSISTANT PROFESSOR : (Qualification and Experience as per UGC Norms)

(Mass Communication - Code - C-01)

(Advertising & Public Relations - Code - C-02)

(Journalism - Code - C-03)

(Electronic Media - Code - C-04)

(i) Good academic record with post graduate degree in Mass Communication/allied/relevant disciplines with at least 55% marks (or an equivalent grade in a point scale wherever grading system is followed) from an Indian University, or an equivalent degree from an accredited foreign university.

(ii) Besides fulfilling the above qualifications, the candidate must have cleared the National Eligibility Test (NET) conducted by the UGC, CSIR or similar test accredited by the UGC like SLET/SET.

(iii) Notwithstanding anything contained in sub-clauses (i) and (ii) above, candidates, who are, or have been awarded a Ph.D. Degree in accordance with the University Grants Commission

(Minimum Standards and Procedure for Award of Ph.D. Degree) Regulations, 2009, shall be exempted from the requirement of the minimum eligibility conditions of NET/SLET/SET for recruitment and appointment of Assistant Professors.

**17. ASSISTANT PROFESSOR (MANAGEMENT - Code - C-05)
(Qualification and Experience as per AICTE Norms)**

First Class or equivalent in Master's Degree in Business Administration or equivalent and 2 year relevant Experience is desirable.

**18. ASSISTANT PROFESSOR : (NEW MEDIA - Code - C-06)
(Qualification and Experience as per UGC Norms)**

(i) Good academic record with post graduate degree in Mass Communication/Computer Applications/ allied/relevant disciplines with at least 55% marks (or an equivalent grade in a point scale wherever grading system is followed) from an Indian University, or an equivalent degree from an accredited foreign university.

(ii) Besides fulfilling the above qualifications, the candidate must have cleared the National Eligibility Test (NET) conducted by the UGC, CSIR or similar test accredited by the UGC like SLET/SET.

(iii) Notwithstanding anything contained in sub-clauses (i) and (ii) above, candidates, who are, or have been awarded a Ph. D. Degree in accordance with the University Grants Commission (Minimum Standards and Procedure for Award of Ph.D. Degree) Regulations, 2009, shall be exempted from the requirement of the minimum eligibility condition of NET/SLET/SET for recruitment and appointment of Assistant Professor

OR

(i) BE/BTech and ME/MTech in relevant branch with First class or equivalent either in BE/BTech or ME/MTech (OR) BE/BTech and MCA with First class or equivalent in either BE/BTech or MCA

OR

MCA with First class or equivalent with two years relevant experience

Note-

1. Pay Scale as per UGC norms applied from time to time.
2. Applications in the prescribed form along with DD of Rs. 500/- (Rs. 200/- in case of SC/ST/Disabled) in the name of Registrar, MCNUJC payable at Bhopal must be sent so as to reach the University's following address latest by **11 March, 2016 till 5.00 p.m. "The Registrar, Makhanlal Chaturvedi Rashtriya Patrakarita Evam Sanchar Vishwavidyalaya B-38 Vikas Bhawan, Press Complex, M.P. Nagar, Zone-I, Bhopal-462 011"**

3. Please attach self addressed envelope (11 c.m. x 23 c.m.) along with the application form.
4. TA/DA will be paid only to SC and ST candidates for interview.
5. The number of posts includes the backlog posts as per the reservation roster.
6. Reservation shall be applicable as per Govt. of Madhya Pradesh rules.
7. The University reserves the right of filling or not filling the above post (s)
8. The number of posts may vary.
9. The jurisdiction, in case of any cause of action, shall be limited to the Bhopal district Court only.
10. Applications should be sent through SPEED POST only.
