प्रसार भारती/PRASAR BHARATI

(भारत का लोक सेवा प्रसारक/India's Public Service Broadcaster)

राष्ट्रीय प्रसारण एवं मल्टीमीडिया अकादमी

National Academy of Broadcasting and Multimedia

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NABM/PT/D20-P27 (Special)/2020-21   **Dated: 21st October, 2020**

<u>**Circular**</u>

SUBJECT: NOMINATIONS FOR THE SPECIAL VIRTUAL TRAINING ON "ARTIFICIAL INTELLIGENCE (AI) - BUILDING THE FUTURE OF CONTENT AND BROADCAST"

A special Virtual Training on **"*ARTIFICIAL INTELLIGENCE (AI) - BUILDING THE FUTURE OF CONTENT AND BROADCAST*" for** Programme and Engineering Officers/Officials of AIR and Doordarshan will be conducted by NABM Delhi on **29th October 2020.**

The course objective, procedure of participation and nominations are as under:

1. Due to COVID-19 Pandemic outbreak, the aforesaid training programme will be conducted in online (Virtual) mode on **29th October, 2020 in two sessions (11.00 to 12.30 hrs. & 15.00 to 16.30 hrs) through Webex Video conference application** by using PC/Laptop or Smart Mobile Phones.

2. **Level of Participants:** Any interested officer/official working in programme or Engineering wing of AIR and Doordarshan, across the country may join aforesaid online training programme on stipulated date and time.

3. **Objective of the training on Artificial Intelligence:**
   i. The Artificial Intelligence Technology (AIT) is swiftly moving from experiment to practical use across production workflows and into the heart of content creation in media including Radio & TV sector. Not so long ago it was the subject of science fiction, but artificial intelligence is now being used to write pop songs, break news, assemble reality shows and even create Hollywood blockbusters. Artificial Intelligence (AI) is beginning to make substantial inroads into modern media production workflows, primarily by automating a range of repetitive tasks. In the history of human civilization, Artificial Intelligence is considered to be the next giant technological leap similar to electricity and the internet.

ii. In this regard, a submit on "**Responsible Artificial Intelligence for Social Empowerment (RAISE 2020)**" was organized by the Government of India in partnership with Industry & Academia and **inaugurated by the Hon'ble Prime Minister of India on 5th October, 2020.** The summit was a global meeting of minds to exchange ideas and charter a course to use AI for social empowerment, inclusion, and transformation in key areas like Healthcare, Agriculture, Education and Smart Mobility amongst other sectors. The "RAISE 2020 Summit" will feature some of the most exciting start-ups working in Artificial Intelligence and related fields.

iii. Not very long ago there was a time when a person was considered literate only if he has the knowledge of 'Digital'. Otherwise he is considered illiterate. In a similar way the time is not very far when some knowledge of Artificial Intelligence (AI) will be must for everyone.

iv. **Keeping in view the importance of this emerging technology in broadcasts filed, NABM has planned to conduct this subject on "ARTIFICIAL INTELLIGENCE (AI) - BUILDING THE FUTURE OF CONTENT AND BROADCAST" for the benefit of the staff members of AIR and Doordarshan. This webinar will try to understand to explore how media organizations are using AI today, and specifically about how they are managing content storage, retrieval and metadata management in an industry driven by relentless growth and increasing pressure to post first on social media.**

4. **Nomination Procedure:** Due to present crisis of COVID-19 and rotational duties of the staff at various AIR stations/ DD Kendra/offices and importance of subject to all AIR/DD staff, any interested Programme and Engineering staff working in AIR or DD may send their name for participation. Interested staff as mentioned above including programme or Engineering Heads of AIR /DD may send their nomination through "**GOOGLE FORM**" as given below in a LINK format:

KINDLY CLICK ON FOLLOWING LINK OF "GOOGLE FORM" FOR NOMINATIONS

https://forms.gle/EtiN6P7ghTXJrgqm6

Above Google Form may be submitted to NABM, latest **by 28th October 2020, up to 3.00 PM positively.** To avoid any difficulty in routine official duty, nominations should be intimated by individual to their controlling officer, before joining the session. **The LINK for participation/joining would be provided to all nominees separately on their given email address by 28th October, 2020, after 3.00 PM.**

This circular is being issued with the approval of competent authority.

(Dr.Umashanker Singh)
Programme Executive/Coordinator

To: **ALL PROGRAMME AND ENGINEERING OFFICIALS/ HOES/HOPS (AIR/DD)**
Copy for information:

1. All Zonal Addl. DG (Prog./Content Operations), AIR/DD
2. All Zonal Addl. DG (Engr./Broadcast), AIR/DD
3. PA to ADG (Trg)/ DDG (PT), NABM, Delhi