



बिहार राज्य शैक्षणिक आधारभूत संरचना विकास निगम लि०

BIHAR STATE EDUCATIONAL INFRASTRUCTURE DEVELOPMENT CORPORATION LTD.

(A Govt. of Bihar Undertaking)

ISO 9001; 14001; OHSAS 18001

Shiksha Bhawan, Bihar Rashtrabhasha Parishad Campus, Acharya Shivpujan Sahay Path, Saidpur, Patna-800004

Tel. No.: 0612-2660850 • Fax No.: 0612-2660256

E-mail: bseidc@gmail.com • website: <http://www.bseidc.in> • CIN U80301BR2010SGC015859

Quotation No.: 03/2022-23

Date: 16/09/2022

EMERGENT NOTICE INVITING QUOTATION

Sealed Quotations are invited in prescribed format for Supply of Books and Camera & Computer Equipment at School of Journalism and Mass Communication, Mithapur, Patna. **For detail terms & conditions, please visit the office of the undersigned on any working days from 10:30 A.M. to 5:00 P.M. or obtain from BSEIDC website www.bseidc.in.**

Designation of officer inviting quotation	Executive Engineer (HQ)			
Last date of issue/download of Quotation document with Time and place	Office of The Executive Engineer (HQ) BSEIDC upto 5:00 pm on 29/09/2022			
Place, Time & Date of receiving Of Quotation	Office of The Executive Engineer (HQ) BSEIDC upto 3:00 pm on 30/09/2022			
Place, Time & Date of opening quotation	Office of The Executive Engineer (HQ) BSEIDC at 3:30 pm on 30/09/2022			
Sr. No.	Particular	Cost of quotation document (₹)	EMD (₹)	Period of supply
1	Supply of Books at School of Journalism and Mass Communication, Mithapur, Patna	1,250/-	2% of Bid Amount	30 Days
2	Supply of Camera & Computer Equipment at School of Journalism and Mass Communication, Mithapur, Patna.	1,250/-	2% of Bid Amount	30 Days

TERMS & CONDITIONS:

- Paper submitted with quotation:
 - GST & PAN
 - ATO certificate of last three years (Gross Value-minimum 10 lacs in any one financial year)
- Earnest money is to be deposited in the shape of FD/NSC/BG/ Banker's Cheque pledged in favor of The MD, BSEIDC which will be refunded after completion of work.
- Period of supply: 30 Days
- Payment – 100% against completion of supply/installation.
- The Bidder should inspect the site before filling in and submitting the quotation to get fully acquainted with the scope of work as no claim whatsoever will be entertained for any alleged ignorance thereof. Quotations must be submitted in original and without making any additions, alternations, and as per details given in other clauses given hereunder. The requisite details shall be filled in by the Bidder in the quotation Document wherever required.

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6. The sealed quotation should also be sent through courier/Registered/Speed Post. Conditional quotation or quotations received after the due time and date shall not be entertained in any circumstances. Authority would not be responsible for any delay or loss of the quotation document. The quotation will be opened in the office of the undersigned in presence of any intending supplier or his/her authorized representative who may wish to be present at the designated time and place. If the fixed date turns out to be the holiday, the date of opening will be the next day.
7. The EMD shall be forfeited If the bidder withdraws his bid during the period of bid validity (120.
8. All the matters subject to the jurisdiction of Patna High Court.
9. Bidders should submit details in the formate given at Annexure-1 and should quote the rates in the format given at Annexure-2. Incomplete bids will summarily be rejected. All corrections and alterations in the entries of quotation document will be signed in full by the Bidder with date. No erasing or over- writings are permissible.
10. The details may also be seen at website www.bseidc.in.
11. The undersigned reserve the right to accept or reject any or all the quotation without assigning any reasons.
12. **The quotation document can also be downloaded from website www.bseidc.in and in that case the quotationer have to submit cost of quotation document along with sealed bid, failing which the bid will be rejected.**

Sd/-

Executive Engineer(HQ)

Memo No.: *Quotation-03/2022-23*

Date: *16/09/2022*

Copy to:

1. Chief Engineer, BSEIDC 2. SAO, BSEIDC 3. Director, SJMC, Mihapur 4. Mr. Pankaj Kumar Singh, Computer Programmer for upload quotation document on website. The approval of same has been taken on concern file.

Executive Engineer(HQ)

**Supply of Camera & Computer Equipments at School of Journalism and
Mass Communication, Mithapur, Patna**

BID DOCUMENT

Cost of quotation document		
DD No.	Date	Amount
		₹ 1,250/-
EMD 2% of Bid Amount		
FD/BG/NSC No.	Date	Amount
		₹
Registration no. (If registered with MSME/NSIC):		

Bid should indicate following information along with the self-attested photocopies of supporting documents:

1. THE FIRM

- a) Name .(As per GST Registered)_____
- b) Registration No of firm _____
- c) Contact Person's
- i) Name & Design. _____
- ii) Address _____
- iii) Tel No. Landline_____ Mobile_____
- iv) Email ID _____

2. Type of Firm : Proprietorship/ Private Ltd./Public Ltd./ Cooperative/ NGO/PSU (Please tick and enclose copy of Memorandum/ Articles of Association/ Certificate of Incorporation) As per GST Registration

_____enclosed. (Pl. specify)

3. PAN : _____enclosed. (Pl. specify)

4. GST : _____enclosed. (Pl. specify)

5. 3 years return file: FY 2021-22- Gross Value _____.

FY 2020-21 Gross Value _____.

FY 2019-20 Gross Value _____.

Signatures of authorized person with date

Name _____

Designation _____

Handwritten mark

Annexure-2**Financial Bid****Supply of Camera & Computer Equipments at School of Journalism and Mass Communication,
Mithapur, Patna**

Sl. No.	No. of Copy	Nos	Unit	Rate in digit	Rate in Words
1	POD	2	Each		
2	Camera Flash	4	Each		
3	Elinchro Lighting	1	Each		
4	Still Camera (Mirrorless)	4	Each		
5	Camera Memory Card	4	Each		
6	High End PC (for Media Lab) Specs:- Apple M1 chip with 8-core CPU with 4 performance cores and 4 efficiency cores, 8 core-GPU and 16 core Neural Engine 16GB unified memory 2TB memory Two thunderbolt/ USB 4 Ports two USB 3.0 Port Gigabit Ethernet Magic Mouse + Magic Trackpad Magic Keyboard with touch ID- US English	5	Each		
7	Hard Disk Specs:- HD Connection type USB 3.0 Compatible Devices: Laptop, Desktop, PCs, Gaming Console etc Storage capacity: 2TB	5	Each		
8	Anti Virus Software	50	Each		
9	Technical Cubboard/ Office Almirah	1	Each		
10	Installation of CCTV Camera all complete Set of 16 Camera (16 nos IP based 2 MP dome camera, NVR, 32" LED Screen, UPS, wires, ports, switches all complete job)	1	Set		
Total Amount (in digit)					
Total Amount (in words)					
Note:-					
Client Reserves right to revise the nos of quantity or cancel any item or reject any bid, without assigning any reason to bidder.					
The rates quoted to be inclusive of all kind of taxes.					
For any additional enquiry contact EE(HQ), BSEIDC.					

**Supply of Books at School of Journalism and Mass
Communication, Mithapur, Patna**

BID DOCUMENT

Cost of quotation document		
DD No.	Date	Amount
		₹ 1,250/-
EMD 2% of Bid Amount		
FD/BG/NSC No.	Date	Amount
		₹
Registration no. (If registered with MSME/NSIC):		

Bid should indicate following information along with the self-attested photocopies of supporting documents:

1. THE FIRM

- a) Name .(As per GST Registered)_____
- b) Registration No of firm _____
- c) Contact Person's
- i) Name & Design. _____
- ii) Address _____
- iii) Tel No. Landline_____ Mobile_____
- iv) Email ID _____

2. Type of Firm : Proprietorship/ Private Ltd./Public Ltd./ Cooperative/ NGO/PSU (Please tick and enclose copy of Memorandum/ Articles of Association/ Certificate of Incorporation) As per GST Registration

_____enclosed. (Pl. specify)

3. PAN :_____enclosed. (Pl. specify)

4. GST :_____enclosed. (Pl. specify)

5. 3 years return file: FY 2021-22- Gross Value_____.

FY 2020-21 Gross Value_____.

FY 2019-20 Gross Value_____.

Signatures of authorized person with date

Name_____

Designation_____

Annexure-2
Financial Bid

Supply of Books at School of Journalism and Mass Communication, Mithapur, Patna

Code	Course Component	Name of the course	Sl. No.	Title	Author	Publisher	ISBN	Year	No. of Copy	Rate in digit	Rate in Words
SEMESTER - I											
CC-1	Core	Concepts and Theories of Mass Communication	1	Mass Communication Theory (6th Ed.)	McQuail, D.	SAGE	1849202923	2010	1		
			2	Theories of Mass Communication, 2nd Edition	De Fleur	Routledge	978-0367533533	2022	1		
			3	Introduction to Communication Studies	John Fiske	Routledge	415596491	2010	1		
			4	Communication as Culture	Carey, J. W	Routledge	9.78042E+12	2008	1		
			5	Jansanchar: Siddhant Aur Anuprayog	Vishnu Rajgadhia	L Prakashan	8183612571	2008	1		
			6	Representation: Cultural Representations and Signifying Practices	S. Hall	Sage	761954325	1997	1		
			7	CULTURE & SOCIETY	Raymond Williams	Vintage Classics	1784870811	2017	1		
			8	The Hybrid Media System: Politics and Power – 2nd Edition	Chadwick, A	Oxford University Press	978-0199759484	2013	1		
CC-2	Core	Media – Culture and Society	1	Media and Society	Curran, J.	Bloomsbury	978-0340984451	2010	1		
			2	Media, Culture and Society: An Introduction	Paul Hodkinson	SAGE Publications Ltd	1473902363	2016	1		
			3	Impact of Media on Culture & Society	Dr Usha Sawhney	university book house pvt ltd	819474217X	2021	1		
			4	Crime, Culture and the Media (Crime and Society)	Eamonn Carrabine	Polity Press	745634664	2008	1		
			5	POPULAR CULTURE(PB)	Abin Chakraborty	Orient BlackSwan	9352875753	2019	1		
			6	Globalisation, Media Culture & Society	Usha Srivastava	New Central Book Agency Pvt Ltd	9.78819E+12	2011	1		
			7	Communication as Culture, Revised Edition: Essays on Media and Society	James W. Carey	Routledge;	415989760	2011	1		
CC-3	Core	Print Media	1	Corporate Culture and Work Ethics in Indian Print Media Industry	Dr Sheela Bhargava	KW Publishers Pvt Ltd	9389137748	2020	1		
			2	Print Journalism: A Complete Book of Journalism Paperback – 1	Charanjit Ahuja Bharat Hiteshi	Lightning Source	1482872269	2016	1		
			3	Handbook Of Print Journalism	Priscilla Paul	Lulu.com	1304988880	2014	1		
			4	Print and broadcast journalism	K. K. Choudhary	Abhijeet Publication	9350740184	2012	1		
			5	Print Patrakarita	Charanjit Ahuja	White Falcon Publishing	163640331X	2021			
			6	Breaking the Big Story: Great Moments in Indian Journalism	Krishnaveer Abhishek Challa	Kanishka Publishing House	9.78818E+12	2015	1		
			7	Print Journalism: A Complete Book of Journalism	Charanjit Ahuja Bharat Hiteshi	Lightning Source	1482872269	2016	1		
			8	Print Patrakarita	Charanjit Ahuja	White Falcon Publishing	163640331X	2021	1		
			1	Understanding a Photograph	John Berger		978-0141392028	2013	1		
			2	On Photography	Susan Sontag	Penguin UK	978-0141035789	2008	1		
			3	Ways of Seeing	John Berger	Penguin UK	978-0141035796	2008	1		

Code	Course Component	Name of the course	Sl. No.	Title	Author	Publisher	ISBN	Year	No. of Copy	Rate in digit	Rate in Words
CC-4	Core	Photography	4	Understanding Exposure, Fourth Edition: How to Shoot Great Photographs with Any Camera	Bryan Peterson	Amphoto Books (Revised edition)	978-1607748502	2016	1		
			5	Digital Photography Complete Course	DK	DK (2nd edition)	978-0241446614	2021	1		
			6	The Essence of Photography	Bruce Barnbaum	Rocky Nook (2nd edition)	978-1681986357	2020	1		
			7	PHOTOGRAPHY: A VERY SHORT INTRODUCTON	Edwards	Oxford University Press; Illustrated edition	978-0192801647	2006	1		
			8	THE PHOTOGRPHERS EYE: A GRAPHIC GUIDE: Instantly Understand Composition & Design for Better Photography (The Photographer's Eye)	Michael Freeman	Ilex Press	978-1781577301	2019	1		
AECC-1	Elective	Bihar	1	Republic of Bihar	Das Arvind N	Penguin Books India	9.78014E+12	1992	1		
			2	The State of Bihar: an economic history without footnotes	Das Arvind N	VU University Press	9053831355	1992	1		
			3	Bihar Mai Samajik Parivartan Ke Kuch Ayaam	Prasann Kumar Chaudhary & Shrikant	Vani Prakashan	9352292251	2010	2		
			4	Swarg Par Dhawa	Prasann Kumar Choudhary (Author), Srikant (Author)	Vani Prakashan	9350729202	2015	1		
			5	Bihar Through The Ages	Diwakar R.R	Ivy Publishing House	978-1135398927	2000	1		
			6	Bihar Ek Khoj	Hemant	Prabhat Prakashan		2021	1		
			7	Bihar in the eye of the beholder	Nambisan Vijay	Penguin Book	978-0-14-029449-1	2000	1		
			8	Land & Caste Politics in Bihar	Radhakanta Barik	Shipra Publications,	8175413050	2006	1		
AECC-1	Elective	Theatre	1	The Indian Theatre	Hemendra Das Gupta	Gyan Publishing House	8121201403	2009	1		
			2	Sandman Mystery Theatre Book One (Sandman Mystery Theater)	Matt Wagner	Vertigo	1401263275	2016	1		
			3	On Theatre	Utpal Dutt	Seagull Books	8170462517	2009	1		
			4	No Drama, Just Theatre: Book of Plays on Folk Tales from Across the World Vol. 1	Creashakthi	Partridge India	1482888092	2017	1		
			5	Contemporary Group Theatre in Kolkata, India (Routledge Advances in Theatre & Performance Studies)	Arnab Banerji	Routledge	367496127	2022	1		
			6	Performing Women/Performing Womanhood: Theatre, Politics and Dissent in North India	Nandi Bhatia	Oxford University Press	198066937	2010	1		

Code	Course Component	Name of the course	Sl. No.	Title	Author	Publisher	ISBN	Year	No. of Copy	Rate in digit	Rate in Words
			7	Theatre in Colonial India: Play-House of Power	Lata Singh	OUP India	198060971	2009	1		
			8	Theatre in Ancient India	Siddheswar Chattopadhyay	Manohar	9388540972	2022	1		
SEMESTER - II											
CC-5	Core	Development communication	1	Communication For Development: Theory And Practice For Empowerment And Social Justice	Melkote Srinivas	SAGE India	9351502570	2015	2		
			2	Mass Media and National Development	Schramm, Wilbur	stanford	804702276	1964	1		
			3	Everybody Loves a Good Drought	Sainath, P	Pearson	140259848	2000	2		
			4	India's Information Revolution	Singhal, Arvind and Rogers, Everett M	SAGE Publication	803996179	1989	1		
			5	Patrakarita evm Vikas Sanchar पत्रकारिता एवं विकास संचार	Anil Kumar Upadhayay	Bharati Prakashan		2019	1		
			6	Education And Communication For Development	DAHAMA O.P., O.P.Bhatnagar	OXFORD & IBH PUBLISHING	978-8120400306	2019	1		
			7	Development Communication: Theory and Practice	Uma Narula	HAR-ANAND PUBLICATION PVT LTD	9388409337	2019	1		
			8	Perspectives in Development Communication	Ravindran, N	Sage Publications		1993	1		
CC-6	Core	Media Law & Ethics	1	Law of the Press	Durga Das Basu	Lexis Nexis	8180386228	2010	1		
			2	History of Press, Press Laws and Communications	Ahuja, B.N	Surjeet Publications		1988	1		
			3	Press Vidhi (Press Law)	Nand Kishore Trikha	Vishwavidyalaya Prakashan.	8171249019	2012	1		
			4	Introduction To The Constitution Of India (24Th Edition)	Durga Das Basu	Lexis Nexis	9388548868	2019	2		
			5	Media Vidhi	Sk Nanda	Central Law Publications.		2018	1		
			6	Press & Media Law manual	Barua, Vidisha	Universal Law Publishing Co. Pvt. Ltd	978-8175342729	2002	1		
			7	Press laws and ethics of journalism	Ravindranath, P. K.	Authors press.	8172731833	2004			
			8	MEDIA ETHICS	Paranjy Guha Thakurta	Oxford University Press	9.7802E+12	2011	1		
CC-7	Core	Radio Production	1	Communication for Behavior Change: Writing and Producing Radio Dramas - Vol.1	Esta de Fossard	SAGE India	9351501663	2015	1		
			2	Media of Communication Radio, TV and Video	Aditi Bhattnagar	ABD Publishers	8183765459	2018	1		
			3	Community Radio in India Paperback	Pooja Murada R. Sreedher	Aakar Books	9350026112	2019	1		
			4	Community Radio in South Asia: Reclaiming the Airwaves	Kanchan K. Malik and Vinod Pavarala	Routledge	367748819	2020	1		

Code	Course Component	Name of the course	Sl. No.	Title	Author	Publisher	ISBN	Year	No. of Copy	Rate in digit	Rate in Words
			5	Writing For Radio 2nd Edition: How to Write Plays, Features and Short Stories That Get You on Air (Successful writing)	Shaun MacLoughlin	How To Books	1857036859	2001	1		
			6	Radio Journalism and Production	Dr. Dilip Kumar	Galgotia Publishing Company	9386184591	2017	1		
			7	Radio Programme Production	M. Neelamalar	PHI Learning Pvt. Ltd.	9387472167	2017	1		
CC-8	Core	Ad and PR	1	Ogilvy on Advertising	David Ogilvy	RHUS	978-0394729039	1985	1		
			2	Ogilvy on Advertising in the Digital Age	Miles Young	Carlton Books	978-1847960870	2018	1		
			3	Marketing Management Indian Case Studies Included Sixteenth Edition By Pearson	G.Shainesh Philip Kotler, Kevin lane Keller, Alexander Chernev, Jagdish N. Sheth	Pearson Education (Sixteenth edition)	978-9356062665	2022	1		
			4	Public Relations Management	Jaishri Jethwaney, N.N Sarkar	Sterling Publishers; 3rd edition	978-8120798885	2015	1		
			5	Advertising Management: With Cd Paperback	Jaishri Jethwaney, Shruti Jain	Oxford University Press India; 2nd edition	978-0198074120	2012	1		
			6	Corporate Communication: Principles And Practice Paperback	Jaishri Jethwaney	SAGE Publications Pvt. Ltd; Second edition	978-9352806874	2018	1		
			7	Creating Signature Stories: Strategic Messaging that Persuades, Energizes and Inspires	David Aaker	Penguin Portfolio	978-0670091263	2018	1		
			8	Pandeymonium: Piyush Pandey on Advertising	Piyush Pandey	Penguin Random House India	978-0143427650	2016	1		
CC-9	Core	Communication Research	1	Media Metrics: An Introduction to Quantitative Research in Mass Communication	Manoj Dayal	Sage Publications India Private Limited	978-9386062161	2017	1		
			2	Research Methodology : Methods And Techniques	C.R. Kothari (Author), Gaurav Garg (Author)	New Age International Publishers	978-9386649225	2019	2		
			3	Categorical Statistics for Communication Research	Bryan E. Denham	Wiley-Blackwell	1118927095	2016	1		
			4	Theory and Research in Mass Communication: Contexts and Consequences	David K. Perry	Routledge	805839380	2001	1		
			5	Mass Media Research: An Introduction	Roger D. Wimmer	Cengage Learning India Private Limited	9.78813E+12	2015	1		
			6	Methodology Of Educational Research, 5E	Lokesh Koul	Vikas Publishing	9353386365	2020	1		
			7	शोध पद्धतियां Research Methodology	Dr. B.L. Fadia	Sahitya Bhawan Publications	9351733114	2018	1		
			1	HINDUSTANI SANGEET	<u>Ashok Da. Ranade</u>	Promilla/BSA	8192304752	2014	1		

			Sl. No.	Title	Author	Publisher	ISBN	Year	No. of Copy	Rate in digit	Rate in Words
Code	Course Component	Name of the course									
AEC-1	Elective	Music for Media	2	On Music and Musicians of Hindoostan	Ashok Da. Ranade	Promilla/BSA	978-8192304755	2012			
			3	A History of Film Music	Mervyn Cooke	Cambridge University Press	978-0521010481	2008	1		
			4	Keywords and Concepts: Hindustani Classical Music	Ashok Da. Ranade	Promilla/BSA	819230471X	2012			
			5	Some Hindustani Musicians: They Lit the Way	Ashok Da. Ranade	Bibliophile South Asia	8185002738	2010	1		
SEMESTER - III											
CC-10	Core	Film Studies	1	How to Read a Film	James Monaco	Oxford University Press Inc	9.7802E+12	2009	1		
			2	Grammar of the Shot	Christopher J. Bowen	Routledge; 4th edition	978-1138632226	2017	1		
			3	Screenplay: The Foundations of Screenwriting	Syd Field	RHUS; Revised ed. edition	978-0385339032	2005	1		
			4	In the Blink of An Eye	Walter Murch	Silman-James Press,U.S.; Revised edition	978-1879505629	2001	1		
			5	Making Movies	Sidney Lumet	RHUS	978-0679756606	1996	1		
			6	Deep Focus: Reflections on Cinema	Satyajit Ray	Harper	978-9351360018	2013	1		
			7	Indian Cinema: A Very Short Introduction	Ashish Rajadhyaksha	OUP Oxford; Illustrated edition	978-0198723097	2016	1		
			8	History of Indian Cinema	Renu Saran	Diamond Books	978-8128837616	2012	1		
			9	Five C's of Cinematography: Motion Picture Filming Techniques Paperback	Joseph Rogers	Silman-James Press,U.S.	978-1879505414	1998	1		
			10	Film, a Sound Art (Film and Culture Series)	by Michel Chion, Claudia Gorbman	Columbia University Press; Illustrated edition	978-0231137775	2009	1		
CC-11	Core	TV Production	1	An Introduction to Television Studies	Jonathan Bignell	Routledge; 3rd edition	978-0415598170	2012	1		
			2	Television Production	Jim Owens, Gerald Millerson	Focal Press; 15th edition	978-0240522579	2012	1		
			3	Producing for TV and New Media: A Real-World Approach for Producers	Cathrine Kellison, Dustin Morrow, Kacey Morrow	Routledge; 3rd edition	978-0240818979	2013	1		
			4	Satellites Over South Asia: Broadcasting, Culture and the Public Interest	David Page, William Crawley	SAGE Publications Pvt. Ltd; First edition	978-0761994824	2000	1		
			5	Video Production	Vasuki Belavadi	Oxford University Press India; Second edition	978-0198085416	2013	1		
			6	Behind a Billion Screens: What Television Tells Us About Modern India	Nalin Mehta	HarperCollins; Illustrated edition	978-9351364603	2015	1		
			7	The Insider's Guide to Writing for Television Paperback	Julian Friedmann, Christopher Walker	Trotman Publishing; UK ed. edition	978-1844553761	2012	1		
			8	India on Television	Nalin Mehta	HarperCollins; 1st Ed. edition	978-8172237264	2008	1		

Code	Course Component	Name of the course	Sl. No.	Title	Author	Publisher	ISBN	Year	No. of Copy	Rate in digit	Rate in Words
CC-12	Core	Research Methodology	1	Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches	Berger, Arthur A	SAGE Publications, Inc	978-1544332680	2018	1		
			2	RESEARCH METHODOLOGY AND APPLIED STATISTICS	D N SANSANWAL	SHIPRA PUBLICATIONS	9388691547	2020	1		
			3	Advanced Statistics in Research: Reading, Understanding, and Writing Up Data Analysis Results	Larry Hatcher	Shadow Finch Media LLC	985867000	2013	1		
			4	Research Methodology	Dr Chandrakant Kokare	Nirali Prakashan	9383525819	2015	1		
			5	Mass Communication Research	A. Rutherford	Aster Publication	9387515079	2018	1		
			6	Research Methodology: Concepts And Cases	Deepak Chawla and Neena Sondhi	Vikas Publishing House	9325982390	2016	1		
			7	RESEARCH METHODOLOGY AND APPLIED STATISTICS	D N SANSANWAL	SHIPRA PUBLICATIONS	9388691547	2020	1		
CC-13	Core	Media Management & Entrepreneurship	1	Media Management	B K Chaturvedi	Global Vision Publishing House; 2nd edition	978-8182206007	2014	1		
			2	Media Organization and management	Dr. Umang Gupta	Manda Publishers	978-9390447480	2022	1		
			3	The TOI Story	Sangita P. Menon Malhan	Harper Collins	978-9350296639	2013	1		
			4	The New Media Monopoly: A Completely Revised and Updated Edition With Seven New Chapters	Ben H. Bagdikian Den Emeritus	Beacon Press; 20th ed. edition	978-0807061879	2004	1		
			5	The Indian Media Business	Vanita Kohli-Khandekar	SAGE Publications India Pvt Ltd	9.78813E+12	2010	1		
			6	Media Prabandhan / Media Management	Ritu Gothi	Sports Publication; First Edition		2019	1		
CC-14	Core	Social Media	1	Social Media Marketing	Tracy L. Tuten	SAGE Publications Pvt. Ltd	9353883482	2020	1		
			2	Social Media Marketing 2021: Turn your Business or Personal Brand Online Presence on Facebook, Instagram and Youtube into a Money Making Machine - For Beginner and Expert Digital Marketing Enthusi...	Michael Branding	Notion Press	1639578358	2021	1		
			3	Youtube For Beginners: Create Your Channel, Reach Youtube Gold Play Button And Earn Million!	Kendal Richmond	Createspace Independent Publishing Platform	1540649601	2016	1		

Code	Course Component	Name of the course	Sl. No.	Title	Author	Publisher	ISBN	Year	No. of Copy	Rate in digit	Rate in Words
			4	The Financial Times Guide to Social Media Strategy Paperback – 28 February 2019	Martin Thomas	Pearson Education	9353430097	2019	1		
			5	Social Media Success for Every Brand : The Five StoryBrand Pillars That Turn Posts Into Profits	Claire Diaz-Ortiz	HarperCollins	1404112669	2019	1		
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