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TOP MANAGEMENT PROFESSIONAL
Broadcast Media & ICT Expert
Operations • Training & Development • Liaison • New Set-ups

Brief Profile (June, 2010- Till date)

After superannuation from the government of India as the Engineer-in-Chief, Doordarshan, I remained active as a professional.

November 2013- Till date

Consultant (Technical & Programme), DUCR, University of Delhi.

Job profile includes in charge of Community Radio Station of University of Delhi popularly known as DUCR 90.4MHz. Also coordination with media colleges of Delhi University for production of Radio Programmes and Participation of students in management of Community Radio Station

(June 2010 – November 2013),

Vice President, Asian Education Group, Film City, Noida.

In the capacity of Vice President during the last four years of being associated with media professionals, I discovered that there was a wide gap in the understanding of the technical aspect of the media technology that they were familiar with but half- baked knowledge made them a bit handicapped in giving out the best. I developed a few training modules which were simple and easy to understand and proved almost a boon during my teaching on the subject.

This Education Group is conducting various graduate and post graduate level media courses in Cinema, Mass Communication, Electronic Media, Graphics and Animation, Multimedia Production and Digital Design etc. I achieved many landmarks including getting the multi-media coverage of the Queen's Baton Relay by a three member team country wide which culminated at the Jawaharlal Nehru stadium on October 3, 2010. I was one of the privileged to have run with the Queen's baton at Jaipur in Rajasthan.

I initiated the process of student participation as media partners to some of the country's prestigious programs including Geosciences India 2011, a geosciences seminar and exhibition, under the aegis of ONGC, Broadcast Engineering Expo 2011, Sufi International Festival held at Ajmer and the recently concluded 27th Engineering Congress at Vigyan Bhavan, held in December 2012. This venture, appreciated by many media experts has been a major factor in uplifting the morale and confidence of the young students.

I am proud to say that my love for education in excellence steered me to get actively involved in the collaboration of Asian School of Communication with University of Central Lancashire, Preston, UK. After the successful validation and review by the UCLan team two courses in film production and International

Journalism are running from its campus in Noida. I had the opportunity to visit the University at Preston including a purposeful visit to BBC Complex, Media City, Manchester.

Because of my keen interest in Indian cinema, I was made the festival director of the Global Film Festival for three successive years which saw a galaxy of Indian and foreign film personalities and gave an impetus to business generation. Various screening, workshops, master classes and exhibitions were conducted during the event. During my tenure in training institute of AIR and Doordarshan, I had the opportunity of imparting training to programme staff of AIR and Doordarshan on digital technology and satellite communication, application to new media, the knowledge of which I converted into making a series of modules which are beneficial to the media people.

I have been actively associated with different industry bodies including PHD Chamber of Commerce, ASSOCHAM, Indo-American Chamber of Commerce. There my work led me to organize seminars, film festivals through their entertainment and film committees.

PROFESSIONAL PROFILE

- Over 38 years of experience in the field of Broadcasting Sector; inclusive of Operations, General Management, Procurement, Technology and Human Resource Development. This also includes a deputation of 5 years to the Government of Kenya, Nairobi.
- Extensive background in complex and challenging international and multi-cultural environments with proven ability to represent the organisation with stakeholders and strategic partners.
- An exemplary communicator with proven skills in designing & conducting customised training programs geared towards optimising knowledge and operational efficiencies of employees. Expertise in conducting Training Programs and Workshops in the areas of Managerial Effectiveness and Broadcast Technology.
- Represented All India Radio in International Seminars / Conferences at Geneva, Singapore, Madrid, and Kuala Lumpur. Participated in these conferences and presented technical papers.
- Expert on the panel of DOEACC Society for inspection and awarding Accreditation to Computer training centre.
- Fellow member of professional bodies like, IETE, IE(I), BES (India).

AREAS OF EXPERTISE

General Management

Policy Development & Implementation

Training & Development
Relationship Building

Networking &

Budgeting / Cost Optimization

Operations

Technology Roadmaps / Up gradation

Maintenance Management
Supplier Management

Procurement,

Research & Development

New Initiatives / Affiliations

International tie-ups

PROFESSIONAL EXPERIENCE

Significant highlights across the tenure with AIR & Doordarshan include:

General Management

- Main coordinator of the joint team for the project under the guidance of Media Advisory Group and MHA for monitoring and countering of the unwanted signals from across the border and strengthening of AIR and DD coverage in border area of J & K with participation of MoD, Army, MHA, State Police and other agencies.
- Managed deliverables for Nodal Officers for North East (Special Package for Rs. 143 Crores).
- Supervised the management of International matters including seminars, conferences, training, etc. Liaised with ITU, WPC, ABU, AIBD and other International Broadcasting Organisations.
- Chairman of Cadre Review Committee for Group 'A' (IBES), Group 'B', Group 'C' and Group 'D' staff of AIR & Doordarshan.
- Head of the Evaluation Team for the offers invited on global tendering basis for the outsourcing the coverage for Commonwealth Games, 2010. Estimated cost of the project is Rs. 250 Crores.
- Chairman of working group of **Citizens' Charter of AIR**

Media Technology

- Directed the Operation & Maintenance of **AM (MW & SW), FM Broadcast Transmitters (1kW to 1000kW) and Associated Broadcast Equipment** including studios. Facilitated the application of computers in broadcasting. Fostered Technical innovation and automation of Broadcast Stations.
- Deputed to **Voice of Kenya, Nairobi** as Maintenance Engineer (Radio Transmission) in 1980-85. Managed the Operation & Maintenance of high power broadcasting station as well as trained existing staff.
- Responsible for **development of Expert Systems (AI applications) for fault diagnosis in broadcast transmitters**. Received the *ABU international Award* for the same.
- Steered the trial / testing of new technologies like DRM, DVB-H, FM-DARC, etc.
- Instituted Research and Development, Technical Innovation and Import Substitution in the field of broadcasting. Received *Akashvani Awards and BES Awards* for the same.

Training & Development

Directed the **management of Technical Institutes** at Delhi, Bhubaneswar, Shillong, Lucknow and Malad (Mumbai) as Chief Engineer, Staff Training Institute (Technical). was responsible for the **Technical, Administrative and Managerial training of about 20,000 officials of AIR & Doordarshan**.

- Invited by ABU as part of a Group constituted to develop a project proposal for submission to ITU for the establishment of a network of training centres to be known as The Broadcasting Centre of Excellence.
- Facilitated the delivery of **Training, both Internal as well as to officers from International Broadcasting Organisations**.
- Developed **Training Modules** on topics like Expert system for broadcast transmitters, Audio/Video Compression, Migration from analogue to digital, Satellite Communication, Journey of voice from microphone to radio receiver.
- Successfully organized special training courses on video editing, Graphic and Animation, and Archiving Audio/Video material of AIR and Doordarshan.

- Also compiled **booklets** on the following subjects:
 - FM Broadcasting (Concepts and Applications)
 - Digital Measurement.
 - Hard Disk Based Audio Delivery Systems.

Awards

- **Eminent Engineer Award** by The Institution of Engineers (India) for the year 2011.
 - **Asia Pacific Broadcasting Union Engineering Prize 1997-98** for the Article “Knowledge Based Computer System for Broadcast Transmitter Fault Diagnosis” published in ABU Technical Review in the category Commended Article.
 - **Akashvani Annual Award for Technical Excellence 1994** for Best Technical Paper.
 - **EDI Award of Broadcast Engineering Society (India)** for the paper on Expert System for Broadcast Transmitters in AIR Network.
 - **Akashvani Annual Award for Technical Excellence 1993** for Best technical Innovation (Breakdown Information System (BMS) for Broadcast Transmitters in AIR network).
 - **Akashvani Annual Award for Technical Excellence 1991** for Best Import Substitution (High Voltage Protection Diodes used in 300 kW MW BBC Transmitter).
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