Title: SCHEME OF FINANCIAL ASSISTANCE TO CALLIGRAPHY AND GRAPHIC DESIGN TRAINING CENTRES

Subject: Two Year Diploma In Calligraphy And Graphic Design

1. **Objectives:**

   For preserving and promoting the art of Calligraphy and Graphic Design in order to meet the expanding needs of Urdu Newspapers, periodicals and book Industry and Advertising Agencies, NCPUL provides financial assistance for setting up/running of Calligraphy and Graphic Design Training Centres. Calligraphy and Graphic Design Training Centres are set up with collaboration of State Urdu Academies and with those private Institution/Organizations which are registered under the society's Act of State Govt. concerned. However, no CGDC will be established with any individual. The applicant NGO has to register on the website **ngo.india.gov.in** before applying under the scheme

2. **Financial Provisions:**

   Every CGDC will be provided with the following staff and accessories.

   (i)   Head Calligrapher/Supervisor (One)   Rs.15000/- p.m.

   (ii) Graphic Design Instructor (One)   Rs. 15000/- p.m

   (iii) Attendant (One)   Rs.12000/- p.m.

   (iv) Consumables Charges (Per Centre)   Rs.10000/- PA

   (v)   Drawing Kits (@ Rs.50/- (Per student)   Rs.30000/- PA

   (vi) **Rent for hired accommodation:** The Calligraphy and Graphic Design Training Centres are generally sponsored to be run by such governmental Organizations/Institutions which have their own adequate accommodation. However, the private Institutions/Organizations which have no accommodation of their own, have to produce the rent certificate. The rate of rent chargeable per sq. metre depends upon the local rates of different categories of cities subject to assessment by the CPWD/State PWD/Rent Controller, etc. subject to a ceiling of Rs.2500/- per month.

   Such Centres can hire accommodation measuring not more than 1.60 sq. metre per trainee including area for Staff/Administrative purposes and service area. As such, the area for Calligraphy and Graphic Design Training Centre with 25 trainees should not be less than 40.00 sq. meters.

3. **Infrastructure facilities to be provided by educational institutions:**

   Meters space for Calligraphy and Graphic Design Training centre comprising of one room size atleast 15"x20"(Class Room) and another room of size atleast 10"x10" for Supervisor's office and Library. In addition need proper and adequate washroom facilities for girls and boys.

4. **Class Room:**

   (i) 25 Calligraphy tables for twenty five Students. (ii) 25 Chairs.

   (iii) Table for instructor. (iv) White Board

Title: SCHEME OF FINANCIAL ASSISTANCE TO CALLIGRAPHY AND GRAPHIC DESIGN TRAINING CENTRES

5. Eligibility for Instructor:

(i) **Head Calligrapher:** (a) Graduate with a Certificate course in Calligraphy (b) Atleast 3 years Experience in the field of Calligraphy (c) Having good knowledge of Urdu (d) Computer literate.

(ii) **Graphic Design Instructor:** (a) Graduate in Fine Arts with Animation as a subject (b) Atleast two years experience in the field of Graphic Design (c) Urdu knowing

(iii) Attendant : 8th class passed with knowledge of Urdu.

(iv) Relaxation in the qualification of Calligrapher/ Graphic Design for the appointment may be given on the basis of experience since it is a traditional till yet.

6 . Duration of Course:

The course is of two years duration. Admission will be taken every year. Two sessions i.e. 1st year and 2nd year will be run in two batches daily. Timing of classes 1st batch 9.00 AM to 1.00 PM, 2nd batch 2.00 PM to 500.PM.

7. Eligibility for Students:

(i) The age limit is 15-35 years at the time of admission. May be relaxed in suitable cases.

(ii) The minimum qualification of trainees for Calligraphy and Graphic Design is Matric or equivalent, with good knowledge of Urdu. The Selection Committee may relax the minimum qualification if the candidate is found suitable.

8. Selection:

(i) A written and verbal test of Urdu language and knowledge of Urdu Literature shall be conducted for selection

(ii) The admission will be controlled by a selection committee consisting of the following:

(a) President of the organization/academy. If he desires, he can include Secretary/Vice-President/ Member of the organization/Academy.

(b) Outside expert.

(c) Head Calligrapher/Graphic Design Instructor.

(d) A representative of the NCPUL.

9. Examination:

(i) The centre will hold examination once every year. Preliminary after the completion of the first 12 months and final after completion of second 12 months both in theory and in practical from the prescribed syllabus, under the supervision of staff of the centre and a representative of the NCPUL. Question papers for final examination will be prepared by NCPUL and evaluation of final exam answer sheet will also be done by NCPUL. Trainees obtaining a minimum of 40% and above marks would be declared successful. Certificate will be issued by NCPUL.

(ii) Exam Marks System

70% and above	-	Distinction
60% to 69%	-	First
50% to 59%	-	2nd
40% to 49%	-	Third

	National Council for Promotion of Urdu Language	Doc. No. : SC-08
		Issue No. : 04
	SCHEME DOCUMENT	Issue Date :01.04.2021
		Page 3 of 3

Title: SCHEME OF FINANCIAL ASSISTANCE TO CALLIGRAPHY AND GRAPHIC DESIGN TRAINING CENTRES

(iii) Students who secure less than 40% will be failed and they will have to reappear for passing the exam.

10. **Miscellaneous:**

The centres shall display a signboard measuring not less than 4' x 2' indicating the following:

> **CALLIGRAPHY AND GRAPHIC DESIGN TRAINING CENTRES**
>
> **Sponsored by**
>
> **NATIONAL COUNCIL FOR PROMOTION OF URDU LANGUAGE**
> M/o HRD, Deptt. of Higher Education, New Delhi
> **Run by**
> NAME OF VOLUNTARY ORGANISATION

11. **Rules and Regulations:**

The following rules and regulations are suggested:

1. An Internship program should be introduced in which students should go to near by Fine Art Colleges for some particular span of time to learn and work with the Art students. This will give them an awareness of Art & Design.

2. Study tours must be arranged to visit important historical sights related to Calligraphic Art.

3. The centre being run under this scheme shall follow the syllabus prepared by the NCPUL.

4. There would be no formal vacation in the Centres except Sundays and other National Holidays.

5. At the end of every six months there will be submission of portfolio of works under each teacher. It will be given 25% weightage in each term (six months).

6. Faculties may be given orientation before they start teaching. Jamia Millia Islamia and some other Institutions have been identified for imparting training to the faculties.

How to Apply:

The applicant NGO fulfilling the above criteria has to register on the NCPUL's website **www.urducouncil.nic.in** after registration on Government NGO Darpan portal **https://ngodarpan.gov.in** and should not send any hard copy (document) till further demand.

NOTE: Financial assistance under the scheme shall be for two years only and is not a recurring grant. Financial assistance for the subsequent year may be considered subject to satisfactory functioning of the Calligraphy and Graphic Design Training Centre and available budgetary allocation. Further, the financial support may be curtailed according to the allocations of fund in a particular financial year without prior information to Calligraphy and Graphic Design Training Centre. No financial liability will be carried over to the next financial year.