

# CENTRE FOR DEVELOPMENT OF IMAGING TECHNOLOGY

Chithranjali Hills, Thiruvallam PO, Thiruvananthapuram 695 027

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No.24/A1/ADMN/ 2012/CDIT

20.01.2012

## PROCEEDINGS

Sub: C-DIT- Strategic Plan for Organizational Development of C-DIT- Formation of Functional Groups and Reorganization of Human Resources- Orders issued-reg.

Ref. Note approved by the Director dated 20.01.2012

A two day Corporate Strategic Planning Workshop was held on 11<sup>th</sup> and 12<sup>th</sup> October 2011 at Poovar. Around 50 senior officers and staff members attended the workshop and deliberated on the strengths, opportunities, threats and weaknesses of the organization. The participants divided themselves into three groups focusing on the broad themes of Technology, Communication and Training and discussed the organizational strategy for each area. Director called for further discussions about the need and plan for organizational restructuring in two rounds of staff meetings held on 21<sup>st</sup> & 22<sup>nd</sup> December and later on 28<sup>th</sup> & 29<sup>th</sup> December 2011. A general body meeting of all the staff members was also held on 12<sup>th</sup> January 2012. Director discussed all the suggestions obtained from the employees before and during the meeting and clarified the doubts. The overall spirit of the deliberative process outlined above has been the general expression of a need for restructuring of the organization by removing the systemic drawbacks and bottlenecks, with a view to facilitate the utilization of the human and financial resources in an optimal and effective manner for achieving the strategic objectives of growth.

In the light of the deliberations as above, it has been decided to reorganize the human resources in C-DIT into functional level groups, with each of them specializing in core areas, as follows. Accordingly, the activities of C-DIT will be reorganized under the four Functional Groups as below.

### A. Communication Group

All activities related to Video and Multimedia Production, Sutharya Keralam and other communication programmes of the PRD/Government of Kerala, Design and Implementation of communication and advertisement plans for various other agencies, Post-production including editing, recording and technical support & hardware maintenance, Video / Digital Archives, Visual Design, Graphics & Animation, Research, Designing & Content Development for Web portals and all other allied functions.

### B. Technology Group

Informatics, Software Engineering, Software Development, Web Programming Software Quality testing, Web design, Government Computerisation including Software Requirement Specifications finalization, Providing I.T Solutions, System Administration and Technical support in E-Governance projects, Indian language computing and Computational

linguistics, Optical Image Processing, Holography, Web hosting, Cyber security, Innovation and Research & Development and all other allied activities of technical nature.

**C. Education and Training Group**

Conducting Courses including PGDSDC, Multimedia, Animation, Digital Photography, Editing etc.; Short term /long term training programmes in Visual and multimedia communication, Corporate training, I.T based training, Technology Extension and C-DIT Educational Partnership Programmes, Online education & Training programmes, Cybersri and other collaborative training programmes, Advanced ICT training programmes, Skill upgradation/training for C-DIT staff, and all other allied Academic activities.

**D. Operations Group**

Human Resources Management, General Administration, Establishments and Service matters, Financial management, Accounts, Budgeting, Project Management, Corporate Planning, Project monitoring, Expediting, System study and User Requirement Document finalization, Governance, Business modeling components and Marketing for other groups, Business process reengineering, Public Relations, Legal, Documentation and Publication, Library services, Administration of Regional centres, Director's office and Registrar's office, Statutory functions related to EC/GB etc and all functions not listed under any other Group.

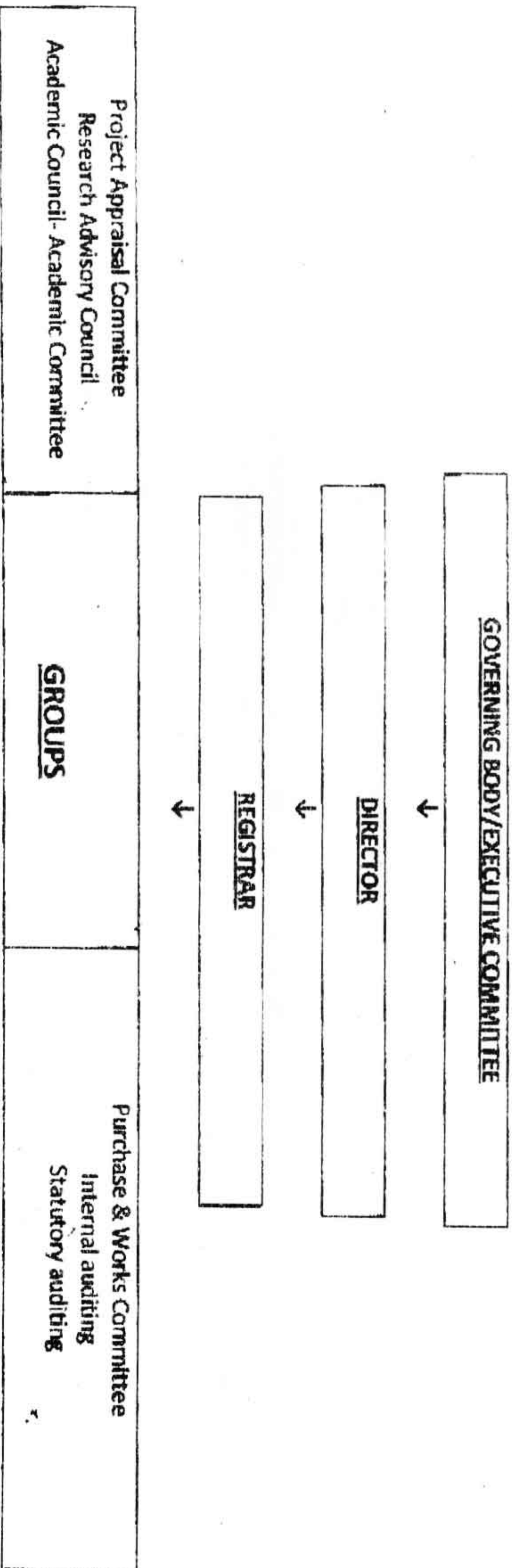
Each of the Functional Groups, namely, Communication, Education & Training and Technology will be headed by a Group Head reporting to the Director. Besides dealing with the statutory duties of the Registrar's post, the Registrar will function as the Head of the Operations Group, The files regarding the administrative and statutory matters related to the other three functional groups will also be routed through the Registrar.

Each Group will have different vertical Divisions under it dealing with specialized functional areas/activities. Each Division will be headed by a Deputy Director or other senior level designated officers as the case may be. The divisions will have functional autonomy within clearly laid-out policy frameworks. At the same time, the overall approach will be for collaborative and interdisciplinary functioning of the Groups and Divisions, with Project Teams to be formed by drawing talents from various streams based on individual expertise and organizational needs. The new Organizational structure of C-DIT with the Groups/Divisions will be as given in Annexure-I. The staff members who are presently handling the work related to the implementation and supervision of activities/projects related to the above functional areas will be classified and deployed into the relevant Groups as above, with clear definition of their duties and responsibilities and key result areas. A policy for compensation and rewards based on performance will be put in place in due course. The list of employees with the reclassification as above will be issued separately.

The present functional Teams will continue to handle the ongoing projects as at present and the Team Leaders will function as the Project Leaders till 31.3.2012 or till such dates as ordered otherwise. The existing administrative and financial delegation of powers will also continue until further orders.



**PRANABJYOTI NATH IAS  
REGISTRAR**



Technology Group		Communication Group				Education & Training Group				Operations Group									
↓		↓				↓				↓									
DIVISIONS		DIVISIONS				DIVISIONS				DIVISIONS									
INFOR-MATICS	SYSTEM INTEGRATION & TECH SUPPORT	OPTICAL IMAGE PROC	R & D	PRODUCTION	VISUAL DESIGN & CONTENT DEVELOPMENT	POST PRODUCTION & TECH SUPPORT	COMMUNICATION TRAINING	CEP	CYBER SECURITY	ADVANCED EDUCATION COURSES	CORP. PLANNING	HRM	GENL. ADMN	FIN. & ACCTS	PROJ. MGMT	PROC. & CONST.	LIBRARY	DIR. OFFICE	REG. OFFICE
*SET, OSS, EGT, OIP, WST		*SKM, DFT, AFT, EIT, NMT, WST				*CTT, TET, Cybernet, RC				*Admn, Accounts, Projects, Purchase, Stores, Library									

The existing teams to be integrated under each division are given in the last row in the above chart.

Sd/-  
REGISTRAR

TECHNOLOGY GROUP

INFORMATICS DIVISION	OPTICAL IMAGE PROCESSING DIVISION	SYSTEM INTEGRATION & TECHNICAL SUPPORT DIVISION	RESEARCH & DEVELOPMENT DIVN	
<i>Tentative list of functional areas/jobs, projects and process to be handled by the Divisions, subject to corrections and changes, of any</i>				
<ol style="list-style-type: none"> <li>1. Conceptualization &amp; Design</li> <li>2. Development &amp; Testing</li> <li>3. Software implementation &amp; support</li> </ol>	<ol style="list-style-type: none"> <li>1. KBC Project</li> <li>2. Hologram Production</li> <li>3. Security products</li> </ol>	<ol style="list-style-type: none"> <li>1. Technical Support/ System Administration</li> <li>2. System Integration</li> <li>3. Hardware Maintenance</li> <li>4. Implementation Training &amp; handholding</li> </ol>	<ol style="list-style-type: none"> <li>1. Research and Development</li> <li>2. Incubation</li> <li>3. Consultancy services</li> </ol>	Administration & accounting unit @ -Accounting -Billing -Other services Distribution logistics and Accounts for OIP

@Administration & accounting unit to functionally report to Group Heads, but will be coordinated from Operations Group)

COMMUNICATION GROUP

PRODUCTIONS DIVISION	VISUAL DESIGN & CONTENT DEVELOPMENT DIVN	FACILITY MANAGEMENT AND TECHNICAL SUPPORT DIVN.	
<i>Tentative list of functional areas/jobs, projects and process to be handled by the Divisions, subject to corrections and changes, of any</i>			
-Satharyakeralam, -PRD news, -Govt. Advertisements -Communication campaigns for Govt. depts... Other Govt. /Non - govt. / Independent Productions -Documentaries -Education CDs -Corporate communication	-Visual Design -Content delivery mechanisms -Research & Content development - Web portals -Digital / cultural archive - Live streaming -Documentation	-Camera -Post-production -Edit suites -Audio recording -Graphics/Animation -Duplication -Archives -Equipment Maintenance	Production logistics and accounting unit @ -Transportation -Equipment and facilities hiring -Accounting -Billing -Other services

@Administration & accounting unit to functionally report to Group Heads, but will be coordinated from Operations Group)

Sd/-  
REGISTRAR

**EDUCATION AND TRAINING GROUP**

COMMUNICATION TRAINING	CEP	ADVANCED ICT TRAINING	CYBERSRI
<i>Tentative list of functional areas/jobs, projects and process to be handled by the Divisions, subject to corrections and changes, of any</i>			
Diploma courses Certificate courses Off campus courses Post graduate courses Research Others	Registration and administration Academic Examination Online courses	SC/ST dept. training project	Administration & accounting unit@ -Accounting -Billing -Other services

@Administration & accounting unit to functionally report to Group Heads, but will be coordinated from Operations Group )

**OPERATIONS GROUP**

STATUTORY FUNCTIONS	CORPORATE PLANNING DIVN	PROJECT MANAGEMENT DIVN	GENL ADMINISTRATION DIVN	FINANCE & ACCOUNTS DIVN	HUMAN RESOURCES MANAGEMENT DIVN	PROCUREMENT AND CONSTRUCTION DIVN	LIBRARY
<i>Tentative list of functional areas/jobs, projects and process to be handled by the Divisions, subject to corrections and changes, of any</i>							
DIRECTOR'S, Office Registrar's office GB/EC related functions Internal Auditing	Annual plan and Five year plans Marketing MIS Business process engineering Public Relations Publication	System study & Business model development Governance Projects/ Programs review Project coordination incl. Accounting, billing etc.	Estate/campus amenities Canteen Bus/transportation Other functions not listed elsewhere	Accounts, Cash, Books Financial management Budget Statutory auditing	Establishment and Service matters HRD Staff training	Purchase, Inventory Management Stores Inhouse Maintenance - Civil & Electrical Construction	Library Documentation

Sd/-  
REGISTRAR

Copy to :

Director's office

Joint Director

DD (Projects)

DD (Production)

Administrative Officer

All DD's / Team leaders - for circulation among the staff members. Under them.

Senior Managers/ Asst. Managers/State Coordinator/Coordinators

Notice boards

C-DIT website