

भारत डायनामिक्स लिमिटेड गच्चीवाऊली :: हैदराबाद निगमित - मानव संसाधन प्रतिभा अर्जन एवं कैरियर विकास

BHARAT DYNAMICS LIMITED GACHIBOWLI :: HYDERABAD CORPORATE - HR

TALENT ACQUISITION & CAREER PROGRESSION

Ref: BDL / C-HR / TA & CP / Advt. No. 2023-5

Date: 20.08.2024

विषय Sub: List of Eligible Candidates for Written Test for the post of Welfare

Officer & JM(Public Relations) - Reg.

संदर्भ Ref: बी डी एल भर्ती अधिसूचना सं. नि.-मा.सं. (टी ए अण्ड सी पी) /विज्ञा. सं. 2023-5

BDL Recruitment Notification No. C-HR (TA&CP) / Advt. No. 2023-5

With reference to our Recruitment Notification cited under reference, this is to inform that further to scrutiny of the applications along with respective documents in support of the Age and Educational Qualification submitted by the candidates for the post of Welfare Officer & JM(Public Relations), following candidates are found eligible for the Written Test.

I. POST - WELFARE OFFICER

Sl. No.	REGD NO.	NAME OF THE CANDIDATE (S/SHRI)
1	11100009	VADDI RAM SWAROOP
2	11100010	JAKKULA GOPALA RAO
3	11100010	KUNA RAJA SEKHAR
4	11100021	DUDEKULA NAGABABU
5	11100022	DODDI GAYATRI DEVI
6	11100041	KALYANAPU SREE HARITHA SWARUPINI
7	11100043	MADDU BABITHA
8	11100057	MAJJI SATISH KUMAR
9		BHUPATIRAJU SRINIVAS VARMA
	11100062	TUMPILLI GANESH
10	11100063	
11	11100067	SHAMAKURI NAVEEN
12	11100074	AAVULA SWETHA RANI
13	11100077	THIPPARTHI RISHITHA
14	11100079	PEDDABONTHU DINESH CHANDRA
15	11100082	ALLU ANUSHA
16	11100087	KOLLU NAVYA
17	11100088	KONKIPUDI MANIKANTA
18	11100089	GUNDARAPU GEETHA
19	11100090	VARANASI PAVANKUMAR
20	11100092	MUNUKOTI CHAKRAVARTHI
21	11100107	BEJGUMWAR PALLAVI
22	11100113	TOKURU SAI
23	11100125	KONDA LATHASRI
24	11100128	DANGE GANESH
25	11100132	TEJAVATH HARILAL
26	11100134	GEDELA GAYATHRI
27	11100070	VIJAYALAXMI MAARTHA

7. Jun 20-8-2024

II. POST-JM(PUBLIC RELATIONS)

SL.NO.	REG. NO.	NAME OF THE CANDIDATE (S/SHRI)
1	11200003	BATHINA AMULYA BHARATHI
2	11200004	PALASH SHAKYA
3	11200005	SHASHI KUMAR
4	11200007	SHIVANI ARYA
5	11200010	ENIGALA GUNA SEKHAR
6	11200011	ABHISHEK VERMA
7	11200014	RUDRANSHU SENGUPTA
8	11200016	MAINA MANGA
9	11200018	SIRASANI ANILKUMAR
10	11200022	AKASH SINGH
11	11200023	S RAMYA SRI
12	11200024	JAGADALE SANJAY SAHEBRAO
13	11200026	SANAPALA SAI RAM
14	11200027	RAHUL RAJENDRA KHANDALKAR
15	11200029	R ABHINAYA
16	11200030	KUSUMA JOSEPH RAJU
17	11200031	TAMOGHNA DAS
18	11200035	RUCHIKA DHRUWEY
19	11200036	ANJANKESH G H
20	11200039	UPPALADHADIUM SRINIVASA BHARANI SRIVATSA
21	11200041	ARGHADEEPA ROYCHOWDHURY
22	11200041	AISHWARYA PANDEY
23	11200043	SHUBHAM SHARMA
24	11200044	SUTANUKA ADHYA
25	11200048	SUBHAKRUTHI KASTURI
43	11200030	WANKHEDE ANUJ
26	11200053	MAHENDRAKUMAR
27	11200055	DHANI TELANG
28	11200057	HARISH S
29	11200064	MOHANA BHOWMIK
30	11200069	VIPUL PAL
31	11200071	MUNNANGI VIDHYA EDWARDS
32	11200072	SUMAN SHEKHAR
33	11200074	SHIRSATH VAISHNAVI VIJAY
34	11200075	SHUBHAM SHARMA
35	11200078	BOTTA MOUNIKA
36	11200080	MANISH POSWAL
37	11200081	ANANYA MUKHOPADHYAY

2. The <u>Call Letters for Written Test</u> with details of Written Test Venue, Date & Time will be sent to the respective e-mail ID of the Candidate & to the present address by Speed-Post (which is mentioned in the online application).

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Date: 20.08.2024

भारत डायनामिक्स लिमिटेड / BHARAT DYNAMICS LIMITED Ref: BDL / C-HR / TA & CP / Advt. No. 2023-5

- 3. No Travelling Expenses will be paid to the candidates for attending Written Test. However, Outstation Candidates belonging to SC/ST/PwBD/Ex-SM Categories attending the Written Test will be reimbursed Travel fare as per their present address mentioned by them in their Registration Slip. The reimbursement will be restricted to 3 Tier AC Sleeper to and fro train fare (by the shortest route or equivalent amount) subject to production of appropriate receipts/tickets. **Travelling Allowance Form** *will be sent to outstation candidates belonging to SC/ST/PwBD/Ex-SM Categories*.
- 4. Syllabus for the Written Test is already updated in the BDL Website (in September 2023). However, it is given as **Annexure-I** (i & ii) here for ready reference.
- 5. Exam paper pattern was communicated vide our Notification BDL / C-HR / TA & CP / Advt. No. 2023-5 dated 18.08.2023. The same is annexed here as Annexure-II for ready reference.
- 6. Date of Written Test: 06.09.2024 (Friday) at 14:00 hrs.
 Place of Written Test: Hyderabad (Test Centre details will be intimated shortly)
- 7. अधिक जानकारी के लिए नियमित रूप से हमारी वेबसाइट देखते रहें। For more updates, please check our website on regular intervals.

कृते – भारत डायनामिक्स लिमिटेड for BHARAT DYNAMICS LIMITED

Date: 20.08.2024

र्म. अंट्राज्य 20.8.2029 (पी श्रीनिवास राव P SRINIVAS RAO) उ.म.प्र., नि.-मा.सं. (टी ए, सी पी अण्ड सी एसआर) DGM, C-HR (TA, CP & CSR)

भारत डायनामिक्स लिमिटेड BHARAT DYNAMICS LIMITED गच्ची बाऊली, हैदराबाद GACHIBOWLI, HYDERABAD

SYLLABUS FOR THE POST OF WELFARE OFFICER

Unit – I

Principles and Practices of Management: Development of management Thought, Contributions of Taylor, Fayol, Mayo, Mary Parker Follett and C.I. Barnard. Behavioural Approach, Systems Approach, Quantitative Approach and Contingency Approach.

Function of Management: Planning and Decision Making, Organising, Staffing, Directing, Controlling, Coordinating.

Unit – II

Human Resource Management: Conceptual framework, Human Resource Planning, Job Analysis, Recruitment, Selection, Placement, Induction, Training and Development, Performance Management, Job Evaluation, Compensation Management, Employee Benefits and Incentives, Managing Career.

New Trends in HRM: Changing environment of HRM and contemporary challenges, Emerging HRM Concepts.

Unit - III

Human Resource Development (HRD): Concepts, Assumptions, Values, HRD Mechanisms, Action – research Model, HRD Culture and Climate, HRD Interventions, HR Accounting and Audit, Consultant – client relationship, Knowledge Management, Human Resource Information System.

International Human Resource Management (IHRM): Organisational context of IHRM, IHRM and Sustainable Business, Functions of IHRM, Cross – Cultural Studies, Cultural Diversity, Transnational Organisations, IHRM models.

Unit - IV

Organisational Behaviour: Concept, Scope, Nature of human behavior, Personality, Perception, Learning, Attitude, Motivation, Interpersonal Behaviour, Group Dynamics, Leadership, Communication, Power and Authority, Stress, Organisational Change and Development.

Unit - V

Industrial Relations: Concept, Scope, Evolution, Approaches, Actors and Models, Conflict and cooperation, Bi-partitism, Tri-partitism, Collective Bargaining, Workers' Participation in Management, Grievance Handling and Disciplinary Action, Code of Conduct, Industrial Relations in changing scenario, Employers' organisations.

Trade Unions: Concepts, Evolution, Problems of trade unions in India, Recognition, The Trade Unions Act, 1926. Emerging role of trade unions in India.

Unit - VI

Industrial Disputes: Factors, Forms, Trends, Prevention and Settlement, Role of State and Central Labour Administration, Strikes and Lockouts. The Industrial Employment (Standing Orders) Act, 1946. The Industrial Disputes Act, 1947.

Unit - VII

Labour Legislation:

Objectives, Principles, Classification and Evolution. International Labour Organisation, Social Justice and Labour Legislation, Indian Constitution and Labour Laws.

- The Factories Act, 1948.
- The Mines Act, 1952.
- The Inter-state Migrant Workmen (Regulation of employment and conditions of service) Act, 1979.
- The Contract Labour (Regulation and Abolition) Act, 1970.
- The Building and other Construction workers (Regulation of employment and conditions of service) Act, 1996.
- The Child Labour (Prohibition and Regulation) Act, 1986.

Unit - VIII

Wages:

Concept, Types, Factors influencing wages, Wage Theories and Wage Differentials.

The Minimum Wages Act, 1948. The Payment of Wages Act, 1936. The Payment of Bonus Act, 1965. The Equal Remuneration Act, 1976. The Payment of Gratuity Act, 1972. The Employees' Provident Fund and Miscellaneous Provisions Act, 1952.

Unit - IX

Labour Welfare:

Concept, Scope, Types, Theories and Principles, Industrial Health and Hygiene, Industrial Accidents and safety, Occupational Diseases

Social Security: Concept and Scope, Social Assistance and Social assurance.

Unit – X

Labour Market:

Features, Demand and Supply of Labour, Nature and Composition of Indian Labour Force, Unemployment and Underemployment, Types of Labour Market, Characteristics of Indian Labour Market, New Dynamics of Labour Market in India, Economic Systems and Labor Market, Problems of Labour in India.

Unit-XI

New Labour Codes:

- The Code on Wages, 2019
- Occupational Safety, Health and Working Conditions Code, 2020
- Code on Social Security, 2020
- Industrial Relations Code, 2020

भारत डायनामिक्स लिमिटेड BHARAT DYNAMICS LIMITED गच्ची बाऊली, हैदराबाद GACHIBOWLI, HYDERABAD

SYLLABUS FOR JR. MANAGER (PUBLIC RELATIONS)

$\frac{UNIT-1}{INTRODUCTION\ TO\ JOURNALISM\ AND\ MASS\ COMMUNICATION}$

- a. Concept of Journalism and mass communication, mass communication in India.
- b. History, growth and development of print and electronic media. Major landmarks in print and electronic media in Indian languages. Media's role in formulation of states of India.
- c. Media criticism and media literacy, Press Council and Press Commissions of India, status of journalism and media education in India. Media policies of the Government of India since Independence.
- d. Models and theories of mass communication, normative theories, administrative and critical traditions in communication, media and journalism studies, communication and theories of socio-cultural, educational and agricultural change. Technological determinism, critique of Marshall McLuhan's views on media and communication and Marxist approaches. Information and knowledge societies.
- e. Indian traditions and approaches to communication from the Vedic era to the 21st century. Western and Eastern philosophical, ethical and aesthetic perceptions of communication Aristotle and Plato, Hindu, Buddhist, and Islamic traditions.
- f. Media and culture framework for understanding culture in a globalised world. Globalisation with respect to politico-economic & socio-cultural developments in India.

<u>UNIT - 2</u> <u>COMMUNICATION FOR DEVELOPMENT AND SOCIAL CHANGE</u>

- a. Concept and definition of development communication, role of media and journalism in society, characteristics of Indian society demographic and sociological impact of communication, media and journalism. Media and specific audiences.
- b. Development and social change. Issues and post-colonial conceptions.
- c. Deconstruction of dominant paradigm of communication and development. Responses and critique of dominant models.
- d. Corporatisation of development Corporate Social Responsibility, non-state actors in development, mass campaigns by NGOs, Government of India, international agencies and corporates. Paradigms and discourse of development communication.
- e. Emergence of global civil societies, public sphere, global communication system nation state-universal, national communication policies.
- f. Leading influencers of social reform in India Raja Rammohan Roy, Pandit Madanmohan Malviya, Bal Gangadhar Tilak, Mahatma Jyotiba Phule, Mahatma Gandhi, Acharya Vinoba Bhave, Dr B. R. Ambedkar, Deendayal Upadhyay, Dr Ram Manohar Lohia etc.

<u>UNIT - 3</u> REPORTING AND EDITING

- a. News-concepts, determinants (values), structure and perspectives. Reporting for print, radio, television and digital media. Types of reporting. National and international news agencies and feature syndicates, functions and role.
- b. Writing for print, electronic and digital news media. Translation and transcreation.
- c. Editing and presentation techniques for print, television and digital media.
- d. Journalism as profession, reportage of contemporary issues, ethics of reporting.
- e. Critique of western news values, effect of new technology on global communication flows.
- f. Niche Reporting.

<u>UNIT - 4</u> <u>ADVERTISING AND MARKETING COMMUNICATION</u>

- a. Definition, concept, functions, types, evolution of advertising, standards and ethics in advertising. Theories and models of communication in advertising.
- b. Brand management.
- c. Advertising management agency-role, structure and function, client-agency relationship, media planning and budgeting.
- d. Advertising and creativity, language and translation.
- e. Advertising campaign and marketing.
- f. Advertising and marketing research.

<u>UNIT - 5</u> PUBLIC RELATIONS AND CORPORATE COMMUNICATION

- a. Public Relations and Corporate Communication definition, concept and scope.
- b. Structure of PR in State, Public, Private and non-government sectors.
- c. Tools and techniques of PR and Corporate Communication.
- d. Crisis communication and crisis communication management.
- e. Ethics of Public Relations.
- f. International Public Relations, communication audit.

<u>UNIT - 6</u> <u>MEDIA LAWS AND ETHICS</u>

- a. Concept of law and ethics in India and rest of the world.
- b. The Constitution of India, historical evolution, relevance.
- c. Concept of freedom of speech and expression in Indian Constitution.
- d. Defamation, Libel, Slander-IPC 499-502, Sedition IPC 124(A), Contempt of Courts Act 1971, Official Secrets Act 1923, Press and Registration of Books Act 1867, Working Journalists and other Newspaper Employees (Conditions of Service) and Miscellaneous Provisions Act 1955, Wage Boards, Law of Obscenity (Section 292-294 of IPC); the Miller test, the Hicklin test, Indecent Representation of Women (Prohibition) Act 1986, Scheduled Castes and Tribes (Prevention of Atrocities) Act, 1989, Parliamentary Privileges. Famous cases involving journalists and news media organisations.
- e. Right to Information Act 2005, Copyright Act 1957, Intellectual Property Rights, Cable Television Network (Regulation) Act 1995, Information Technology Act (relevant) 2000 and cyber laws, Cinematograph Act 1952, Film Censorship, Press Council Act as amended from time to time, IPR, ASCI, Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954, Various regulatory bodies for print, TV, Advertising, PR, and Internet.
- f. Rules, regulations and guidelines for the media as recommended by Press Council of India, Information and Broadcasting ministry and other professional organisations, adversarial role of the media, human rights and media.

<u>UNIT - 7</u> <u>MEDIA MANAGEMENT AND PRODUCTION</u>

- a. Definition, concept of media management. Grammar of electronic media.
- b. Communication design theories and practice.
- c. Media production techniques print and electronic.
- d. Digital media production techniques.
- e. Economics and commerce of mass media in India.
- f. Principles and management in media industry post liberalisation.

<u>UNIT - 8</u> ICT AND MEDIA

- a. ICT and media definition, characteristics and role. Effect of computer mediated communication. Impact of ICT on mass media. Digitisation.
- b. Social networking.
- c. Economics and commerce of web enabled media.
- d. Mobile adaption and new generation telephony by media, ethics and new media.
- e. ICT in education and development in India, online media and e-governance.
- f. Animation concepts and techniques.

<u>UNIT - 9</u> FILM AND VISUAL COMMUNICATION

- a. Film and television theory.
- b. Film and identity in Indian film studies, leading film directors of India before and after Independence. Indian cinema in the 21st century.
- c. Approaches to analysis of Indian television.
- d. Visual Communication. Visual analysis.
- e. Basics of film language and aesthetics, the dominant film paradigm, evolution of Indian cinema-commercial and 'non-commercial' genres, the Hindi film song, Indian aesthetics and poetics (the theory of Rasa and Dhvani).
- f. National cinema movements: Soviet Montage cinema, German Expressionistic cinema, Italian Neo-Realistic cinema, French New Wave cinema, British New Wave cinema, Indian New Wave cinema, Period cinema. Cinema in the new millennium.

<u>UNIT - 10</u> COMMUNICATION RESEARCH

- a. Definition, concept, constructs and approaches to communication research process.
- b. Research Designs types, structure, components, classical, experimental and quasi experimental, variables and hypotheses; types and methods of research; basic, applied, descriptive, analytical, historical, case study, longitudinal studies.
- c. Research in journalism, Public Relations, advertising, cinema, animation and graphics, television, Internet, social media practices, magazines, children's media. Communication, journalism and media research in India.
- d. Levels of measurement: sampling-probability and non-probability, tests of validity and reliability, scaling techniques. Methods and tools of data collection-interviews, surveys, case studies, obtrusive and non-obtrusive techniques, ethnography, schedule, questionnaire, dairy, and internet based tools, media specific methods such as exit polls, opinion polls, telephone, SMS surveys and voting with regard to GEC (general entertainment content).
- e. Data analysis, testing, interpretation, application of statistical tests-parametric and non-parametric, tests of variance-univariate, bivariate and multivariate, tests of significance, computer mediated research.
- f. Ethical considerations in communication, media and journalism research, writing research reports, plagiarism.



भारत डायनामिक्स लिमिटेड

गच्ची बाउली :: हैदराबाद निगमित मानव संसाधन BHARAT DYNAMICS LIMITED

GACHIBOWLI :: HYDERABAD

CORPORATE - HR

प्रतिभा अर्जन एवं कैरियर विकास

TALENT ACQUISITION & CAREER PROGRESSION

Ref: BDL/C-HR/TA&CP/ADVT. 2023-5

दि. Date: 18.08.2023

CORRIGENDUM & ADDENDUM TO THE ADVERTISEMENT NO. C-HR(TA&CP)/ADVT. 2023-5 -POSTS OF WELFARE OFFICER AND JUNIOR MANAGER (PUBLIC RELATIONS)

- Recruitment Notification for the posts of Management Trainees in Electronics / Mechanical / Electrical / Computer Science / Cyber Security / Chemical / Civil / Business Development / Optics/ Finance Disciplines, Welfare Officer and Junior Manager (Public Relations) was issued vide Advertisement No. C-HR(TA&CP)/ADVT. 2023-5.
- In this connection, candidates applying for the post of Welfare Officer and Junior Manager(Public Relations) are requested to make a note of the following Corrigendum and Addendum made to the Advt no. C-HR(TA&CP)/ADVT. 2023-5:

CORRIGENDUM	
Para-D (b) Existing	FOR THE POSTS OF WELFARE OFFICER AND JM (PUBLIC RELATIONS): Selection will be based On Written Test Only. For the post of Welfare Officer, Candidates should qualify in Telugu Proficiency Test, Details will be notified. The Written Test will be in two parts. Part-1 will be Questions on subject/discipline & General Aptitude. Part-II will be Questions on Telugu Proficiency for Welfare Officer post / General Aptitude.
Para-D (b) Revised	FOR THE POSTS OF WELFARE OFFICER AND JM (PUBLIC RELATIONS): Selection will be based On Written Test Only which will be held at Single Center i.e, Hyderabad. i) Candidates fulfilling the prescribed eligibility criteria will ONLY be called for Written test. Candidates are required to appear for the Written Test on the date, time and venue that will be mentioned in their Admit Card. Candidate has to download the Admit Cards from the website. A candidate should possess a valid e-mail ID for next 1 year from the date of submission of application. ii) The Written Test will be of Two hours duration a. Paper Pattern for Welfare Officer post: Written Test will be in Two parts (Total -150 Marks)- Part-1 will consist of Descriptive Paper of 70 Marks on Subject/discipline & an Objective paper (MCQs) of 50 Marks on General Aptitude. Part-II will be a Descriptive Paper on Telugu Proficiency for 30 Marks.
	NOTE: Candidates should mandatorily qualify i.e. 15 out of 30 marks in the Part-II of the Written Test i.e., Telugu Proficiency Test for considering the candidature for the post.

P. Cw 18-8-2013

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CORRIGENDUM & ADDENDUM TO THE ADVERTISEMENT NO. C-HR(TA&CP)/ADVT. 2023-5 -POSTS OF WELFARE OFFICER AND JUNIOR MANAGER (PUBLIC RELATIONS)

b. Paper Pattern for Junior Manager(Public Relations) post Written Test will be in Two parts (Total-150 Marks)Part-I will consist of Descriptive Paper of 100 Marks on Subject/discipline & Part-II will be an Objective paper (MCQs) of 50 Marks on General Aptitude.

दि. Date: 18.08.2023

ADDENDUM TO:

Para-J : HOW TO APPLY	FOR THE POSTS OF WELFARE OFFICER AND JM (PUBLIC RELATIONS):
	STEP 1 - Candidates are required to apply ONLINE by logging in to website http://bdl-india.in (Careers Page) and generate the Registration Slip & Bio Data Form. STEP 2 - Fill in the Bio Data Form and enclose it along with the

a) Duly signed Print Out of the **Registration Slip** generated after successful submission of Online Application.

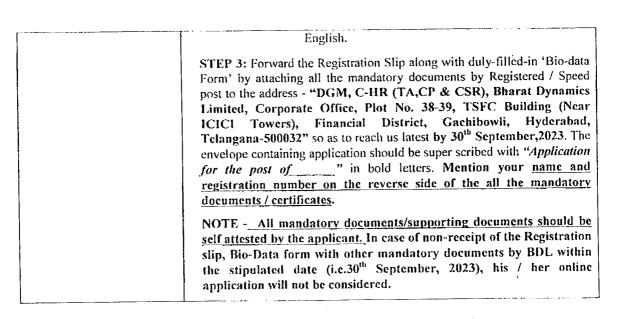
following copies (one set each) of MANDATORY documents:

- b) Self-Attested copies of the following documents / certificates in proper and prescribed formats are to be enclosed.
 - i) Document in support of Date of Birth (Birth Certificate (or) SSLC certificate as applicable).
 - ii) Caste / Tribe Certificate (for SC / ST / OBC (NCL) candidates as applicable) in prescribed format issued by the Competent Authority as prescribed by Government of India. The OBC (NCL) Certificate should have been issued on or after 27.01.2023.
 - iii) Discharge certificate for Ex-Servicemen, if applicable.
 - iv) Domicile Certificate in respect of candidates from Jammu & Kashmir, as applicable
 - V) Qualification Certificates and Semester wise / Year wise Mark sheets in respect of Xth, XIIth, Qualifying Degree / Essential Qualification and Desirable / Additional Degrees.
 - vi) Complete and Proper Experience Certificates / Documents issued by Competent Authority in support of experience details mentioned by the candidate, if any.
 - vii) Forwarding Letter / NOC from the employer in case the candidate is employed in Government / Semi-Government Organization or Public Sector Undertaking
 - If the documents / certificates/ letters mentioned above have been issued in any language other than Hindi/ English, the candidates will be required to submit a self certified translated copy of the same in Hindi/

P. Cew 18-8.2023 Ref: BDL/C-HR/TA&CP/ADVT. 2023-5

दि. Date: 18.08.2023

CORRIGENDUM & ADDENDUM TO THE ADVERTISEMENT NO. C-HR(TA&CP)/ADVT. 2023-5 --POSTS OF WELFARE OFFICER AND JUNIOR MANAGER (PUBLIC RELATIONS)



- 3. No Travelling Expenses will be paid to the candidates for attending Written Test. However, Outstation Candidates belonging to SC/ST/PwBD/Ex-SM Categories attending the Written Test will be reimbursed Travel fare as per their present address mentioned by them in their Registration Slip. The reimbursement will be restricted to 3 Tier AC Sleeper to and fro train fare (by the shortest route or equivalent amount) subject to production of appropriate receipts/tickets.
- 4. Candidates applying for the post of Welfare Officer and Junior Manager (Public Relations) are requested to make a note of it.

ि. <u>(श्री</u> 18-8-2023 (पी श्रीनिवास राव P SRINIVAS RAO)

उ.म.प्र., नि.-मा.सं. (प्र.अ., कै.वि. एवं सी.एस.आर) DGM, C-HR (TA, CP & CSR)