Educational Multimedia Research Centre

Background

Television (TV) was fast emerging in 1980s. Considering its communication potential The University Grants Commission (UGC) came up with an idea of using TV for educational communication. To realise it the UGC established 21 media centres in reputed universities in the country. Educational Multimedia Research Centre (EMRC) is one such centre established in 1983 with 100% funding from the UGC. To oversee the educational television (ETV) and coordinate with all the media centres the UGC established Consortium for Educational Communication (CEC) in 1993.

Objective

The main objective of ETV is to take quality education to the unreached in the country, particularly to supplement and update the current knowledge in various fields. Particularly for the benefit of students in rural areas.

In the changed scenario of ICT developments the UGC-CEC diversified its educational communication into online mode.

TRANSFORMATION OF EDUCATIONAL COMMUNICATION

Countrywide Class Room

The first ETV transmission started on 15th August 1984 on Doordarshan and the programme was called as Countrywide Class Room (CWCR) also popularly known as UGC programmes. The initiate was well received by students and faculty and was very popular in 80s & 90s. In those days the mandate was to telecast enrichment programmes to supplement and update the latest developments in different fields for the benefit of students, teachers and general public.

Vyas Higher Educational Channel

In view of the increased requirements of the student community the UGC launched a 24 hours TV channel on 26th Jan 2004. It is named as UGC-CEC Vyas Higher Education Channel. This free to air channel is available on INSAT 3C.74.E, C-Band 4165MHz. The programmes produced by all the media centres are telecast through this channel. It is also available online at http://cec.nic.in/cec/vyas and https://webcast.gov.in/vyaslive/

e-Learning

Internet has removed the barriers of boundaries which have become handy for online learning. Keeping the reach and versatility of the Internet the UGC has decided to use it for educational communication. The UGC entrusted the media centres to produce syllabus based e-content for the benefit of the students. Started in 2006, MHRD funded the project that developed e-content in various subjects called as 'curriculum classes'. The programmes are available at http://cec.nic.in/cec/curriculum_class.

Edusat

Edusat is the first thematic satellite that India has built exclusively for providing educational services. The satellite based distance education system enables virtual classrooms at remote places in the country. The Edusat offers two way audio and video communications giving an opportunity to hold a countrywide virtual classroom. MHRD/UGC provided the virtual classrooms in many institutions in India. But, this is not yet popularised.

Massive Open Online Courses (MOOCs)

MOOCs are free courses offered by Ministry of Education (formerly MHRD), Govt. of India, under 'Swayam' project which is well received in India. After US, India is dominating the global growth in enrolments. MOOCs are a recent development in online education which was first introduced in 2008 and emerged as a popular mode of learning in 2012. These courses are subject based short term online certificate courses that are intended to enhance knowledge or skill. CEC has developed hundreds of MOOCs with student enrolment swelling in lakhs. These courses will also carry credit under choice based credit system. The courses are available at https://swayam.gov.in/ and http://cec.nic.in/cec/cec_moocs . CEC is the national coordinator for UG and PG programmes. Professors, other than non-engineering, who are interested in offering a course can visit CEC website for details and can apply online.

FACILITIES AT EMMRC, OU

Studio: A 1200 sft. full fledged air conditioned studio with multimedia online setup.

Equipment: Camcorder (Sony-Optical Disk): 1, Camcorders (Sony-4k):2, Video Switcher (Sony): 1, Video Camera Analog (Sony-2/3 3CCD): 2, Nonlinear Editing (NLE) (FCP-10): 1, Teleprompter: 1, UPS (10KVA): 2, & Generator (125KVA):1

Library: The library has over 6000 valuable collection that includes videos, audios, CDs, DVDs, and books. The non-book materials include dub copies, stock-shots, etc. The library is automated using 'NewGenLib' software.

Staff: Headed by the Director, the centre has 21 well qualified staff consisting of academic, technical and administration sections.

<u>Staff on rolls</u>

S.No.	Name	Designation
1	Prof. T. Mrunalini	Director
2	Prof. V. Jagadeeshwar Rao	Research Scientist/Professor
3	Mr. K. Gnaneshwar Rao	Engineer Grade 1
4	Mr. BSD Raja	Producer-1
5	Ms. P. Kavitha	Producer-1
6	Dr. B. Madhusudhan Reddy	Section Officer
7	Dr. G. Surender Rao	Professional Asst.
8	Ms. K. Sreelatha	Technical Asst.
9	Mr. DV Raghunadh	Cameraperson
10	Ms. V. Spandana	Cameraperson
11	Ms. P. Swarajyam	Production Asst.
12	Mr. P. Raghupathi	Production Asst.
13	Ms. P. Krishnaveni	Production Asst.
14	Mr. S. Ramakrishna	PA to Director
15	Mr. UVSS Jagan Babu	Accounts Asst.
16	Mr. G. Bhanuprakash	Technician
17	Ms. G. Karuna	Technician
18	Mr. D. Sreekanth	Junior Asst.
19	Mr. PM Sudhakar	Unit Helper
20	Mr. Asif	Driver-cum-Helper
21	Mr. K. Mallesh	Office Subordinate

ACTIVITIES
- The prime activity of the centre is to produce syllabus based quality educational video programmes for Doordarshan/Vyas Higher Education Channel in the subjects allotted by CEC.
- Production of enrichment educational documentaries.
- Collaboration with other educational/research institutions to bring in quality inputs for the programmes.
- Conducting workshops in production related activities like scriptwriting, content development, etc., for the benefit of the academics and researchers.
- Providing opportunities to the student, academic and research communities to involve in the production of educational video programmes.
- Helping the students of communication and journalism in different aspects of production.
- Participation in the design, implementation and evaluation of national experiments of communication technology for education.
- Conducting relevant formative and summative research by periodically interacting with the students to strengthen the quality of the programmes.

ACHIEVEMENTS
- So far produced about 1746 video and 597 e-content programmes in various subjects.
- The Centre has a credit of winning a number of national & international awards for its programmes: Sony ICT International Awards: 3 & UGC-CEC Awards: 11
- Got a project under RUSA to produce video content in various subjects for Collegiate Education, Govt. of Telangana.

CONSULTANCY

The Centre offers consultancy services in:
- Television software development.
- Content development and research.
- Multimedia programme productions.
- Turnkey productions of organisations.

MARKETING

Consortium for Educational Communication, New Delhi, oversees the programme production and transmission of the programmes produced by all the media centres in the country and it is authorised to market the programmes. Those interested in having a copy of the programmes may contact at the following address.

The Director,
Consortium for Educational Communication
IUAC Campus
Aruna Asaf Ali Marg
New Delhi -110 067
INDIA

Phones   : 011-24126418, 24126419
Fax   : 011-24126416
E-mail   : info.cec@nic.in
Website : www.cec.nic.in

CONTACT

Those interested in taking part, in any role in the activities of EMRC, OU, or for further information about the programmes, may reach us at the following address.

The Director
Educational Multimedia Research Centre
Osmania University
Hyderabad - 500 007
Telangana, INDIA

Phone : 040-27098659, 27682370, 29558769
E-mail : emmrcou@yahoo.co.in

MOOCS TRANSLATION CONTENTS 35 UG COURSES

Sl.No.	Course Title
1	Basics of Digital Marketing
2	Computers Network
3	Computers Fundamentals
4	Basics of Photography
5	Industrial Pharmacy - I
6	Introduction To Film Studies
7	Financial Management
8	Database Management System
9	Entrepreneureship Fundamentals
10	Criminalistics
11	Environmental Geology
12	Introduction to Forensic Science and Police Organization
13	Computer Application for Mass Media
14	Writing for Mass media
15	Financial Accounting .
16	Organizational Behaviour
17	Personality Development
18	Business Ethics
19	Constitutional Government & Democracy in India
20	Administration &.Public Policy
21	Indian Administration
22	Human Rights, International Law and International Humanitarian Law
23	Basic Psychological Processes
24	Food Science and Processing
25	Operating System
26	Software Engineering
27	Data structure
28	Introduction to Marketing Management
29	Problem solving Aspects and Python Programming
30	Basic Concepts in Education
31	Food and Nutrition
32	Food Preservation Technology
33	Design and Analysis of Algorithms
34	Art of C Programming
35	ICT Skills in Education

Director
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