

Educational Multimedia Research Centre, OU

Background

EMRCs are established by the UGC as part of National Education Communication. At present there are 21 EMRCs in various Universities across the country. The following paras give a brief description and various initiatives by GOI & UGC.

National Educational Communication Initiatives- Milestones

THROUGH TELEVISION

Objectives

- **Enhancing Accessibility to Education**
 - **Promoting Inclusivity and Equal Learning Opportunities**
 - **Supplementing Conventional Classroom Education**
 - **Providing Lifelong Learning and Continuing Education**
 - **Promoting Skill Development and Vocational Education**
 - **Facilitating Distance Education and Remote Learning**
 - **Addressing Educational Gaps in Rural and Remote Areas**
 - **Supporting Curriculum-Based Education**
 - **Enhancing Teacher Education and Professional Development**
 - **Increasing Public Awareness on Social Issues**
 - **Promoting Scientific and Technological Education**
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- **1959 - Introduction of Television in India**
First TV broadcast experiment began in India on September 15, 1959, in Delhi with educational, agricultural and development programs; with assistance from UNESCO.
 - **1961 - Delhi School Television Project**
This was India's first dedicated educational television project launched to supplement school education in Delhi. Lessons in subjects like science and social studies were broadcast for middle-school students.
 - **1975 - Satellite Instructional Television Experiment (SITE)**
It was a landmark project conducted with the help of NASA that provided educational television programming to over 2,400 villages across six states in India.
 - **1976 - Launch of Doordarshan (DD)**
It is India's national television service whose focus was on educational and developmental content alongside entertainment. The programs reached urban and rural audiences.
 - **1984 - Launch of INSAT-1B and Countrywide Classroom**
India's first dedicated communication satellite, enabled the nationwide broadcast of educational content. Using this satellite UGC launched Countrywide Classroom (CWCR) to provide educational content to college and university students across the country in the fields of science, technology and humanities.
 - **2000 - Launch of Gyan Darshan**
A dedicated educational TV channel launched in collaboration between Doordarshan, Indira Gandhi National Open University (IGNOU) and the Ministry of Human Resource Development.
 - **2001 - Launch of Ekalavya TV and UGC Programs**
The UGC and other organizations expanded the use of educational TV. The Ekalavya Channel was launched specifically for engineering students, featuring lectures from the IITs and other prominent institutions.

- **2017 - Launch of SWAYAM Prabha**
The GoI launched SWAYAM Prabha, a group of 34 DTH TV channels broadcasting educational content 24/7, under the Ministry of Education's Digital India initiative. SWAYAM Prabha covers diverse fields, from school-level content to higher education, and also offers content in local languages to improve accessibility.
- **2020 - Launch of PM eVidya**
One DTH channel was dedicated to each school grade, providing classes and learning resources for students during school closures. This expansion greatly increased the reach of educational television.
- **2020 - Present - Integrations with Digital Platforms**
The GoI continued integrating television with digital platforms, such as DIKSHA and SWAYAM, to create a cohesive system of online and broadcast education. Educational TV has been increasingly supplemented with interactive resources. This integration supports a hybrid model of learning, making education accessible to students in remote areas while allowing greater flexibility with digital content delivery.

THROUGH DIGITAL MEANS

Objectives

- **Improving Access to Quality Education**
 - **Promoting ICT Integration in Education for Virtual Learning Ecosystems**
 - **Enabling Online Learning, Distance Education and Anytime Anywhere Lifelong Learning**
 - **Developing Educational Content and Resources**
 - **Enhancing Faculty Development and Professional Training**
 - **Supporting Interactive & Collaborative Learning, Research and Innovation in Educational Communication**
 - **Bridging the Digital Divide**
 - **Ensuring Inclusivity and Accessibility to learning resources**
 - **Providing Infrastructure and Connectivity Support**
 - **Providing Interactive Learning and Peer-to-Peer Engagement**
- **2003 - NPTEL** (National Program on Technology Enhanced Learning)
NPTEL offers online courses and video lectures in engineering, sciences, management, and humanities, created by IITs and IISc. It was one of India's first efforts to bring quality higher education content online.
 - **2009 - Virtual Labs**
Launched by IITs' Virtual Labs provide online laboratory simulation experiences for science and engineering students. It allows learners to conduct experiments virtually, beneficial for institutions without full lab facilities.
 - **2014 - e-PG Pathshala**
e-PGPathshala is an initiative by the UGC and Ministry of Education that provides quality educational resources for postgraduate students across various disciplines. It offers e-texts, videos, and assessment resources.
 - **2015 - e-Pathshala**
e-Pathshala provides digital textbooks, audio, video, and interactive resources for school education, aimed at students, teachers, and parents. The resources are accessible via mobile app and website, supporting K-12 education.
 - **2017 - IIT PAL** (IIT Professors Assisted Learning)
Part of SWAYAM Prabha, IIT PAL offers free video lectures by IIT professors to assist students preparing for competitive exams like JEE and NEET. Content includes fundamental subjects like physics, chemistry, mathematics, and biology.

- **2017 – SWAYAM (Study Webs of Active Learning for Young Aspiring Minds)**
It is India's largest online education platform, offering free courses across various disciplines from school to university level. It provides MOOCs created by institutions like IITs, IIMs, and other premier universities, with certification available for a nominal fee.
- **2017 - SWAYAM Prabha**
SWAYAM Prabha is a group of 34 DTH TV channels broadcasting educational content 24/7. It provides curriculum-aligned content for school and university education and is especially useful in areas with limited internet access.
- **2017 - DIKSHA (Digital Infrastructure for Knowledge Sharing)**
It is a digital repository for school education resources, accessible as a mobile app and website. It includes textbooks, lesson plans, videos, and interactive exercises, designed to support teachers, students, and parents.
- **2018 - National Digital Library of India (NDLI)**
NDLI is a vast digital library of educational resources that includes books, journals, theses, and audio-visual materials for all levels, from primary education to advanced research. It provides content in multiple languages, accessible to learners across India.
- **2020 – MANODARPAN**
It provides psychological support and counseling services for students, teachers, and families. It includes online resources, helplines, and counseling sessions to address mental health concerns, especially heightened during the pandemic.
- **2020 – VidyaDaan**
It is a national platform for crowd sourcing digital content for school education. Individuals and institutions can contribute educational content, which is then made available through platforms like DIKSHA.

ROLE OF UGC IN NATIONAL EDUCATIONAL COMMUNICATION

- 1983 – First batch of six AVRCs/EMRCs
- 1984 – Countrywide Classroom (CWCR) on DD
- 1993 – Consortium for Educational Communication, New Delhi
- 2004 – Vyas Higher Education DTH Channel
- 2006 – NMEICT e-Learning Programs
- 2009 – EDUSAT Virtual Classroom
- 2017 – SWAYAM MOOCs
- 2017 – SWAYAM Prabha DTH Channel

UGC's EMRCs

- Established 21 AVRCs/EMRCs in various universities across the country in phased manner since 1983.
- Initially produced enrichment documentaries for telecast on Countrywide Classroom.
- Later produced syllabus based e-Learning programs under NMEICT
- Now producing SWAYAM MOOCs and syllabus based video lectures for SWAYAM Prabha DTH Channel.

Countrywide Classroom

- First UGC educational transmission started on 15th August 1984.
- Popularly known as "UGC Programs"
- Telecast twice daily on DD, 6 to 6:30 am and 1 to 1:30 pm.
- The mandate was to telecast enrichment documentaries to supplement the classroom education.

Objectives of CWCR

- Using technology for widening access to education
- Bridging educational gaps by taking quality education to the unreached rural students
- Supporting/supplementing formal education

- Updating current knowledge
- Promoting self-learning and lifelong learning

Consortium for Educational Communication (CEC)

- CEC was established in 1993 in New Delhi in 1993 as an apex body to coordinate between UGC, EMRCs and GoI.
- CEC is headed by Director, which is equivalent to a Central University Vice-Chancellor
- CEC provides direction to EMRCs in academic and technical matters

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/>

NMEICT eLearning

- Through NMEICT the UGC's aimed at transforming the country's educational landscape by integrating ICT into the teaching and learning process.
- The syllabus-based e-learning programs in varied subjects were focused on providing high-quality, standardized, and accessible educational content to students across India.

EDUSAT Virtual Classroom

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.

UGC-CEC – SWAYAM MOOCs

- SWAYAM (Study Webs of Active-Learning for Young Aspiring Minds) is India's premier platform for Massive Open Online Courses (MOOCs),
- It was launched by the Government of India to democratize access to quality education.
- It aims to enhance learning opportunities for students, professionals, and lifelong learners across the country
- SWAYAM offers a vast array of free online courses in various fields, enabling anyone with Internet access to learn at their own pace and on their own schedule.
- UGC-CEC through EMRCs offering MOOCs in the disciplines of science and humanities for UG and PG courses.

UGC-CEC – SWAYAM Prabha DTH Channel

- SWAYAM Prabha DTH Channel is an initiative by the Ministry of Education, Government of India.
- It provides quality educational content to learners across the country through a group of 34 Direct-to-Home (DTH) TV channels.
- These channels broadcast educational programs 24/7 and cater to diverse subjects, disciplines, and academic levels, from primary to higher education, including competitive exams.
- UGC-CEC through EMRCs producing content in the disciplines of science and humanities for UG and PG courses.

SWAYAM National Coordinators

- SWAYAM has designated several national coordinators responsible for creating, curating, and offering high-quality online courses for diverse learner groups.
- These coordinators are distinguished institutions and organizations that develop content across various disciplines and education levels.
- **AICTE** (All India Council for Technical Education) – Focuses on technical and engineering courses for higher education institutions.

- **NPTEL (National Programme on Technology Enhanced Learning)** – Managed by IITs and IISc, NPTEL offers technical courses, particularly for engineering students.
- **UGC (University Grants Commission)** – Develops non-technical post-graduate and under-graduate courses, covering a wide range of subjects in higher education.
- **CEC (Consortium for Educational Communication)** – Offers undergraduate-level courses in disciplines under the Humanities, Social Sciences, and Sciences.
- **NCERT (National Council of Educational Research and Training)** – Develops courses and content for school-level education, focusing on K-12 students.
- **NIOS (National Institute of Open Schooling)** – Provides courses for school dropouts and adult learners, covering secondary and senior secondary levels.
- **IGNOU (Indira Gandhi National Open University)** – Delivers courses for UG & PG, focusing on open and distance education.
- **IIMB (Indian Institute of Management Bangalore)** – Offers courses in the fields of management and business studies, catering to students and working professionals.
- **NITTR (National Institute of Technical Teachers Training and Research)** – Focuses on training and professional development for teachers and educators in technical institutions.
- **INFLIBNET (Information and Library Network Centre)** – Primarily supports UGC and CEC by managing the technical infrastructure and library-related services for SWAYAM content.

ROLE OF OSMANIA UNIVERSITY IN NATIONAL EDUCATION COMMISSION

- As part of national educational communication the UGC called proposals from various universities in the country in 1982.
- Depending on academic strengths the UGC initially established six AVRCs/EMRCs in various universities in 1983, one of them was at Osmania University.
- Since then Osmania University contributed immensely to the national educational communication.

Objectives of EMRC,OU

- Enhancing Accessibility to Education, Interactive Learning and Peer-to-Peer Engagement
- Providing Inclusivity and Equal Learning Opportunities
- Supplementing Conventional Classroom Education
- Promoting Skill Development, Vocational Education, Scientific and Technological Education, Teacher Education and Professional Development
- Facilitating Distance Education, Remote Learning, Lifelong Learning and Public Awareness on Social Issues
- Addressing Educational Gaps in Rural and Remote Areas
- Supporting Curriculum-Based Education
- To be a nodal agency in the region for educational communication

Contribution to National Educational Communication

| Programme Production as on Date | No. of Programs |
|--|-----------------|
| Enrichment documentaries for CWCR | 707 |
| Syllabus based eLearning lessons under NMEICT | 755 |
| Lessons for 13 SWAYAM MOOCs | 825 |
| Lessons for SWAYAM Prabha DTH Channel | 166 |
| Total | 2453 |

Contribution to Telangana State

- Produced syllabus based lessons in the following four UG subjects under RUSA Project during the last 5 years

| Programme Production as on Date | No. of Programs |
|---|-----------------|
| Sociology | 257 |
| Psychology | 209 |
| Geography | 277 |
| Journalism (production still on) | 107 |
| Total | 818 |

EMRC's in Osmania University

Caters to all video needs of Osmania University such as

- Seminars
- Workshops
- Meetings
- Special occasions, etc

EMRC ,OU– Infrastructure

Studio with Sony Video Cameras and Cool Lighting

- 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
- Edit Suite** with Non-linear Apple FCP
- 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.
- Mini Conference Hall** with smart TV for online meetings
- Generator** – 120 kVA
- UPS** – 10 kVA
- Central AC** – 15 tonner
- Vehicle**

EMRC,OU– Staff

| S.No. | Name | Designation |
|-------|-------------------------|------------------------------|
| 1 | Mr.P.Raghupathi | Director |
| 2 | Prof.V.Jagadeeshwar Rao | Research Scientist/Professor |
| 3 | Mr.B.S.D. Raja | Producer-1 |
| 4 | Ms.P.Kavitha | Producer-1 |
| 5 | Ms.P.Swarajyam | Production Assistant |
| 6 | Ms.P.Krishnaveni | Production Assistant |
| 7 | Dr.D,V.Raghunadh | Cameraperson |
| 8 | Ms.V.Spandana | Cameraperson |
| 9 | Mr.S.Ramakrishna | Personal Assistant |
| 10 | Mr.G.Bhanuprakash | Technician |
| 11 | Ms.G.Karuna | Technician |
| 12 | Mr.D.Srikanth | Junior Assistant |
| 13 | Mr.P.M.Sudhakar | Unit Helper |
| 14. | Mr.K.Mallesh | Office Subordinate |
| 15 | Mr.Md. Asif | Driver-cum-Helper |
| 16 | Mr.Y.Vishnu | Office Subordinate (C) |
| 17 | Mr.V.Ramesh | Kamati (C) |

EMRC,OU - Achievements**The programs produced by the Centre bagged**

- 9 UGC-CEC National Awards
- 2 Sony International Awards
- 1 Prakrithi International Award

Upcoming Free MOOCs for the Semester January 2025 on SWAYAM Portal by EMRC,OU

To join the courses click the links below :

1. Introduction to Public Administration - https://onlinecourses.swayam2.ac.in/cec25_hs28/preview
2. Public Policy & Governance - https://onlinecourses.swayam2.ac.in/cec25_hs29/preview
3. Counseling in Social work - https://onlinecourses.swayam2.ac.in/cec25_hs30/preview
4. Water Recourse & Watershed Management - https://onlinecourses.swayam2.ac.in/cec25_ce01/preview

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.

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ation Council, TS

Prof. S. Ramachandram
Vice-Chancellor, Anurag University, Hyd.

Prof. M. Vijjulatha
Vice-Chancellor, Tatyasaheb Kore Institute of Technology

Prof. B.J. Rao
Vice-Chancellor, P. V. Rao

Prof. K. Suresh Babu
Vice-Chancellor, P. V. Rao



Educational Multimedia Research
Centre
Tanna University, Hyderabad

Consortium for Educational
Communication
New Delhi

Prof. B.J. Rao
Vice-Chancellor, University of Hyderabad

Prof. K. Sutarana Rao
Vice-Chancellor, Tanna University, Hyderabad

Prof. V. Venkatarammam
Vice-Chancellor, RCUVT, Bangalore















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NATIONAL SERVICE SCHEME
(MINISTRY OF YOUTH AFFAIRS & SPORTS, GOVT OF INDIA)
" NOT ME BUT YOU "
NSS UNIT
UNIVERSITY COLLEGE OF EDUCATION
OSMANIA UNIVERSITY, HYDERABAD, T.S
Prof. RAVINDRANATH K. MURTHY
Principal, University College of Education,
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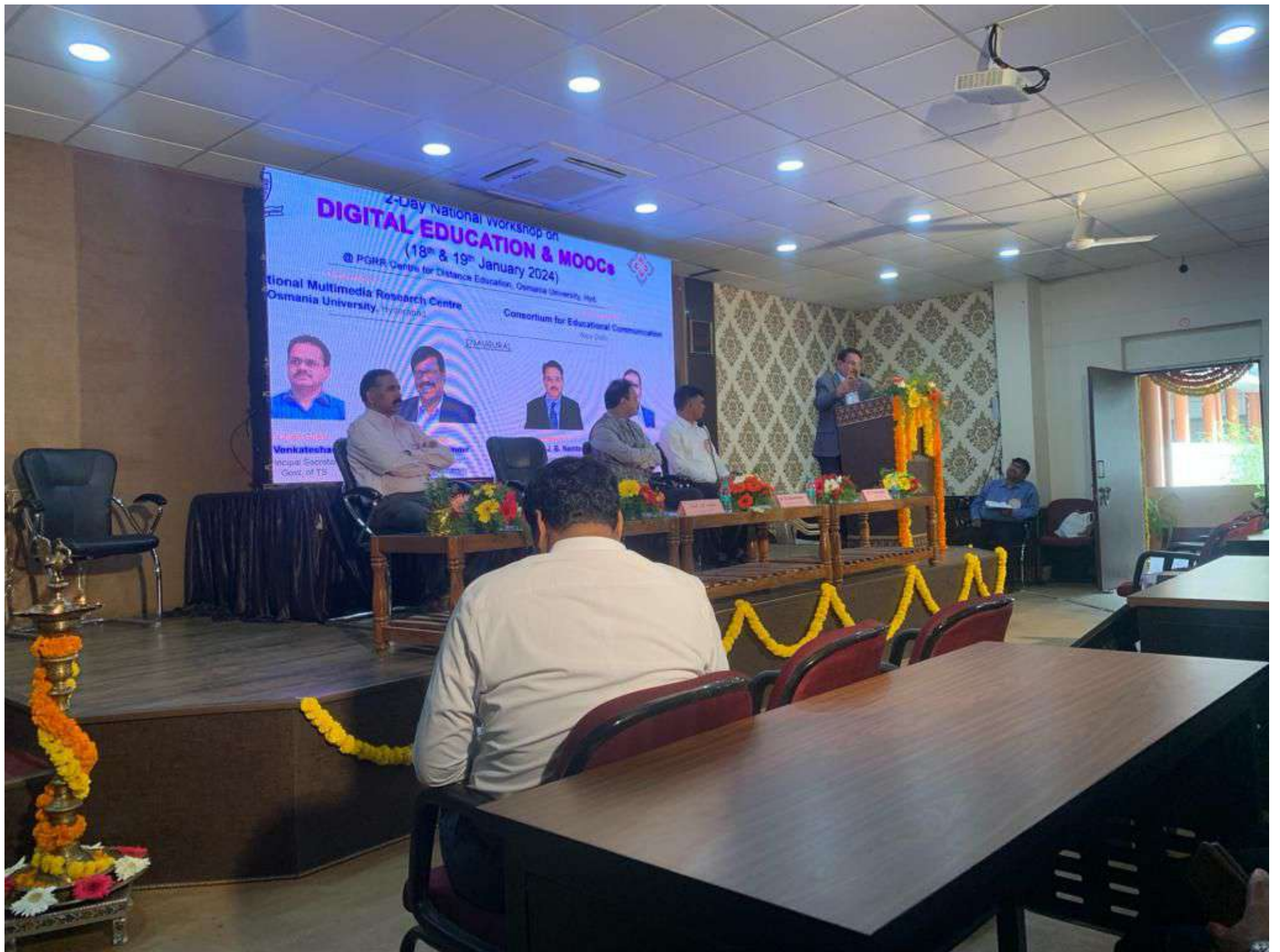
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MOOC

(Massive Open Online Courses)



























Prof. J.B. Naidu

Sri Sekar Kammula

Prof. D. Ravinder

Prof. T. Mrunalini







