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***CEC Annual Report***  
***2008 - 2009***

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## **CHAPTER – I**

### **1. HISTORICAL BACKDROP**

University Grants Commission (UGC) the apex body of higher education in India established by the Act of Parliament. UGC started the Countrywide Classroom (CWCR) programmes in 1984 to use the satellite communication for enhancing the quality of education. The first telecast of countrywide classroom programme started on 15<sup>th</sup> August, 1984 on Doordarshan National Network.

### **ABOUT CEC:**

Consortium for Educational Communication (CEC) is an Inter University Centre established by University Grants Commission (UGC) on 26<sup>th</sup> May, 1993. CEC is registered as a society and enjoys Central University status. CEC is a nodal agency at national level to address the educational needs of the country through the use of various modes of communication.

### **The Objectives of CEC are:**

1. Coordination, facilitation, overall guidance and direction to the activities of the Media Centres set up by the UGC in various universities.
2. Dissemination of educational programmes, through both the broadcast and non-broadcast modes.
3. Production of educational programmes (especially video and audio) and related support material and the setting up of appropriate facilities
4. Research related to optimizing the effectiveness of the programmes
5. Providing a forum for the active involvement of academics and scholars in the creation of educational programmes.
6. Studying, promoting and experimenting with new techniques / technology that will increase the reach and / or effectiveness of educational communication

To achieve the objective CEC coordinates the activities through Media Centre's by way of ensuring the quality of the educational material, telecast of the educational programme, as well as use of various newer technologies for betterment of standards for higher education as well as using Multimedia and e-Content creation for tertiary level.

## 2. EDUCATIONAL MULTIMEDIA RESEARCH CENTRE (EMMRC)

To achieve the objectives and development of educational programmes, UGC has setup 17 Educational Multimedia Research Centres in various parts of the country (see map).



These centres, earlier known as AVRC/EMRC, have been converted into EMMRC for the purpose of using newer technologies in higher education as well as for development of tertiary level course material to deliver through Internet mode as e-Content material.

### **3. E-CONTENT AND MULTIMEDIA TRAINING :**

CEC organizes training programmes for teachers to create capacity building in Multimedia and e-content development. In the year 2008-09 five days Regional Training Programme at Department of Educational Technology, Bhartidasan University, Trichirapally, Tamilnadu was organized in which 35 teachers were given orientation on e-content development and usage of multimedia to make learning more effective and interesting.

### **4. VYAS CHANNEL**

CEC runs 24 hour Higher Education Channel 'VYAS' since 26 January, 2004. It telecasts programmes related to syllabus-based topics as well as enrichment based produced by 17 media centres located in various parts of the country. Vyas higher educational channel is also available on DD Direct + from the month of March, 2009 as free to air channel.

### **5. CEC TELEVISION NEWS:**

CEC publishes monthly newsletter giving details of programmes to be telecast on Vyas Higher Educational Channel. These programmes are put on subject wise bands to show 3 to 4 subject programmes every day on six hours block to be repeated 3 times in 24 hrs. The newsletter also carries Director's view points related to policy matters of CEC along with Edusat schedule, DD Bharti as well as new addition to the Library.

### **6. QUALITY / PREVIEW OF PROGRAMMES:**

In the year 2008-2009 CEC previewed 531 programmes received from Media Centres. To check the academic contents as well as technical quality of the programmes, CEC organizes preview of all the programmes with the help of subject experts available in various Universities / Colleges of Delhi before the telecast. These programmes are also sent back for correction to the centres if any mistake is pointed out by the Preview Committee.

## **7. VIDEO COMPETITION**

The annual ‘UGC-CEC Educational Video Competition’ started in the year **1988** with its aim to nurture, encourage and recognize excellence in educational video production in India. Initially, it was restricted to the educational programmes produced by UGC Media Centre Circuit. Later on in the year **1996**, the competition was made open to all other educational institutions and outside producers. All the awards contain cash prize, a trophy, which is, stylized form of veena and a certificate of excellence.

## **8. EDUSAT**

UGC-CEC Edusat network delivers regular live lectures with the help of content experts, academicians & scholars to facilitate students watching at various SITs and ROTs located in different parts of the country.

CEC also transmit live lecture exclusively related to topic concerning North East status for the benefit of teachers and students in these States.

## **9. CURRENT STATUS**

CEC has submitted 11<sup>th</sup> five year plan proposal of UGC for setting up of Virtual University and other facilities including expansion of EDUSAT network to make available the educational material through electronic mode including internet etc. throughout the country.

## **10. FUTURE PLAN**

It has been planned to open new media centres in the states from where we have received the proposals. This will help in getting the resources from those regions, which do not have media centres, this will also help in connecting them with the national stream of UGC-CEC.

## 11. FOREIGN DELEGATION

Higher Education Advisor to President of Sri Lanka visited CEC to get information related to educational material on higher education. They also discussed about collaboration regarding training programme of e-content development and programme production areas. The delegation also saw the facilities like multimedia lab, transmission room and media tape library and took away the printed and electronic copy of the catalogue for their future reference.

## 12 e-Asia 2008 Conference

Prof. S. I. Hasnain, Chairman, Governing Board, CEC and Dr. Tilak R. Kem, Director, CEC participated in e-Asia 2008 on 11<sup>th</sup> to 13<sup>th</sup> November, 2008. Conference was organized by Centre for Science, Development and Media Studies Malaysia and co-hosted by Govt. of Malaysia held at Kvala Lumpur. The key focus of this conference was ICT for development, e-Governance, ICT in Education and ICT for rural development etc.

## 13. PRAKRITI



Prakriti 2008 was organized by CEC in the month of October, 2008 at Pondicherry University for three days. 32 entries were received in the festival in the category of **Environment, Development and Human Rights** out of which only 14 entries were

selected for screening in the festival. The festival was inaugurated by the Hon'ble Mr. M.A.A. Fatmi, State Minister HRD, Govt. of India on 15<sup>th</sup> October, 2008 at Pondicherry and the keynote address was delivered by Mr. J.A.K. Tareen, Vice Chancellor, Pondicherry University. Dr. Tilak R. Kem, Director, CEC welcomed the delegates and Dr. Rajendra Mishra, Research Scientist CEC and coordinator Prakriti festival, told about the Prakriti festival. Prof. A. Balasubramanian, Director, Culture & Cultural Relations, Pondicherry University proposed vote of thanks. The festival was attended by more than 250 teachers, students and media professionals from various parts of the country from 15<sup>th</sup> to 17<sup>th</sup> October, 2008 at Pondicherry University. On concluding day all the dignitaries and the participant were given sapling as a festival memento.

#### **14. NATIONAL SEMINAR :**

The first Collaborative National Seminar was organized between the two Inter University Centres (IUC's) of the University Grants Commission (UGC) i.e. Consortium for Educational Communication (CEC) and the Information Library Network Centre (INFLIBNET) on the theme *“Open Access to Textual and Multimedia Content: Bridging the Digital Divide”* at Jacaranda Hall, India Habitat Centre, Lodhi Road, New Delhi on 29-30 January, 2009.

**CEC** and **INFLIBNET** were set up with common facilities as Inter University Centres of UGC equipped with infrastructure for research and academic activities in the universities of higher education in the country. While **CEC** concentrates on creation and dissemination of multimedia-based learning resources, the **INFLIBNET** specializes in textual-based information retrieval services through its union databases and by facilitating access to full-text and bibliographic e-resources through consortium arrangements.



In light of the background mentioned above, the Collaborative National Seminar was organized with the following major objectives:

- To review current trends and developments in e-content management, ICT applicable to development and dissemination of educational resources through open access
- To examine and evaluate the existing activities, services and functionalities of the two organisations
- To identify areas of activities that the two organisations can take up in collaborative fashion with its existing infrastructure and expertise
- To examine Web 2.0 and Library 2.0 tools and technologies and examine possibilities of deploying them in activities and services of two organizations; and
- To explore improved means and methods of providing textual and multimedia scholarly contents to the academic community.

**Prof Syed Iqbal Hasnain**, Chairman, Governing Board, CEC, welcomed the guests of the inaugural session and the participants of the Seminar. In his welcome address Prof Hasnain wished to see improvement in higher education sector especially in the remote and far flung areas in the country.

**Dr. T R Kem**, Director, CEC in his address highlighted the functions and activities of the CEC, one of the two institutions organizing the National Seminar. He narrated the role of the CEC in retrospect. In his address Dr Kem pointed out the fact that there is far less enrolment in higher education in India as compared to the developed nations. He emphasized that there is a need for change in the mindset leading to increased use of modern technology, and that the people need to be empowered with power of knowledge.

**Prof Sukhadeo Thorat**, Chairman UGC, in his presidential address congratulated the Director, CEC and INFLIBNET for organising the National Seminar.

**Prof Yash Pal**, National Research Professor, former Chairman, UGC delivered the inaugural address. In his inaugural speech, he emphasised the need to have a fresh look at the curriculum development activity, with the aim to bring in high quality education and develop creativity among students especially residing in rural and remote places in the country.



**Shri Kiran Karnik**, Former President, NASSCOM, delivered keynote address on theme of the seminar. Shri Karnik talked of a number of divides that country has which includes divides on account of geography, occupation, rich, poor, rural and urban, access to information, etc. He advised the delegates to go for digital bridging of the digital divide.

After presentations of mementos to the dignitaries, **Ms. Jayaja Krishnan**, Organising Secretary of the National Seminar proposed the vote of thanks to the guests on this occasion.

## **CHAPTER – II**

### **24 HOUR VYAS HIGHER EDUCATION CHANNEL**

#### **PRODUCTION**

During the year, CEC produced 10 Educational Programmes and 12 Month Aheads and Week Aheads. Various events were covered during this period, such as Felicitation of Prof. S. K. Thorat Chairman, UGC and Felicitation of Prof. S. I. Hasnain, Chairman, Governing Board, CEC etc.

CEC covered the Science Conclave at IIT Allahabad, held between 15-21 December 2008. Lectures and Interviews delivered by a number of Nobel Laureates at the Conclave were recorded by CEC team and converted into programmes that are being telecast on the CEC Channel. Production team also covered events like ‘Video Festival’, Seminar on ‘Digital Divide’ and a number of lectures etc.

#### **EDUSAT Network:**

The CEC has been operating CEC-EDUSAT network on all working days throughout the year. Live lectures were delivered by eminent experts on a number of topics and live interaction from the students in the form of video conferencing has been undertaken to clear their doubts. ‘Lecture on Demand’ were encouraged wherein students in advance put requests to CEC regarding difficult topics and sometimes manage the expert whom they would like to deliver the lecture on the topic. CEC has made efforts to originate the lecture from any SIT Centre where the expert was situated and has delivered the lecture on the topic of request.

#### **NE-CEC-EDUSAT Telecast:**

CEC regularly transmits live lectures three days a week for the benefit of students of NE states. Here the experts were invited to deliver live lectures and have live interaction with the NE students.

### **Training/Workshop Conducted**

During year 2008-09 **One Week Workshop/Training for “Graphics Artist to Design the Template for e-module”** in August, 2008 was held. Graphic Designer from various Media Centres attended this workshop. Two days workshop on **“e-content Development”** in the month of January, 2009 was held for senior producers of the Media Centres.

CEC participated in two days workshop on ASEAN e-Network project at Delhi in March, 2009.

### **MARKETING / PUBLICITY**

To promote its programmes, CEC designed, developed and published Brochures, Posters and Banners. CEC participated in a number of Exhibitions to promote its activities. CEC also participated in the Delhi & World Book Fair, held at Pragati Maidan in the month of September 2008 and February 2009 respectively. CEC programmes on DVD's and Catalogues were also displayed in the exhibitions and copies of programmes on DVD were marketed during the exhibition.

Copies of approximate 100 educational video programmes were presented to US Science Congress Library, USA. Another set of approximate 200 copies of Educational Video Programmes were also presented to AIBD, Malaysia.

Besides telecasting the video programmes and exhibiting in various exhibitions CEC also made copies of educational programmes on DVD available to institutions and individuals on request at nominal price. The sale of our programmes during this year was approximate Rs. 1, 81,300/- with a delivery of copies of 2034 programmes.

### **DISSEMINATION/TELECAST:**

- **DTH Telecast:** For making the CEC Educational programmes available to additional 22 million homes, with effect from March 9, 2009, VYAS Channel has also been made available on Direct to Home (DTH) Bouquet of Doordarshan, as free to air channel on DD Direct + (Channel 013). Being free to air, the Vyas TV is also shown by Dish TV (Channel 1113), a private DTH operator.
- **Streaming Channel:** The VYAS Channel has also been made available on 24X7 basis as streaming on Internet cloud (URL: [www.cec-channel.edu.in](http://www.cec-channel.edu.in)) thereby our programmes have been watched on internet anywhere, any time (world over).
- **NMS for setting Migratory Teaching End:** CEC is the only organisation that is provided with Network Management System (NMS) by ISRO for establishment of any SIT Centre as Teaching Centre. Accordingly live telecast from EDUSAT has been originated by the CEC from SIT Centres where an Expert was available with further live interactivity from all over the country. On an average CEC broadcast 2-3 Live Lectures a day on EDUSAT.
- **UP-CEC-EDUSAT Network:** On the request of UP government CEC, in order to establish yet another Network in the state of UP, has got 20 SIT's Installed in the colleges of UP.
- **Gyandarshan:** CEC has regularly supplied signals five slots a day on 24X7 basis to IGNOU, the educational programmes to be shown on Gyandarshan channel.

### **NEW EQUIPMENT INSTALLATION**

- Two numbers of Sony DXC-D55P, studio camera with camera control unit have been installed to improve the quality of EDUSAT Transmission.
- A new EDUSAT Control Room has been constructed and all the required hardware have been installed and made operational.
- EDUSAT Network was extended by providing, installation and commissioning of SIT and its peripherals at five Institutions located at (i) EMMRC Osmania, (ii) DAV (PG) College, Muzaffarnagar, (iii) Sri Ramakrishana Mission Vidhyalaya, Coimbatore, (iv) Acharya Narendra Dev Nagar Nigam Mahila Mahavidalaya, Kanpur (UP), (v) Halim Muslim Degree College, Kanpur.

## **TRAININGS CONDUCTED**

CEC conducted two days workshop on 4-5 September 2008 at EMMRC Imphal, regarding setting up of NE-EDUSAT Network, wherein Vice Chancellors of NE universities and their representatives, Member North East Council and other invitees were participated.

Two days Network Management System (NMS) software training was organized by CEC in collaboration with M/s Infinium for CEC EDUSAT Network.

## **TECHNICAL QUALITY CHECK OF THE PROGRAMME:**

In order to ensure technical quality of educational programmes that are being broadcast by the CEC, about 8100 programmes were quality checked and errors observed were then corrected by the Software Unit.

## **TECHNICAL DEMONSTRATION**

CEC on the request of MHRD demonstrated the working of EDUSAT network and live Video Conferencing during the Launch of “**National Mission on Education through ICT**” by Honorable Minister of Human Resource and Development Sri. Arjun Singh Ji at Tirupati on February 5, 2009 in presence of invited Vice Chancellors. CEC has also assisted in demonstration and integration of various experiments organized by a number of institutions, during the Mission.

## **DIRECTORS MEETINGS:**

80<sup>th</sup> and 81<sup>st</sup> Co-ordination Committee/Directors Meetings were held on 29 May 2008 and 27-28 January 2009, respectively, at CEC, Delhi, wherein issues regarding technical, production, research, management, etc of the Media Centres were deliberated, discussed and solutions offered.

## **TECHNICAL ADVICE TO SRI LANKA :**

Adviser to President of Sri Lanka visited CEC and sought advice on how to setup a nationwide network for establishment of e-learning in Sri Lanka.

## **CHAPTER – III**

### **MEDIA LIBRARY**

#### **KNOWLEDGE RESOURCE CENTER**

CEC Media Library is a central repository housing all the collection of Master Tapes of the educational television programmes produced on different subject areas and topics by the seventeen Educational Multimedia Research Centres set up by UGC in the Universities and Institutions of Higher Education in the country.

CEC Media Library has received in its collection till **March 2009** a total of **13,340** programmes from all the seventeen Multimedia Research Centres from the **inception** of these Centres. For the period from **April 2008** till **March 2009** the central repository at CEC received **1187** programmes from the seventeen Multimedia Research Centres. The collection of **Learning Objects Repository (LOR's)** available on CD's & DVD's in CEC Media Library till **March 2009** is about **1316** on different subjects from the Multimedia Research Centres. The **e-content programmes** available on CD's & DVD's are **1265** till **March 2009** from the Multimedia Research Centres.

The e-Course programmes total **85** are available in the CEC Media Library in the **four subjects** like Scripting, Editing, Marketing and Digital Library and Information Services. The **e-content pilot Modules** received at CEC Media Library are about **17** programmes till **March 2009** from the seventeen Multimedia Centres.

#### **Categories of Media Tape Library Collections:**

- Enrichment Video Programmes
- University Video Course Lectures
- LOR's (Learning Object Repositories)
- e-content

**The entire Media Tape Library collections are organized, classified subject wise and indexed for easy access and retrieval for the users.** The data of the video programmes received in the Library are input into the customized computer software developed for the purpose of access and retrieval of information of the video programmes. The Library database caters to the in-house needs such as information for planning, scheduling, marketing needs and also for bringing out the catalogue. The users can access the **Web OPAC (Online Public Access Catalogue)** for getting the subject wise classified information on the Video Programmes and Multimedia materials through CEC website: <http://www.cec-ugc.org>.

CEC Library has few video programmes from its collection streamed and put up for Video-On-Demand. CEC Library in its endeavour and goal to secure, preserve and archive knowledge has a collection of Learning Object Repositories (LOR's) and Reusable Learning Objects (RLO's) taken from its existing media collections available in the Media Library. Media Library through the CEC website allows data to be disseminated without a long-winded publication process.

The LOR's, e-content and Video-On-Demand programmes available could be accessed from the following links.

<http://www.cec-lor.edu.in>

<http://www.cec-econtent.edu.in>

<http://www.cec-vod.edu.in>

Master Tapes of the programmes are not lent to outsiders and are used for transmission. In case someone wishes to get a copy of the programme the Marketing/Sales department takes care of such needs of the organization by duplicating from the Master Tapes available with the Media Library. Media Library has developed its own **Transmission Database** which has the data of the Master programmes which have been transmitted for easy retrieval of the programme Master Tapes from the Media Library. The Media Library has digitally stored on DVD all the programmes transmitted on the CEC Higher Educational Channel Vyas. The CEC Higher Educational Channel programmes taken

from CEC Media Library can be accessed on the Internet from the link: <http://www.cec-channel.edu.in>

The Index India e-Education Library Project is a **Reference Service**, which provides a one-stop destination for the information related to the Educational Video Programmes produced by other institutions for sharing and referring of their knowledge resources. The IIEE Web Portal created and uploaded can be accessed through the CEC website by the users for information related to educational video programmes.

### *CEC Media Tape Library*



**CHAPTER – IV****FINANCE****GRANTS RECEIVED & EXPENDITURE INCURRED DURING THE  
FINANCIAL YEAR 2008-09.**

For the year 2008-09 grant received and Expenditure (Provisional) incurred in various heads in CEC is given below:

<b>Heads</b>	<b>Grants Received (in lakh)</b>	<b>Expenditure incurred (in lakh)</b>
<b>Non-Plan</b>	<b>375.23</b>	<b>243.54</b>
<b>Plan (Recurring/Non-recurring)</b>	<b>250.00</b>	<b>251.59</b>
E-Content	00.00	8.70
Edusat	00.00	53.03
General Budget of CEC & Ongoing activities	00.00	52.21
Development	00.00	105.73
North-East Region	00.00	2.89
24 hour Higher Educational Channel	50.00	29.03
<b>TOTAL</b>	<b>675.23</b>	<b>495.13</b>

**CHAPTER – V**  
**HUMAN RESOURCE**

The approach of Human Resource Development has been to provide opportunities to staff to attend seminars/ workshops /trainings to upgrade their knowledge and skills. Names of CEC staff with position are given as under-

<b>Sr. No.</b>	<b>Unit</b>	<b>Employee Name</b>	<b>Designation</b>
1.	Director's Office	Dr. Tilak R. Kem Mr. Guruvansh Singh# Mr. Pawan Kumar Ms. Preeti Gulati# Mr. Munesh Gangwal* Mr. Athar Ahmed Mr. Vinod Kumar*	Director P.S. P.S. to Director Tel. Operator-cum-Receptionist Data Entry Operator Driver Peon
2.	Software Unit	Mr. Pradeep Kaul Ms. Rita Dhar Mr. Vinod Kumar Mr. K.V. Mohan Mr. Kayoum Ali Ms. Geetanjali Singh Mr. Amrendra Kumar* Mr. Kailash* Ms. Ruchika Bhatnagar* Mr. Deepak Bhatt* Mr. Deepak Singh* Ms. Ayasha Priya* Mr. Subash Chander* Mr. Narendra Kumar	Joint Director (H/W) I/C Producer Cameraman Editor Production Assistant Production Assistant Project Coordinator Project Associate Data Entry Operator Editor Production Assistant Production Assistant Video Duplicator Helper
3.	Hardware Unit	Mr. Pradeep Kaul Mr. Nageshwar Nath Mrs. Bharti Ms. Rachna Mathur ^ Mr. Giri Raj Sharma Mr. Mangesh Lede Mr. Kulbir Singh Mr. K.M. Pathak Ms. Kanchan Madhwal* Mr. Narendra Kumar	Joint Director (HW) Maintenance Engineer Stenographer Engineer Technical Assistant Media Technical Storekeeper Technician Technician Data Entry Operator Helper Transmission - 8 Nos. Staff members in 3 shifts – services outsourced

4.	Research Unit	Dr. Rajendra Mishra Dr. Sunil Mehru Ms. Kavita Harish Mr. Ram Bilas	Research Scientist Asst. Project Officer Steno Helper
8.	Computer Multimedia Unit	Mr. Pradeep Kaul Ms. Ritu Chawla Ms. Mohini Shangari* Mr. Raunaque Azam* Mr. Asif Saleem* Mr. Ashu Sejwal*	Joint Director (H/W) I/C Comp. Prog. Asstt. Jr. Multimedia Programmer EDUSAT Computer Assistant Technician (Audio) Computer Programmer Assistant
9.	Library Unit	Ms. Jayaja Krishnan Ms. Meena Kumari Mr. Manoj* Mr. V.M. Prasad ** Mr. Santosh Lakra	Media Tape Librarian Library Assistant Data Entry Operator Helper Library Attendant
10.	Administration & Accounts	Ms. Josie Mathew Mr. R.C. Sharma* Mr. Mukesh Prasad Mr. S. K. Bharti Mr. Surinder Gandhi* Ms. Swati Walia* Mr. Ashok Kumar Mr. Kavinder Singh Mr. Joginder Singh Mr. Deepak Verma* Mr. Deen Dayal Isharwal Mr. Sahanawaz* Mr. Sripal Ramlal*	Chief Admn. Officer Section Officer Accounts Officer Stenographer Administrative Assistant Jr. Stenographer L.D.C. LDC cum DEO Driver Upper Division Clerk Helper Driver Guest House Boy

# Joined Delhi Electricity Regulatory Authority on deputation for one year

^ Joined Telecom Regulatory Authority of Indian on deputation for one year

\* Working on contract basis

\*\* Resigned



