

GOVERNANCE AND INTERNATIONAL COOPERATION

CEC - an Inter University Centre is coordinating with its 17 Media Centres since the beginning of telecasted earlier arrangements with Media Centres under University Administration worked well. However, due to so many factors, both systems have developed problems and because of these problems production of programmes and process of development is adversely affected. To overcome these, a Committee was constituted by Prof. G.D. Director, CEC and the Committee has already submitted its report and the recommendation of the Committee was put to the Governing Body as well as Governing Council of CEC. On the basis of the recommendations and clearance by the CEC Council, CEC has drafted a new MoU for all the Media Centres. For this purpose, CEC has already organized a meeting of all the Vice-chancellors' of Media Centres. This meeting was chaired by Prof. Arun Nigavekar, Chairman, Governing Council and Prof. A. Kembhavi, Chairman Governing Body and the Directors' of Media Centres in CEC in the month of January, 2005. The new MoU is under consideration of G.B. As soon as it is approved it will be circulated to all the Universities.

On the basis of the new agreement between IIT Roorkee and CEC has taken over EMMRC Roorkee has now become CEC's Media Centre.

International Cooperation

CEC has already established contact with COL, CEMCA for sharing the knowledge and information in multimedia development and e-content development. For this purpose two meetings have been organized to discuss about the various modalities with CEC as well as CEMCA and COL and as per the decision taken in these meetings, CEC has already started training of teachers and other trainers to develop e-content in Higher Education.

TENTH FIVE-YEAR PLAN THRUST

The thrust of the development given in the 10th Five-Year Plan and action initiated is given as under:

THRUST

1. Improve the quality of the programmes with a well articulated international level benchmark



ACTION

Director CEC already had a preliminary discussion with the experts and on the basis of discussion, we have developed a Proforma to access quality

for the purpose of telecast as well as for its hosting on the web site as e- learning material which can be used as educational resources by students and teachers in the country as well as in other parts of the world.

2. Develop a clear focus of areas of specialization of different centres in the country.



Media Centres are located in various parts of the country, in the institutions, which are specialized in their own field. These Media Centres are now developing the programmes on syllabus topics mainly, to produce programmes for undergraduate level, UGC Model Course with quality inputs. Efforts are also being made to engage some other institutions located in the areas of EMMRCs to get specialized programmes developed with the help of experts working in those institutions. In this year 3 meetings of Directors' of Media Centres were organized to discuss about the various methods and also to allot the subject areas in which these Centres could produce programmes. List of the same is given in *Annexure-3*. Director CEC has also initiated dialogue amongst the Directors, Producers, Researchers and Technical Personnel working in these Centres to produce programmes on various subject areas assigned to these Centres having input & outputs.

3. Bring into its fold various university departments/ centres recently established in the area of communication so as to



On the basis of Communication received from 77 departments of media communication and

synergize various efforts in this field.

multimedia as well as information technology, CEC has announced to hold a National Convention in the month of May, 2005 in Delhi. The Convention is for mainly focusing on the use of technologies on Education and Social Message Communication. CEC has already engaged academic staff colleges in the country to acquaint teachers on e-content scheme of UGC/CEC

4. Orientation and training of content providers in the electronic communication as well as technical personnel and producers in the latest technology and production know how.



Till now CEC has organized training and orientation programmes for Producers, Production Assts., Editors, Graphic Artists, Technicians and Engineers as well as Research Scientists to orient them regarding the new technologies and production's know-how with the procurement of new Hardware and Software. All the producers from Media Centres have also taken part in the e-content development training organized for teachers and academic staff colleges' trainers for the purpose of development of e-content software to be hosted at CEC website.

CEC has already trained teachers, trainers and producers for development of e-content material, by way of giving 3 weeks training to more than 100 participants from various parts of the country.

5. Launching of 24 hrs. higher education channel by 26th January, 2004.



The 24 hrs. higher education channel was inaugurated by Honorable Minister, MHRD on 26th January, 2004 known as

Vyas higher education channel. In the history of Indian educational telecast **Vyas** higher education channel is the only channel, which is running from the day one on 24 hrs. basis without a break. We are showing programmes on various subject areas with the subject bands. Details are given inside the report.

6. Developing EMMRCs and AVRCs into Multimedia Research Centres.



On the basis of action initiated by the Director CEC, UGC has already accepted and converted all Media Centres into Multimedia Centres on the basis of recommendations made by the Committee constituted by the Director, CEC as well as recommendations made by the CEC Governing Body. These Centres are also going to have the latest equipment for production of the programmes with the help of Multimedia platform.

7. Developing multimedia communication, wherein films, text and animation are merged to create a real time teaching and learning in various subjects by the students at their pace and place with the facilities of on-line testing of attainment by the students. In other words having a virtual university. This will aim both for the students and for life-long learners so as to enrich and equip them in their working and living environment



To achieve this aim through, CEC website has been developed where an individual and specially students and teachers can access the repository of CEC programmes and see them online as per their need. It is also having short-learning objects, which can be used by students and teachers for the purpose of understanding the subject area of their choice. Some of the universities and colleges have also purchased Direct Reception Sets to receive 24 hrs. higher education **Vyas** channel regularly. CEC is also developing a package course in

various subjects areas, which could be used for giving certificate to the students on the basis of on-line courses. CEC has also devised a validation process for these courses to be introduced shortly.

8. E-content development



Technology Incubation Cell & Multimedia training unit has been established to develop the basic parameters for Learning Object Repository as well as maintaining the virtual site which will contain E-content material developed by teachers and the Media Centres as well as short learning objects for use by students and teachers in various parts of the country on CEC Website.

9. A quality of e-content and their accreditation.



A basic paper with the framework alongwith the questionnaire has already been developed by CEC to assess educational material, which will be hosted on CEC website for e-learning purposes as quality accreditation. Discussion is also going on with NAAC to further strengthen this process.

10. In-depth research on impact of educational programme on quality of education and research on new educational technology.



Research is an ongoing process in CEC and Media Centres setup. At the time of launch of 24 hrs. Channel, a nationwide study was conducted to understand the need of viewers as well as focused approach related to programmes to be shown on Vyas channel. Some new studies are underway by the Researchers of the Media Centres to know the impact of

new Educational Technologies and its usefulness for better understanding of the concepts shown on higher education channel along with other aspects related to educational programmes.

11. Digitization of Media Tape Library by storing programmes on DVDs for archival purposes.



Recording of initial 6 hrs. programme telecast on 24 hrs. Vyas Channel is being done in CEC on DVD for the storage purposes and are kept in the library and other places. Efforts are also made to digitize the whole Media Tape Library by way of putting all the material in digitized form.

12. Networking with similar centres in India and abroad and international collaboration.



CEC and Commonwealth of Learning (COL) have already established a collaboration to develop e-content material, which can be used worldwide by the students and others. CEC has also initiated actions to have collaboration with some industry like IBM & HP as well as various universities to develop e-content material.

13. Developing permanent campus of CEC on the occasion of completion of a decade of service to the field of Higher Education.



UGC has already allotted 3 acres of land at Nelson Mandela Marg where UGC's new campus is going to be constructed. CEC has been promised for the construction of its own permanent campus alongwith new UGC campus having residential accommodation for the employees of CEC and guest house facilities for teachers. Building Committee been constituted to develop the building plan for CEC.

Organisational Chart

Chairman - Governing Council

Chairman - Governing Body

Director CEC



Note: Any other duties/functions/activities assigned by the Director
Director: Prof.G.D.Sharma

Unit Heads: Jt.D.(HW) Shri.Pradeep Kaul, Jt.D.(SW) Dr.O.P.Dewal, Research Scientist Dr.R.Mishra, Studio Operations & MM.Unit (Maintenance Engineer) Shri.N.Nageshwar, Administration & Finance, Jt.D.(HW) Shri. Pradeep Kaul, Library & Information Unit, (Media Tape Librarian) Ms.Jayaja Krishnan, Media centres Administration coordination unit Mrs.Josi Mathew