

## **INTRODUCTION**

### **The Beginning**

India developed in early 80's a satellite and named it Indian National Satellite (INSAT). This is being used for information, education broadcasting so as to reach out to people who are less privileged. The objective was to use this technical system for social transformation through knowledge and information.

The success of Satellite Instructional Television Experiment (SITE) established the potentialities of effective satellite broadcast at low cost to students, adults, teachers and extension workers in remote areas. With the launch of INSAT-IB in September, 1983 a promising future for educational development was opened. To take advantage of this communication revolution the University Grants Commission (UGC) initiated a unique television experiment at the tertiary level. Operationalization of INSAT series and the National TV Network in 1982 provided students with a ringside view of the latest developments in various fields. UGC began its transmission of Countrywide Classroom (CWCR) from 15<sup>th</sup> August, 1984 twice a day through Doordarshan National Network.

### **Vision 2020**

The Vision 2020 envisages India to be a knowledge superpower. To achieve this vision higher education has to play a key role. Universities and colleges provide higher education to more than nine million students. To enable India to become knowledge superpower, education and knowledge resources have to reach out to a large number of people through various means in a seamless way. During 80's with the expansion of television, the electronic media reached different parts of the country with the receiving stations dotting the skyline. The new information communication technology has further expanded its outreach through Internet. The vision, therefore, is to electronically reach out a large number of students, teachers and general public with quality educational material, so as to address the issues of access to higher education with equity and quality. This in turn we believe will contribute to overall vision of developing India as knowledge super power by 2020.

### **About CEC**

Consortium for Educational Communication (CEC) is an Inter University Centre set up by University Grants Commission (UGC) to use electronic media for development of higher education in the country. CEC located in Delhi currently has 17 Educational Multimedia Research Centres (EMMRCs) in various parts of the country. CEC is responsible for the use of various new technologies for enhancing standards of higher education in the country. CEC runs 24 hrs. Higher Education channel known as *Vyas*. The Channel can be received throughout the country on the following frequencies.

### **Vyas Higher Education Channel Specifications:**

INSAT 3C, 74 Deg. E, C-12, Transponder, C Band 4165, Mhz Linear horz. Polarization, Digital Receiver, Gd4, Symbol rate 26000 SPS, FEC.; 1/2

It has initiated the following new areas of electronic communication of knowledge and information.

(1) E-content Development, (2) LOR, (3) Video on Demand, (4) Electronic access to library network through search engine, and (5) Set up Technology incubation Cell, (6) conducted programmes on Capacity Building in E-content development details of these are discussed in the following systems:

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

1. Close 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 setting up of appropriate facilities.
4. Research related to optimizing the effectiveness of the programmes.
5. Providing a forum for the active involvement of academic and other scholars in the creation of appropriate educational programmes.
6. Studying, promoting and experimenting with new techniques/ technology that will increase the reach and / or effectiveness of educational communication.

In response to these objectives the CEC coordinates the development of Centres, ensuring the quality of software, coordination of telecasting of the selected programmes, inspiring and encouraging innovations.

### **Countrywide Classroom and Media Centres**

With an objective to produce in-house quality programmes for CWCR telecast, the UGC set up Media Centres in various Universities of the country and one in a college at Calcutta. The aim is to spread the knowledge and expertise of academicians working in various departments of the Universities/ colleges and institutes of higher education through National Television Network. In 1984-85, UGC has 6 Media Centres. Now the number has grown to 17. These centres till 2004, were known as Educational Media Research Centres (EMRCs) and Audio Visual Research Centres (AVRCs). These are located in various parts of the country (See Map). Keeping in view the new challenges

for packaging the knowledge in multimedia format these centres have since been renamed as Educational Multimedia Research Centres (EMMRC) in 2004 by the UGC.

All the AVRC's and EMRC's are now known as EM<sup>2</sup>RC's

### Educational Multimedia Research Centres (EMMRC)

These Educational Multimedia Research Centres (EMMRC) will work as Multimedia platforms to be utilized for the purpose of developing Multimedia Educational Programmes and e-content material to be telecast as well as hosted on CECs website [www.cec-ugc.org](http://www.cec-ugc.org) for the purpose of dissemination of knowledge to students and teachers.



CWCR programme completed 20 years on 14<sup>th</sup> August, 2004. Since August, 1984 CWCR programmes have been telecasted on Doordarshan National Network as well as other Doordarshan channels namely DD-Bharti, DD-International & DD-Metro. These programmes have created their own niche audience on higher education in various parts of the country besides the neighboring countries like Bhutan, Pakistan, Bangladesh where INSAT footprints continue to be available.