

F.No.17-6/2017-TEL  
Government of India  
Ministry of Human Resource Development  
Department of Higher Education  
(TEL Division)

\*\*\*\*

Shastri Bhawan  
New Delhi dated 10.04.2018

**Subject: Minutes of the 3<sup>rd</sup> Meeting of SWAYAM Board held on 09.04.2018-  
regarding**

The undersigned is directed to forward herewith the minutes of 3<sup>rd</sup> Meeting of SWAYAM Board, which was held on 09.04.2018 at 11:00 A.M. under the Chairmanship of Secretary (HE), Ministry of Human Resource Development, Shastri Bhawan, New Delhi for information and further necessary action.

  
(Rajesh Singh Solanki)  
Under Secretary (TEL)  
TEL No. 011-23385935

To,

1. Secretary (HE), M/o HRD
2. Prof. D. P. Singh, Chairman, UGC, New Delhi
3. Prof. Anil D. Sahasrabudhe, Chairman, AICTE, New Delhi
4. Additional Secretary (TE), M/o HRD
5. Joint Secretary (TEL & ICC), M/o HRD
6. Joint Secretary (Admn. & Parl.), M/o HRD
7. JS&FA, M/o HRD
8. Joint Secretary (CU, UGC & HE Policy), M/o HRD
9. Joint Secretary (Lang.), M/o HRD
10. Joint Secretary (SE-I.), M/o HRD
11. Prof. K. Mangala Sunder, IIT Madras
12. Prof. Jagat Bhushan Nadda, Director, CEC, New Delhi
13. Prof. Kushal Sen, IIT Delhi
14. Prof. Ravi Soni, IIT Delhi
15. Prof. Uma Kanjilal, IGNOU, New Delhi
16. Prof. C. B. Sharma, Chairman, National Institute of Open Schooling (NIOS), New Delhi.
17. Prof. Amarendra Behera, NCERT, New Delhi
18. Prof. Pankaj Mittal, University Grants Commission (UGC), New Delhi
19. Prof. Andrew Thangaraj, NPTEL, Electrical Engineering, IIT Madras
20. Prof. Jose P. D, IIM Bangalore
21. Prof. Sudhindra Nath Panda, Director, NITTTR Chennai
22. Dr. Manpreet Singh Manna, Director, AICTE, New Delhi

Copy for information to:-

1. Shri G. S. Sridhar, Project Manager (NMEICT)
2. Shri Parameswaran N., Senior Consultant, NMEICT M/o HRD
3. Shri G.S Malik, Senior Consultant, NMEICT M/o HRD

**Minutes of the 3<sup>rd</sup> SWAYAM Board Meeting held on 09.04.2018 at 11.00 a.m. in Secretary (HE) chamber, Shastri Bhawan**

The 3<sup>rd</sup> Meeting of the SWAYAM Board was held under the Chairmanship of Shri R Subrahmanyam, Secretary (HE), M/o HRD on 09.04.2018 at 11.00 a.m.  
List of Participants is in **Annexure-I**.

2. JS (TEL) initiated the meeting by going over the action taken on the decisions of 2<sup>nd</sup> SWAYAM Board meeting held on 12.03.2018.

**Agenda Item No.1- The Minutes of 2nd SWAYAM Board meeting has been taken as confirmed as there was no observation.**

**Agenda Item No.2 - Following decisions were taken on the action points:-**

- (i) **Local Chapters :** After hearing UGC and other NCs, the suggestion of NPTEL to re-designate NPTEL local chapters as NPTEL SWAYAM local chapters was accepted. After discussion it emerged that all the Regional Offices of all the NCs could be tapped to reach out to maximum universities/colleges/institutions, to formulate local chapters. Secretary (HE) also suggested that a standard format be designed detailing a to-do-list and work flow of local chapters, which could be shared with all the institutions by the NCs. UGC and AICTE have agreed to organise Regional Workshops to bring in the awareness about the SWAYAM portal. NPTEL has been requested to share their existing 'local chapter' mandate. UGC and AICTE to take lead in this activity enthusing local chapters. All the Regional Offices of each NC should mobilize at least 10 local chapters.
- (ii) **Awareness Creation & Publicity:** UGC made a presentation of the 3 TVCs, 3 Radio jingles and sample posters. After seeing the TVCs and hearing the jingles, it was decided to push it through Social Media. On 10.04.2018 there is a Workshop on "Social Media- Use and Effect" in AICTE auditorium which would also be addressed by Hon'ble HRM wherein these videos would be tweeted through HRM handle after its release. This is to be re-tweeted by all, for effective social media coverage. The Radio Jingles to be pushed through FM which the UGC would take up through DAVP. Between 15.04.2018 to 01.06.2018 the campaign should be intensified through Social Media in an intermeshing manner. Secretary (HE) suggested that the posters be de-cluttered and redone by 15.04.2018 after showing to UGC & AICTE which should be displayed across institutions by 01.05.2018. The soft copy of the publicity materials may also be shared with Institutions for better utilization. AICTE to expedite the social media campaign through the selected partner M/s. Goldmine Advertising Ltd.