File No.NMEICT (MS)/PAB/23
Government of India
Ministry of HRD
Department of Higher Education

****

27th February, 2012

To

All Members of Empowered Committee of Experts,
(Project Approval Board) of National Mission on
Education through Information and Communication
Technology (As per list enclosed)

Sub: Agenda and papers for 23rd Meeting of the Empowered Committee of Experts (Project Approval Board) of National Mission on Education through Information and Communication Technology (NMEICT) to be held on 28th February, 2012 at 3.00 p.m.

Sir/Madam,

Enclosed please find Agenda and papers for 23rd Meeting of the Empowered Committee of Experts (Project Approval Board) of National Mission on Education through Information and Communication Technology (NMEICT) to be held on 28th February, 2012 at 3.00 p.m. under the Chairpersonship of Secretary, Department of Higher Education, Ministry of Human Resource Development. The meeting will be held at the following venue:

Conference Room (Second Floor)
Room No.220, A-Wing
Department of Fertilizers
Shastri Bhavan
Dr.Rajendra Prasad Road
New Delhi-110001

Agenda and papers for the meeting are enclosed.

Kindly make it convenient to attend the meeting.

Yours faithfully,

(A.K. Singh)
Director (ICT)
Tel: 011-23384276

Copy to:

1. PSO to Secretary (HE)
2. PS to AS(TEL)
3. PS to JS&FA
4. US(TEL)

AGENDA FOR 23RD MEETING OF PROJECT APPROVAL BOARD OF NATIONAL MISSION ON EDUCATION THROUGH INFORMATION AND COMMUNICATION TECHNOLOGY TO BE HELD ON 28TH FEBRUARY, 2012 AT 3.00 P.M. IN CONFERENCE ROOM (SECOND FLOOR), ROOM NO.220, A-WING, DEPARTMENT OF FERTILIZERS, SHASTRI BHAVAN, DR.RAJENDRA PRASAD ROAD, NEW DELHI

Item No.1

The Minutes of the 22nd Meeting of the Project Approval Board held on 9th December, 2011 are placed below (**Appendix-1 Page No.37)** for kind perusal and confirmation please.

Item No.2

The Action Taken Report on the Minutes of the 22nd Meeting of the Project Approval Board held on 9th December, 2011 is given at **Appendix-2- (Page No.45).**

Item No. 3: Report on Development of the LCAD project sanctioned to IIT Rajashtan -Change of PI.

The National Apex committee and Project Approval Board (PAB) of NMEICT in its meeting held on 1st September, 2010 at Vigyan Bhawan, New Delhi had approved the following proposals submitted by the Indian Institute of Technology, Rajasthan:

(a)   Testing of Low Cost Access-cum-Computing Devices; and
(b)   Hardware and Software Optimization of Low Cost Access Devices.

This Ministry has so far released total of Rs.47.72 crores to IIT Rajasthan for the said projects (Rs.25.00 crore is for testing and development of LCAD and Rs.22.72 crore is for teacher empowerment 'A').

After successful launch of LCAD on 5th October 2011, a series of correspondences have been received in this ministry indicating that the project does not seems to be progressing well due to the disputes between IIT-Rajasthan and his vendor. Now Dr. Prem K. Kalra, Director, IIT-Rajasthan (PI of the project) has intimated to this Ministry vide his letter dated 23 February, 2012 (**Appendix-3 – Page No.____),** that some issues has arisen recently with regard to the implementation of the Project which seems to be getting intractable. In order to avoid any further delay/complication with regard to the smooth navigation of this flagship project, he has requested MHRD to transfer the Project assigned to IIT Rajasthan to any other appropriate organization, on as is where is basis.

The above is put up to PAB for consideration and deliberation on following:
- Change of PI and transfer of money (along with interest) from IIT Rajasthan to new PI for LCAD Project.
- Transfer of contract on as is where is basis to the new PI which would mean that the rates for acquiring LCAD would remain same for the new PI also.
- Authorizing new PI to enter into a new agreement with the supplier selected by IIT Rajasthan and either to open a new LC (preferable rupee based) or to operate the old LC with suitable amendments for procurement of remaining number of Aakash devices of Aakash -2 specification i.e. capacitive touch screen, ARM Cortex A8 processor running at 700 Mhz or higher, better firmware and battery of 3200 mAh or higher as distinct from Aakash 1 specifications.

- New PI be mandated to negotiate with supplier to accept payment for devices at the rate which is lower of the following two rates:

  a)   Rs. 2276/-

  b)   Rupee rate arrived at the new tender for Aakash 2 and

  to ensure delivery of 10,000 Aakash 2 devices   preferably by 31st March, 2012.

- IIT Rajasthan to be responsible for any action or dispute arising out of the action taken by it between sanction of the Project till the date of takeover by new PI,
- The original project continues it is only change of PI.

Item No.4

Progress Report of the Committee regarding continuous R&D and timely delivery of Aakash.

A high level Committee has been constituted under the Chairmanship of Secretary; Department of IT regarding continuous R&D and timely delivery of Aakash vide order no. 8(195)/ 2011-IPHW dated December 22, 2011. The Committee has so far met on 4th January, 2012, 17th January, 2012, 22nd January 2012 and 31st January, 2012. Copies of the Minutes of the meeting issued by Department of IT are available from **pages 54 to 69.**

Meeting has also been taken by Hon'ble Minister of Human Resource Development and Communication & IT. Copies of the minutes of the meeting issued by Department of IT are available from **pages 70 to 72.**

The above is submitted for information of PAB.

Item No.5

Note on Loss to Exchequer

IIT Rajasthan in one of correspondences has narrated the following:

"……Moreover, if present exchange rate of dollar, as insisted by M/s Datawind is taken into account in spite of para 3.2 of the agreement which put onus of cost of fluctuation of exchange rate on M/s Datawind, the cost of the device will be approx Rs. 2,700/-, against the market price of the device given by M/s Datawind of Rs.2,500/- per device. This may mean major concession and loss to the exchequer. It may be mention that as per para 3.2 of the agreement, the per device cost comes to Rs.2,272/- per device. The loss to the exchequer, therefore, will be construed as per Rs.428/- per device…".

In this regard, this Ministry have clearly directed IIT Rajasthan that there are few contentious issues between IIT Rajasthan and Datawind which have bearing on the commercial agreement between the two and also on the LCAD project assigned to IIT Rajasthan. Needless to say that the final decision on all matters in this commercial transaction should lie with the two parties concerned(i.e. IIT Rajasthan and Datawind) and no pecuniary loss to the exchequer(if any), directly or on account of opportunity cost should lie on Government/ Mission funds. Since this is a commercial transaction between IIT Rajasthan and Datawind, any loss to the exchequer arising from acts of omission or commission on the part of IIT Rajasthan will be the solely the responsibility of IIT Rajasthan and Government or Mission funds should not be put at stake.

This apprehension does not hold ground now that the vendor has agreed to accept payment @ Rs.2276/- per device (corresponding to USD 49.98 at exchange rate prevailing in April, 2011 i.e., the date of original agreement between IITR and the vendor – DATAWIND). This exchange rate fluctuations would not be able to bring about any loss to exchequer.

Item No.6

Progress on setting up of DTH Educational Channels under NME-ICT"

1.   An issue:

The 'Cabinet Committee on Economic Affairs' has on January 2, 2009 approved *a Centrally Sponsored Plan Scheme, namely, National Mission on Education through Information and Communication Technology* (NME-ICT). *Besides other activities, the NME-ICT 'Mission Document' envisages* **launch of 1000 DTH** *channels by the MHRD.*

For operating DTH transmission to a Satellite via an Earth Station, Ministry of Information & Broadcasting (**M/o I&B**) has to issue a **NOC**. Based on this NOC, the Ministry of Communication and Information & Technology shall issue necessary **WPC/NOCC/SACFA** clearances to uplink the signals.

In anticipation of two satellite transponders likely to be allotted to MHRD, Additional Secretary, [TEL] & Mission Director, has vide D.O. letter dated **June 15th 2011** addressed to Additional Secretary, M/o I & B, written to kindly provide NOC to MHRD for uplink the DTH channels. The reply to the letter and NOC is pending since **more than 8** months now.

Hon'ble HRM vide a letter dated **10th January 2012** addressed to Hon'ble M I&B request to kindly get long pending MHRD DTH proposal cleared and issue the NOC. The Hon'ble HRM had in his letter, expressed the urgency for launching 50 DTH channels, as two satellite transponders sanctioned by Dept. of Space are lying vacant for want of NOC from M/o I&B. The reply to the letter from Hon'ble HRM **is overdue**.

The DoS, ISRO has allocated the MHRD two satellite transponders and has raised an invoice for lease of the transponders with effect from February 1, 2012.

Due to delay in receiving NOC from M/o I&B, we are unable to get **WPC/NOCC/SACFA** clearances to uplink channels and the satellite transponders are un-utilised and the NME-ICT programme is suffering unnecessary delays.

2.   A Few Developments.

   a) Director, Satellite Communication, & Navigation Programme, ISRO Bangalore vide letter No.SCNP / F.711/01/11 Dated December 15, 2011 has communicated that based on MHRD request, two Ku-band transponders (36X2 MHz spectrum) in INSAT/GSAT-8 is allotted to MHRD for NME-ICT programme.

   b) The DTH Committee on December 29, 2011, Co-opted few experts from Prasar Bharti, Dept. of IT & CEC (under the provisions of the MHRD order No. F.16-49/2010-DL dated 24th December, 2010).

c) An 'Agreement Form' vide a latter No.Antx/GSAT-8/02/20/2011/01 dated December 24th 2011 from Director, Tech. & Services, Antrix Corpn. Ltd., along with two copies of Agreement outlining the terms of provision of 2X36 MHz Ku band capacity on GSAT-8 has been received by the MHRD for signature regarding allocation of two transponders. The Agreement has since been sent for legal opinion.

d) A correspondence from Dept of Space has been received indicating that a Lease charges of Rs. 9.5 Crores per annum Plus Tax as applicable shall be charged to MHRD for two Ku Band, 36 MHz Transponders in GSAT-8 satellite.

e) A correspondence from M/s Antrix Corpn., dated February 06, 2012 has been received raising an invoice, to MHRD, of Rs. 1,74,64,166/- (including Tax) as lease charges of two Ku Band, 36 MHz Transponders in GSAT-8 satellite for a period from February 1, 2012 to March 31, 2012.

f) Frequency allotment letter dated February 1, 2012 from Director, Sat. Commu. & Navigation Programme ISRO, Dept. of Space, Antriksh Bhawan, Bangalore, has been received defining parameters to uplink and downlink MHRD DTH signals.

3.   Progress made by the DTH Committee.

The Ministry of HRD vide order No. F.16-49/2010-DL dated 24th December, 2010 constituted a 15 member Committee on Direct to Home (DTH) under NMEICT Project and under the Chairmanship of Prof. S.V. Raghavan, Scientific Secretary, Office of the Principal Scientific Adviser to the Government of India.

3.1   The first meeting on DTH was held on 10th June, 2011 at Vigyan Bhawan Annexe, New Delhi.

a) The Members decided that the MHRD should begin with 50 DTH Channels as right now ISRO is facing bandwidth crunch and spare transponders are not available. A Member DTH from Department of Space (DoS) informed that the MHRD requirement shall be put before the INSAT Co-ordination Committee [ICC] of ISRO. On the requirement of 1000 channels by MHRD, the ISRO has to build a separate and dedicated satellite containing about 40 transponders, which will take about 2-3 years to produce and launch.

b) It is recommended that a common hub with Single Carrier Per Channel (SCPC) may be used from where transmission from all the sources collected together will be uplinked and appropriate Teaching Ends are required to be setup by the MHRD for Live content.

3.2   The second meeting on DTH was held on 19th July, 2011 at Deptt. Of Space, Lok Nayak Bhawan, New Delhi.

3.3   The third DTH meeting was held on 8th November, 2011 at ISRO Headquarter, Bangalore, and was also attended by the Secretary, DOS and Chairman ISRO.

a) Dr. K. Radhakrishnan, Secretary, DOS and Chairman ISRO, Bangalore briefed the members that ISRO will do its best to support the activities of MHRD on a priority basis, this is because the ISRO also attaches importance to educational activities through ICT. He felt that some transponder can be provided to MHRD in GSAT-8/12, any new satellite being built by the ISRO or some other arrangements shall be made for it.

b) Some assumptions were recorded that have significant bearing on the design and cost of the MHRD DTH system.

c) India at present has 145 million TV Sets installed that represent about 60% TV homes. Since this number is very large, we cannot afford to lose sight of the use of Television and DTH Network for delivery of education content to students to their homes as well as at the educational institutions.

d) There was a discussion as to what type of educational content should be delivered on MHRD DTH system. It was referred that as per the Mission Document, it is expected to focus more on curriculum based of education and less on enrichment based education.

e) We require about 3000 hours [365 days x 8 hours] of educational programmes per year per DTH channel. If we assume 3 repetitions per day [8 hours] it will therefore be very difficult to launch 1000 DTH channel based on pre-recorded educational content alone. It was therefore felt that it would be appropriate to deliver larger part of educational content through LIVE broadcasting and we shall also use the pre-recorded content followed by live interactive sessions from student on teleconferencing (video) and calls generated through phone/mobile.

f) Prof. Raghavan felt that we should explore the possibilities of adopting multiple technological solutions to provide DTH Channels. He felt, perhaps DTH project could be transformed to 'Direct-To-Anywhere'. A mention of National Optical Fiber Network (NOFN) project proposed by the Department of Telecommunications was also discussed where in WiMax, and IP network could be a part of the DTH delivery platform. It was felt in that case, through WiMax, students, when in transit and using LCAD could also receive the educational content, effectively. In about 18-24 months of time the country will be assured NKN connectivity within 50 Kms and NOFN connectivity within 5 Km of anywhere.

g) For content generation, it was felt that all IITs, NITs, Central Universities, NITTTR, IIMs, IISc, Agriculture Universities and other Institutions may be involved by the MHRD and about 108 DTH networks out of these institutions may be setup in the first instance and involving them for 8 hours of live content generation a day, for supply to 40-50 DTH channels. For this the MHRD will provide the necessary equipments, infrastructure for establishment and funds to run it.

3.4 The 4th DTH meeting was held on 09th January, 20121 at the Office of Principal Scientific Adviser to the Government of India, Vigyan Bhawan Annexe, New Delhi.

a) It was felt that since we have been allocated the satellite transponder by ISRO, efforts should now be made to ensure the transponders are put to use at the earliest, for this we may utilize the services of Government/PSU's/private DTH service providers to utilize their teleport facilities for a period of 12 to 15 months or till the time we setup our own Earth Station facilities. Besides Teleport facilities, we should also include live delivery of content and video Servers, Play out etc., facilities in the services for hiring. Efforts be also made to deliver the DTH content through IPTv and on Mobile also. Some names of Teleport facility providers in this were suggested such as: BSNL, ESSL Shyam, VTI, IRICOM, TCIL, TATA, India Sign etc. It was felt we may engage the services of M/s. TCIL, BECIL, ECIL, BEL or others as Consulting Firms to tender and find out an appropriate Teleport service provider for MHRD DTH services.

b) The committee discussed that the MHRD should immediately identify the 'Real Estate' where the DTH of 50 and 1000 channels is likely to be setup, it was felt that about five acres of land may be required for this purpose to house DTH and the NME-ICT Mission Secretariat office. The site should have clear sky on south and west side and having no elevation above 40 degrees. The building to house human and HPA, uplink antenna should have a distance of 15 meter or more.

c) It was felt that we should ensure that list of programmes; short synopsis etc., going to be televised in 50 channels should be made available in advance, to the public, at large. For this we may create DTH Electronic Programme Guide (EPG) and use a websites to disseminate such information. Automatically SMS and e-mails massages may be sent to registered students on this. Certain, channels may be kept reserved to serve the near video on demand (NVOD) services, wherein demand from students is collected on regular basis and the content delivered accordingly.

3.5 The 5th DTH meeting was held on 14th February, 20121 at the MHRD, Shastri Bhavan New Delhi.

a) The members were informed that in continuation to the communication received from Director, Satellite Communication and Navigation Programmes, Department of Space (DoS), regarding allotment of two transponders, a correspondence from M/s Antrix Corpn., (a Commercial wing of Department of Space) has been received, raising an invoice, to MHRD, of Rs. 1,74,64,166/- (including Tax) as lease charges of two Ku Band, 36 MHz Transponders in GSAT-8 satellite for a period from February 1, 2012 to March 31, 2012. The members felt since the rates for lease of transponders have been determined and communicated by the DoS (Govt of India), the rates are reasonable and it was unanimously **recommended**

that the MHRD should make the required payment to M/s Antrix corpn., otherwise we may lose the transponder space.

b) Since the MHRD does not have the requisite technical infrastructure and manpower for running the 50 DTH Channels and as per recommendation of the DTH Committee, a Request for Proposal (RFP), on January 31, 2012, to at least four agencies working as PSUs under different Ministry of Government of India was sent inviting Limited Tender, in two bid format, for hiring services of an external professional Consultancy Firms that through tendering process may select a Teleport Agency for uploading MHRD 50 DTH Channels. An invitation to other agencies was also put up in the SAKSHAT website. Sufficient time was given to these agencies to respond.

c) The members felt that the outcome or the recommendation of the DTH committee with regard to finalization of Consulting Firm, arising from technical and commercial biddings may kindly be vetted by the audit department of the MHRD or approved by the PAB, before a contract is awarded to the suitable bidder for engagement of Consulting Firm for providing Teleport Agency to uplink 50 MHRD DTH Channels.

d) In response to RFP, quotations from M/s. Broadcast Engineering Consultants India Limited (BECIL) a PSU under Ministry of I&B and M/s. Telecommunication Consultants India Limited (TCIL) also a PSU under the Ministry of Communications and Information Technology were received. Technical bids were opened, analysed and evaluated by the DTH Committee and further based on the Technical presentation, the Members of the DTH committee decided that Technical quotations submitted by both the agencies are technically qualified. The Commercial quotes submitted by both the Agencies were then opened and commercial quote of M/s. BECIL was found linked to 12% the rent and service tax (on a quote likely to be received in future from a Teleport Agency). The committee therefore, felt that the commercial quote submitted by M/s. BECIL is linked with future price and at present the **absolute and exact value** of the quote cannot be ascertained, hence the quote is not clear, not in order, not in correct form and was therefore not accepted. The Commercial bid submitted by M/s. TCIL was found to be as one time charges, of Rs. 24 Lakhs (Rupees Twenty Four Lakhs only) inclusive of service taxes as per the prevailing rate, it was found to be in order, reasonable and best. The committee therefore recommended that for Phase-I **contract for 'finding a Teleport Agency** for engagement of up-linking 50 DTH channels for MHRD' **may therefore be awarded to M/s. TCIL** in accordance with their quote submitted.

The PAB may kindly note the Progress on setting up of DTH Educational Channels under NME-ICT, especially (i) issues (ii) Few Developments and (iii) decisions taken and progress made by the DTH Committee.

The PAB is requested to accord approval of:

(a) Rs. 9.5 Crores and Tax as applicable, to be remitted to M/s Antrix Corpn, Department of Space, ISRO, Annually, for lease of two 36 MHz Ku band transponders on GSAT-8 satellite.

(b) At present, a payment of Rs. 1,74,64,166/- (including Tax) to M/s Antrix Corpn, for lease of two transponders w.e.f. February 1, 2012 to March 31, 2012, that is in proportion to (a) above.

(c) Award a contract to M/s. Telecommunication Consultants India Limited (TCIL) a PSU under the Ministry of Communications and Information Technology for 'finding a Teleport Agency for engagement of up-linking 50 DTH channels of MHRD' at one time payment of Rs. 24 Lakhs (Rupees Twenty Four Lakhs only) inclusive of service taxes as per the prevailing rate and in accordance with their quote submitted to DTH Committee.

Item No.7:

Approval of new projects recommended by the Standing Committee of NMEICT

Standing Committee of NMEICT in its Meeting held on 26th December, 2011 recommended the following new project:

7.1 Science Experiments using Computers by Dr. Ajith Kumar, Inter University, Accelerator Centre, Aruna Asaf Ali Marg, New Delhi Control Number ATE24121112305, new proposal.

The Standing Committee of NMEICT in its meeting held on 26th December, 2011 recommended to the PAB for sanctioning the project and to release sufficient funds for conducting few workshops before March 31, 2012, in the current project period to establish proof-of-concept.

Extracts of the Minutes of the SC Meeting held on 26th December, 2011.

3. Science Experiments using Computers by Dr. Ajith Kumar, Inter University Accelerator Centre, Aruna Asaf Ali Marg, New Delhi Control Number ATE24121112305, new proposal.

Objective: Hands-on training on computer interfaced science experiments to physics and engineering teachers using an indigenously developed lab experimental kit.

Dr. Ajith Kumar gave a presentation and a demonstration of some of the experiments using the interface that he has developed. He has been conducting a one-on-one workshop to teachers (with about thirty teachers at any time) and has received support from colleges where the undergraduate students are exposed to such media for understanding labs and experiments. He would like to scale it up and hire some professional trainers who can conduct many such workshops and also empower the teachers to adopt the device for classroom learning. The interface costs Rs. 3000 and about thirty units are needed for any one workshop. He proposed to do the training for two years with the help of project personnel to train about 1500 teachers through 50 workshops. The budget included the cost, the travel and support to local organizers.

The SC agreed to his request and recommended to the PAB for sanctioning the project and to release sufficient funds for conducting few workshops before March 31, 2012, in the current project period to establish proof-of-concept. The remaining funds may be released from mission funds that will become available from the 12th Plan allocation. **Dr. Ajith Kumar is also requested to study the following and submit a revised proposal without altering per unit costs so that the Mission Director may take the approval from the next PAB meeting directly without having to present it to the SC again.**

a. Scale up the training of 1500 teachers to several thousand or even tens of thousand of teachers with a process designed for the same. He may consult Prof. Phatak who does large scale training from IIT Bombay.

b. Design a smaller sized interface and the programming for distribution of the same device with AAKASH, the low cost access device the Mission proposes to distribute to millions of students. The design cost can be included in the revised proposal.

The Standing Committee of NMEICT in its meeting held on 13th January, 2012 recommended the following new projects:

7.2. Village communication network leveraging on fibre to the village
PI: Prof. Ashok Jhunjhunwala
Inst: TCOE at IIT Madras and TCOE at IIT Bombay

The SC recommends that the proposed budget of Rs. 2 crore be released.

Extracts of the Minutes of the Standing Committee Meeting held on 13th January, 2012 are given below:

> 1. Village communication network leveraging on fiber to the village
> PI: Prof. Ashok Jhunjhunwala
> Inst: TCOE at IIT Madras and TCOE at IIT Bombay
>
> Using WiFi standard ICs to be available on Aakash, outdoor Wi-Fi infrastructure with a 1km radius to be developed. Hardware around existing standard WiFi chips will be developed, pilot tested and rolled out for deployment. The bandwidth will be of the order of 300kbps. All of these will be done in two years.
>
> The above can be done at every village, as fibre is expected to reach every village any way.

Different business models were discussed. If it is to be on a self sustaining mode, the cost would be as low as Rs. 10 to 15 per month per person. This will allow village level entrepreneurs to participate. Alternate, fully funded methods by the Government, could also be explored at the time of roll out.

The budget is Rs. 1crore for each of the IITs for a two year duration, coming to a total of Rs. 2 crore.

The SC recommends that the proposed budget of Rs. 2 crore be released.

7.3. Enhancement & Roadmap to Aakash Platform
PI: Prof. Ashok Jhunjhunwala
Inst: TCOE at IIT Madras

The SC recommends this proposal and that the proposed budget of Rs. 25 lakh be released.

Extracts of the Minutes of the Standing Committee Meeting held on 13th January, 2012 are given below:

2. Enhancement & Roadmap to Aakash Platform
PI: Prof. Ashok Jhunjhunwala
Inst: TCOE at IIT Madras

The main objective of this proposal is to improve the current Aakash platform. The enhancements will be in the area of power management, interface ports, engineering aspects, such as casing, PCB and wiring, software aspects, such as porting higher versions than Android 2.2 and support for direct download of applications from Android App store and lowering the cost further. The PI clarified that some proposed components could be offered as optional items, but that the cost of the base version will not go up.

The PIs proposed a budget of 25 lakh for a period of 1 year. The breakup is Rs. 12 lakh for salaries, Rs. 8 lakh for travel and Rs. 5 lakh for expenses, such as hardware platform, software tools, test equipment and components.

The SC recommended that the PI ensures the viability of Linux also, as there are some issues in depending on Android alone. As Linux comes with a large number of open source software tools, Linux will help increase the available number of software.

The SC recommends this proposal and that the proposed budget of Rs. 25 lakh be released.

7.4. Aakash education proposal
PI: Prof. Ashok Jhunjhunwala
Inst: TCOE at IIT Madras

The SC recommends that Rs. 5 crore be released.

Extracts of the Minutes of the Standing Committee Meeting held on 13th January, 2012 are given below:

3. Aakash education proposal
PI: Prof. Ashok Jhunjhunwala
Inst: TCOE at IIT Madras

The aim of this proposal is to create an ecosystem which ensures a rich set of applications focused on education / pedagogy to be made available on Aakash platform to enrich the learning experience of rural students.

The following will be attempted: Port/Create the Educational Software for students from basic learning to advanced learning with animated video contents, Tools to assist Teachers, Educational Content delivery tools, such as Large Scale Video Streaming software and Teacher assisted on-line student exercise tools, On-line exam tools, Tools to assist Students, such as Organize educational content and Monitor the learning progress, and Pedagogical applications for Interactive class room Response system.

If IIT Madras team ALONE were to carry out this project, the cost of the project will be Rs. 2 crore for two years.

The PI, however, preferred to create a team of skilled people from five IITs, led by TCOE, IIT Madras. The budget to do this activity through five IITs will be Rs.5 crore for a period of two years.

The SC members recommended to accommodate non-IIT institutions also in this project, as there are experts from other institutions also. The PI agreed to do this after a period of six to twelve months. The SC members accepted this, but urged the PI to ensure that other good institutions are also included as members.

In view of the above discussion, the SC recommends the five IIT model. The SC recommends that Rs. 5 crore be released.

PAB may please consider the above proposals.

The following is for information of PAB:

The Standing Committee in its meeting held on 22nd Feb, 2012 recommended the following project.

7.5. Free and Open source software for campus collaboration:
   By Shri. Arun Prabhudesai from Enhance Education, Pune

The Extracts of the meeting are given below:

Free and Open source software for campus collaboration:
By Shri. Arun Prabhudesai from Enhance Education, Pune

The MY Open Campus is a free campus collaboration platform which will also run portal services for colleges on a cloud to all its users free of cost. It is like an open social environment permitting the teachers and students to interact, institutions to set their own environment of education, scheduling etc. ERP services are not part of it. The software is private but is written using PhP and MySQL both of which are open source software. Therefore institutions can add their onw codes for creating/adding their own environment.

This is similar to though not a replacement for Classle (which is associating with NPTEL as a partner for free networking). My Open Campus also has an android version. The proposal presented by Shri. Arun is for porting the android version of My Open Campus on the Aakash tablet free of cost. This will enable students and faculty to collaborate easily without any cost anytime and from anywhere.

The SC recommends the mission for popualrising such India-centric efforts in enabling quality education. The revenue model for the company is similar to Google, such as providing analysis of student profiles to potential employers for a fee with the permission of the student user. No fees will be charged to the student. The PI categorically stated that he will enter into a non-exclusive agreement with NMEICT and will not implement any hidden charges for it learners. The Standing committee recommends the PAB that such partner websites working to fulfill the Mission Objectives b permitted to work with SAKSHAT.

7.6 Popular science E-books: Demystifying the Brain by Prof. Srinivasa Chakravarty, IIT Madras

The Extracts of the meeting are given below:

Popular science E-books: Demystifying the Brain by Prof. Srinivasa
Chakravarty, IIT Madras

Professor Chakravarty presented the book in its present form and requested the SC to give an additional three months time to complete the remaining chapters. Out of a total of five books proposed by him in the proposal, sanction was accorded to only one book and the committee observed that Prof. Chakravarty has spent a

considerable time writing popular account for science students and the general public. The SC appreciated it very much and requested him to complete and also propose a network of eminent faculty members throughout the country to create classic non-fiction account of science for popularization. The PAB is requested to take a view on the sanction of a suitable honorarium to eminent individuals who give their time for creating intellectual works such as this for free distribution through e-pub software for publishing in the low cost devices. The current amount of Rs.70,000 for such high quality intellectual work is grossly inadequate and a case-by-case reviewer supported honoraria in the range of Rs.1.5 lakhs to Rs. 2.5 lakhs (one time) may be considered.

Item No.8

Approval of projects recommended by the Standing Committee for next installment

8.1   Robotics for Education - Swagat Kumar - IIT Rajasthan

The Standing Committee Meeting of NMEICT held on 15th Oct, 2011 recommended release of second installment to the PI subject to UC Statement of account and actions items (plan for the remaining period of project) being submitted by PI.

The PI was sanctioned first installment of Rs.46.74 lakhs against which an expenditure of Rs.41.85 lakhs has been made. The PI has requested second installment of Rs.100 lakhs (**Appendix**-4) **Page No.73.**

The extracts of the Standing Committee Meeting are given below:

6. **Swagat Kumar, IITJ**
   1. swarm robot design
   2. open source design for software and hardware.
   3. Outdoor mobile robot platform – development.
   4. Fabrication and integration of swarm robot done. Software part pending.
   5. Robotic wheel chair – procured.
   6. Outside mobile robot – tender floated for fabrication. Software and algorithms to be worked upon.
   7. Website with all documents in open source licensing is operational.
   8. Robotic wheel chair – to be ready by December 2011.
   9. by march 31, demonstration of wheel chair after testing can be done.
   10. SC committee
       1. how may robots? - reply – three, may be 10.
       2. outdoor mobile robot – not part of the project? Reply – no.
       3. Comparison with IIT Bombay robot? - IITJ based on OS, can do image processing.
       4. What can be done with image processing? - for tracking.
       5. Find the microcontroller vs CPU based and tell which should be used?
   11. SC Recommendations – 2nd installment to be released subject to UC, statement of account, and actions items (plan for the remaining period of project) being submitted by PI.

The Standing Committee of NMEICT in its meeting held on 2nd Feb, 2012 recommended the following projects.

8.2. GNUKhata,
PI, Shri Manik Shingare and Krishnakant Mane of Master Dinanath Mangeshkar College of Arts and Commerce, Aurad, Shajani,Tq.Nilanga,Distt.Latur

Standing Committee recommended release of second grant of Rs.15 lakhs.

Extracts of the Minutes of the Standing Committee Meeting held on 2nd February, 2012 are given below:

Krishnakant Mane

‒ GNUkhata
‒ extension till 31st March 2012 requested.
‒ Release of seconds grant requested.
‒ Recommended extenstion till 31 March 2012
‒ Recommended release of second grant of Rs.15 lakhs.

8.3. E-yantra, Dr.Kavi Arya

Standing Committee recommended another 62 lakhs to be released.

Extracts of the Minutes of the Standing Committee Meeting held on 2nd February, 2012 are given below:

E-yantra, Dr.Kavi Arya

‒ robots for teaching – opensource.
‒ Received 61.80lakhs, left over now – 3.98lakhs
‒ required 118 lakhs as second release.
‒ After deliberation, recommended another 62 lakhs to be released.
‒ Deployment in more than 300 colleges.

The Standing Committee of NMEICT in its meeting held on 22nd Feb, 2012 recommended the following projects:

8.4. Virtual Labs project – IIT Delhi

The Standing Committee of NMEICT recommended Rs.32.8 crores.

The Extracts of the SC Meeting held on 22nd Feb, 2012 are given below:

Progress of the Virtual Labs project - presentation by Professor Ranjan Bose, IIT Delhi.

1. Prof. Bose informed the Committee that the project was well on its way towards completion of all deliverables projected in the original project and that the two installments released already for the main project had been utilized/committed towards expenditure.
2. He mentioned that the work was in progress for the remote triggered labs and that the funds released as first installment had also been utilized. He requested that the second installment be released for timely implementation of the project activities.
3. He requested the project be extended by about three months without additional funds to complete the activities.
4. The proposed launch date of the project in the presence of the Hon. Minister for HRD and other dignitaries has been set for Feb 23, 2012. He invited all the SC members to attend the launch and view many of the labs and demos.

The SC appreciated the work carried out by Prof. Bose and recommended that an amount of Rs.32.8 crores be released at the earliest. The PAB is requested to consider the time extension favorably and grant the same.

8.5: Progress of the Quantum Nano Computing Centre project by Dr. Vishal Sahni, Dayalbagh Educational Institute, Agra.

The Standing Committee of NMEICT recommended Rs. 1.50 crores.

The Extracts of the SC Meeting held on 22nd Feb, 2012 are given below:

Progress of the Quantum Nano Computing Centre project by Dr. Vishal Sahni, Dayalbagh Educational Institute, Agra.

Dr. Vishal Sahni informed the SC that two of the three activities, namely that of conducting International workshops in 2010 and 2011 and training of students (approximately 1260) in the special areas of quantum and nano-computing school had been completed. Senior high school students are also likely to be exposed and encouraged in the immediate future to learn more about exciting developments which are happening in this frontier area. Dr. Sahni mentioned that the setting up of a two qubit coherence measurement was to be done after a single qubit set up had been completed for which the equipment had been ordered. The funds released so far would only be sufficient for the latter and therefore the release of the remaining amount of Rs.1.5 crore is urgently needed. This being a three-year project sanctioned in 2010 February, all efforts will be made to complete the set up of the experiment on time within the current year or early 2013 as scheduled. A few of the lab demos and all the lectures and workshop details are already available on the DEI Website and links to Sakshat have been provided already.

SC Recommendation: Project progress is satisfactory as presented and that the next installment of Rs. 1.5 crores be released.

8.6. Inflibnet / INDEST resources to Universities, IITs, NITs, IISERs and Colleges:

8.7. National Library and Information Services Infrastructure for Scholarly Contents (N-LIST)

The Standing Committee of NMEICT recommended Rs.59.28 crores.

The Extracts of the SC Meeting held on 22nd Feb, 2012 are given below:

Inflibnet / INDEST resources to Universities, IITs, NITs, IISERs and Colleges:
National Library and Information Services Infrastructure for Scholarly Contents (N-LIST)

Dr. Jagadish Arora, Inflibnet, Ahmedabad presented a summary of subscription e-books and e-journals provided to Universities and colleges in India. Dr. Aggarwal from IIT Delhi gave a summary of the cross subscriptions from INDEST under the NMEICT. IIT Delhi is the overall coordinator. The Committee noted that the progress of increasing subscription from about 1000 colleges to about 2000 is somewhat at a slow pace and requested that the mission objectives of providing e-books and e-services to all higher education (more than 20000 colleges and 400 Universities), irrespective of whether they had 12B or AICTE approved status needed to be taken up in a coherent manner.

Dr. Arora requested that additional funds be provided to Open Universities and a few other Institutions not covered by the UGC Act or the AICTE approval. The Committee informed him that the Mission covered all colleges and extending subscriptions to ALL institutions and informing them of the benefits was of paramount importance; there was no need or bias in segregating them under different agencies.

The SC recommends to the Mission Director that most of the funds required under this project are recurring expenses to be paid annually. Therefore the proposals collated and resubmitted by the Inflibnet to PAB without changes in the objectives at the earliest and that he present the revised requirement to the PAB in the next PAB meeting. The sum of Rs.59.28 crores which is required for the current year needs to be paid and is recommended by the SC.

The analysis of usage and the requirement for specific journals by specific Universities must be clearly documented by the coordinator instead of obtaining packages where a large body of information may not be relevant. E-book distributors' packages need not be and shall not be adopted wholesale but requirements of Indian Institutions must be taken up and shown in the next report as well as in the PRSG being constituted for this purpose. All these details should be made available in public domain. They should also be posted in the Inflibnet website. Unused subscriptions must be surrendered at the earliest.

8.8 Proposal for Enhancement of Production cost for E-content Module under NMEICT presented by CEC (Shri Sunil Mehru, Shri Nagesh and his colleagues on behalf of the PI Dr.Tilak Kem).

The Standing Committee of NMEICT recommended Rs.3.1 crores.

The Extracts of the SC Meeting held on 22nd Feb, 2012 are given below:

> **Proposal for Enhancement of Production cost for E-content Module under NMEICT presented by CEC (Shri Sunil Mehru, Shri Nagesh and his colleagues on behalf of the PI Dr.Tilak Kem).**
>
> The PI proposed an enhanced rate of Rs 35,000 per module of half hour video production, web supplements for the contents, and creation of the four-frame content for online streaming from the current norm of Rs. 17,500 per module. The representatives of CEC were, however, unable to provide a proper justification for this enhanced rate as a uniform rate across all centres in India. In addition, CEC equipment and infrastructure are already provided by UGC directly and their current staff of about 35-38 per media centre is also fully supported by the UGC. Hence the committee felt that CEC had no justification for asking for a 100% enhancement in the rate. SC suggested that a subcommittee of experts be formed to look into the costing and arrive at a rate commensurate to the quality expected of all the content but would not entail wastage of funds.
>
> In the meanwhile, the SC recommends the CEC to get its next installment of Rs.3.1 crore at the prevailing rate of Rs.17,500 and the revised rates will be applied for modules under production with retrospective effect as determined by the PAB. The PAB is requested to release funds as per their schedule as production activities cannot be stopped for want of additional sanction.

8.9. E-Kalpa (Curriculum development in Design) Presented by Prof. Ravi Poovaiah, IIT Bombay

The Standing Committee of NMEICT recommended Rs. 2 crores.

The Extracts of the SC Meeting held on 22nd Feb, 2012 are given below:

> E-Kalpa (Curriculum development in Design)
> Presented by Prof. Ravi Poovaiah, IIT Bombay
> Professor Ravi demonstrated the content development and the multiple quadrants of learning in Design courses through his website. He has submitted that all the forty courses originally proposed have been completed and that there are some more courses which have been added. Most of the funds have been utilized and/or committed and he requested the release of a sum of Rs. 2 crores to continue the project as per the original document. The Standing Committee recommends the release on an ongoing effort in which more partner institutions need to be included and the full programme of Design at a national level be provided through ICT. Also a PRSG constituted for the purpose may visit the site and observe all the special facilities created out of this facility and ascertain infrastructure availability for other partners to use for content creation.

8.10. FOSSEE by Prof. Prabhu Ramachandran presented by Dr. Madhu, IIT Bombay.

The Standing Committee of NMEICT recommended Rs.50 lakhs

The Extracts of the SC Meeting held on 22nd Feb, 2012 are given below:

> FOSSEE by Prof. Prabhu Ramachandran presented by Dr. Madhu, IIT Bombay. The project has created awareness among major academic institutions and many of them are switching to Free source software, for example, using Scilab in place of the commercial matlab software. The project is creating a lot of text-book companions as program codes in scilab for solving engineering problems and has proposed the creation of 200 textbook companions for a sum of Approximately Rs. 25000 for each text book. In addition they have proposed the migration of a lab to an academic institute so that the institute itself can be a promoter of open software after appropriate training. The SC has noted that the project deliverables have been met as per schedule and recommends Rs.50 lakhs as the next installment for continuing the activities.

8.11. E-content generation in 17 subjects in electronics and communication using Learning-by-doing (or 'butterfly') model by prof. Sandhya Kode and Prof. Kannan Srinathan, IIIT Hyderabad.

The Standing Committee of NMEICT recommended Rs.119 lakhs for 17 courses.

The Extracts of the SC Meeting held on 22nd Feb, 2012 are below:

> E-content generation in 17 subjects in electronics and communication using Learning-by-doing (or 'butterfly') model by prof. Sandhya Kode and Prof. Kannan Srinathan, IIIT Hyderabad.
>
> Prof. Sandhya kode had made presentations earlier on the same and had been requested to revise her proposal from its proposed budget of Rs. 10 lakhs to the lowest possible. The learning-by-doing as a pilot was given and was well received at Rs. 30 lakhs for three courses. However, the facilities created in the pilot and the experience gained in the process would have to be taken into account and her current proposal for 17 courses at the rate of Rs. 7 lakhs is reasonable. Any cost overrun will be indicated by her and prior sanction will be taken before approving additional budget. It was also suggested by here than a number of courses are elementary and therefore she will not include in the content creation process, the research and analysis requirements of the Bloom's taxonomy for the Butterfly model. The committee approved her proposal in its entire form since the course contents created will be a valuable add on to on the content creation schemes by including interactive learning in the design of the course itself. A sum of Rs. 119 lakhs for 17 courses is recommended.

PAB may please consider the above proposals.

Item No.9

Status of Expenditure under NMEICT

For the Financial Year 2001-12, a Budget of Rs.943 crores was approved under NMEICT Scheme. So far approximately an amount of Rs.259.92 crores has been released for various projects. An amount of Rs.41.03 crores (DTH-Rs.1.74 crore, NIFT Chennai-Rs.1.16 crore, MS University, Baroda-Rs.0.11 crore, States/UTs for the Awareness Building-Rs.2.75 crore, MTNL-Rs.0.27 crore, GNUKhata-Rs.6.90 lakhs and NPTEL-Rs.35 crore) is in process for release.

The following projects have been recommended by Standing Committee and put up before the PAB:

New Proposals

Sl.	Name of the Project	Amount in Rs.
1	Village communication network leveraging on fibre to the village - PI: Prof. Ashok Jhunjhunwala Inst: TCOE at IIT Madras and TCOE at IIT Bombay	Rs.2 crore
2	Enhancement & Roadmap to Aakash Platform PI: Prof. Ashok Jhunjhunwala - Inst: TCOE at IIT Madras	Rs.0.25 crore
3	Aakash education proposal - PI: Prof. Ashok Jhunjhunwala - Inst: TCOE at IIT Madras	Rs.5 crore
4	E-content generation in 17 subjects using learning-by-doing (new, reviewed twice)	Rs.1.19 crore
	Total	**Rs.8.44 crores**

Ongoing Proposals

Sl.	Name of the Project	Amount in Rs.
1	Robotics for Education - Swagat Kumar - IIT Rajasthan	Rs.1.00 crore
2	GNUKhata,	Rs.0.15 crore
3	E-yantra, Dr.Kavi Arya	Rs.0.62 crore
4	Virtual Labs – ongoing	Rs.32.80 crores
5	Quantum Nano computing project – ongoing	Rs.1.50 crores
6	Inflibnet with cross subscription and additional open university access	Rs.59.28 crores
7	E-content module by CEC – ongoing	Rs.3.10 crore
8	E-Kalpa – ongoing	Rs.2.0 crore
9	FOSSEE – ongoing	Rs.0.5 crore
	Total	**Rs. 100.95.crores**

The above is put up for information to PAB.

Item No.10

Request for extending VPNoBB to Study Centers of Dr.B.R.Ambedkar Open University, Hyderabad

Vice-Chancellor, Dr.B.R.Ambedkar Open University, Hyderabad vide letter dated 14th December, 2011 informed that the University has a wide networks of 23 Regional Co-ordination Centers at District Headquarters and 219 Study Centers spread across the entire State of Andhra Pradesh.   These centers are located mostly in Government Colleges. The University envisages to cover these centers through a VPN for the purpose of reaching the remote distance learners to provide educational instructional material.

As the Regional Co-ordination Centers and Study Centers are the constituent parts of their University, they requested the BSNL to extend the VPNoBB to their 70 Study Centers in the first phase and paid an amount of Rs.86,861/- on 30.6.2011.

The University has received an email message on 26.11.2011 from DGM, NOC, Bangalore of BSNL stating that the Study Centers are not eligible and the University should take up the same with MHRD for its inclusion.

In view of the above, Vice-Chancellor, Dr.B.R.Ambedkar Open University, Hyderabad requested MHRD to consider their Regional Co-ordination Centers and Study Centers eligible for VPNoBB as they are constituent parts of the University and facilitate the Varsity in reaching the unreached which is mandate as part of ODL.

The above is put up to PAB for consideration.

Item No.11

Issues related with BSNL/MTNL

- Presentation by BSNL/MTNL
- Give Aakash as a bundle with connectivity to colleges not having any computer
- Provide wifi modems to all colleges – Ratify
- Status of migration to NKN
- Status of LAN provisioning to the universities

Signing of SLA with BSNL/MTNL

This item pertains to Signing of Memorandum of Understanding (MoU) by Department of Higher Education with Department of Telecommunications, Bharat Sanchar Nigam Limited (BSNL) and Mahanagar Telephone Nigam Limited (MTNL) on connectivity matter under the NMEICT Scheme. On the draft agreement the comments of IFD of this Ministry and Ministry of Law were obtained and SLA was accordingly modified.

As per decisions taken in the 2nd Meeting of National Apex Committee and 16th meeting of Project Approval Board of National Mission on Education through Information and Communication Technology (NMEICT), held on 1st September, 2010 it was decided that Department of IT will also take care of Service Level Agreement in respect of connectivity to Universities. Accordingly a copy of draft SLA was sent to Department of IT for taking necessary action as per the minutes of the 16th PAB meeting. Reminders were also sent to DoIT. However, there is no response from Department of IT in this regard. Later, the matter was also taken up with Prof. S.V. Raghavan, Scientific Secretary to Principal Scientific Adviser to Government of India for advice/opinion. There is no progress on this issue.

It is submitted that MoU/SLA among Department of HE, BSNL, MTNL and DoIT is yet to be signed. PAB may take a decision in the matter.

Item No.12
Status of projects awarded to:

12.1 Pilot project namely, content creation (non-technical) e-content creation in the areas of economics, mathematics, commerce, history, zoology and botany

The Pilot project namely, content creation (non-technical) e-content creation in the areas of economics, mathematics, commerce, history, zoology and botany was awarded to University of Delhi. For this project an amount of Rs.1.00 crore was released to University of Delhi vide sanction letter dated 31.3.2009. The Institute of Life Long Leaning (ILLL) is executing this project.

The Delhi University was invited in the Peer Review Committee Meeting of NMEICT held on 24.1.2011 for review of their project. However, due to change of PI, it was decided to skip this review as the original PI was not there and suggested that the new PI be given two to three months time to prepare a comprehensive project report.

Again they were called in the Standing Committee Meeting held on 6th August, 2011 and in the Evaluation Committee Meeting held on 3rd and 4th Sept, 2011. They did not attend any of the meetings.

Vide letter dated 3.6.2011 Ministry of HRD sought the status of this project. Also vide letter dated 27.9.2011 VC, Delhi University was requested to look into the matter and provide the present status of the project and whether it would be possible for ILLL to deliver the outcomes not later than 31st December, 2011, but no response has been received so far.

The above is put up to PAB for information please.

12.2. Projects awarded to IIM Ahmadabad

The following two projects were awarded to IIM Ahmadabad and the status is given below:

1. **Proof of Concept Exercise for Better Planning of e-learning programme – IIM Ahmadabad**

2. **Awareness Building and Publicity Strategy Formulation**

For the above projects MHRD has released the following amount:

Proof of Concept Exercise for Better Planning of e-learning programme	Rs.5,00,000/-
Awareness Building and Publicity Strategy Formulation	Rs.61,00,000/-

PAB had approved the in its 3rd meeting an amount of Rs.10 lakhs for the project namely, Proof of Concept Exercise for Better Planning of e-learning programme and MHRD had released an amount of Rs,5 lakhs to IIM Ahmadabad for the above mentioned project.

For Awareness Building and Publicity Strategy Formulation project an amount of Rs.61 lakhs was released to IIM Ahmadabad for this project as per the PAB approval. Later on IIM Ahmadabad had expressed its inability to execute the project and they were accordingly requested to refund the amount with interest.

The PI vide its letter dated 4th March, 2011 refunded Rs.53,53,644/- after deducting Rs.5,91,890/- pending for the project "Proof of Concept Exercise for Better Planning of e-learning programme" and Rs.1,55,466/- as travel and stay expenses for the project "Awareness Building" by clubbing together both the above projects.

As per their letter for the project Proof of Concept Exercise for Better Planning of e-learning programme total amount of Rs.10,91,890/- has been spent against sanction of Rs.10 lakhs. Further, no work for the project Awareness Building and Publicity Strategy Formulation has been carried out by IIM Ahmadabad. Accordingly, MHRD vide its letter dated 19th April, 2011 had requested IIM Ahmadabad to refund the amount of Rs.5,91,890/- for "Proof of Concept Exercise for Better Planning of e-learning programme" as the details of the amount spent in excess of sanction have not been provided, the present status of the project and peer review report have not been submitted to MHRD and refund an amount of Rs.1,55,466/- for the project Awareness Building and Publicity Strategy Formulation. IIM Ahmadabad has not responded even after number of reminders.

The matter was also discussed in the Standing Committee Meeting of NMEICT held on 24th Sept, 2011. It was decided by SC that PIs for both the projects should be called for SC meeting for discussion.

PI was called in the SC meeting held on 15th Oct, 2011 and 26th Nov, 2011 but did not attend the meetings.

The above is put up to PAB for information please.

12.3. Content Generation For Undergraduate Courses In Agricultural Entomology - CSK Himachal Pradesh

The Director of the institute vide letter dated 28.10.2011 informed that the funds for the project could not be received in time and requested for extension of project by one year along with permission to utilize the funds during the year 2011-12. The matter was discussed in the Standing Committee Meeting held on 26th November, 2011.

The extracts of Standing Committee Meeting held on 26th November, 2011 are given below:

> Ajay Sood
> CSK Himachal Pradesh Krishi Vishvavidyalaya, Palamur
> AS7220099850
> CONTENT GENERATION FOR UNDERGRADUATE COURSES IN AGRICULTURAL ENTOMOLOGY
>
> Rs. 25 lakh was received by HPKV on November 2010. Apparently, the PI did not come to know of the arrival of the funds until much later. The Director of research, HPKV informed MHRD by a letter dated 28 Oct. 2011 (after almost a year) that they needed an extension.
>
> The PI says that he cannot complete the course by 31 March 2012. He wants a one year extension.
>
> The SC members asked the PI whether he could expedite the work and get the courses completed by 31 March 2012. The PI said that it was not possible. The SC members asked the PI whether he could complete at least one course by 31 March. The PI said this was also not possible. The SC then asked the PI whether he could complete at least the first quadrant of a course by 31 March. The PI was not agreeable to this also.
>
> The PI is not in a position to complete any significant amount of work by 31 March. As it is not in a position to give an extension beyond 31 March, the SC asks the PI not to start the work.

There has been quite a bit of time after the receipt of the funds to complete the project. Unfortunately, as this information was not communicated to the PI in time, this difficult situation has arisen. The SC members suggested that whenever a sanction letter is sent to the Head of an Institution, a copy of it should be sent to the PI also.

The SC also suggests that MHRD should invite the VC of HPKV to find out what went wrong and how to prevent such occurrences in the future. This meeting will also give an opportunity to explain to the VC of HPKV the different ways in which the university can participate in the Mission.

As suggested by Standing Committee, letter dated 9th February, 2012 was written by MHRD but no response has been received so far.

The above is put up to PAB for information.

Item No.13

Future Roadmap of NMEICT - Continuation in XII Plan Period

An amount of Rs.4612 crore was approved for administering the National Mission on Education through Information and Communication Technology (NMEICT) Scheme in the XI Five Year Plan. Out of the total amount of Rs.4612 crore, this Department had already released Rs.1346.86 crore (upto 31.12.2011) for projects on major components of the scheme.

In a communication to Shri Pawan Agarwal, Adviser, Planning Commission regarding NMEICT Scheme it has been suggested that it may be converted into a Central Sector Scheme from Centrally Sponsored Scheme under the XII Five Year Plan. A total amount of Rs.22830 crore has been proposed for this in the XII Five Year Plan. An MOU has also been signed by MHRD with Planning Commission and Rs.850 crore has been kept for NMEICT Scheme during the year 2012-13 of XII Five Year Plan Period.

The above is submitted for information.

Item No.14

Strategy for popularization of NMEICT

NMEICT is one of the flagship Mission Mode projects of the Govt. of India. Launched in 2009, enough work has been now accomplished in different facets of the Mission and a stage has been reached where there is a lot of content available and users now need to be made aware of the Mission and the facilities/content available

Any popularization strategy will necessarily need to be multi-modal. Hence, it is proposed that different media channels be used to spread awareness. Some details are provided below

Brand Building:
Branding exercise for the mission to ensure sustained inputs and tangible takeaways from the mission in a continuous basis

1. **Brand Logo & Symbols**
   1. Design (through a national level competition)
   2. Usage criteria
   3. Monitor usage
2. **Brand Slogan**
   1. Competition (through a national level competition)
   2. Usage Criteria
   3. Monitor Usage
3. **Brand Audit**
   1. Design
   2. Conduct
   3. Analyze
4. **Brand Identity**
   1. Create
   2. Implement
   3. Monitor
   4. Assess

Media Channels:
Print Media:
1. Press Releases
2. Posters
3. Brochures

New Media (Web)
   1. Email
   2. Link Exchange
   3. Revamping the brand positioning of the Sakshat Portal

Electronic Media
   1. Documentary

2. Short Films
    1. On national mission objectives
    2. On interviews of PAB and Steering Committee
    3. On success stories
    4. On Projects and PIs

Other Channels:
1. Workshops
2. Demonstration Vans

Visit to Universities and Mobilizing University Resources
1. Coordinate meetings and workshops at various locations highlighting the National Mission
2. Mobilize essential resources for awareness building through these visitis and gatherings
3. Metrics for measuring effectiveness

Annual Conference Event on National Mission
1. Bringing in International experts and Press
2. Highlighting the work that has been done
3. Rating of the various projects done and awarding the best projects across various categories
4. Using this annual conference event for more and better branding of the mission

Strategies and alternatives for conducting regular activities to ensure that the mission achieves top of the mind recall for higher education in India

Offline
1. Letters
2. Word of Mouth spreading
3. Evangelism
4. Mention in Minister's speeches
5. Monitoring and assessment of effectiveness

Online
1. Media coverage
2. Road shows
3. Blogs
4. Groups (e.g. Google, Yahoo etc)
5. Social Networking sites

Once the base momentum has been created, it will need to be sustained. This can be done by setting up a support infrastructure that ensures continuous support, information sharing and coordination among different stakeholders for the mission through IVRS, SMS and inbound call centre to
1. Design solution(s)
    1. IVRS
    2. SMS
    3. Voice
2. Implement solution(s)
    1. Location choice

2. Hardware
3. Software
4. Toll-free number
5. Personnel
3. Effectiveness assessment and Feedback loops

Put up to the PAB for kind information.