

F. No. 8-8/2020-TEL
Government of India
Ministry of Human Resource Development
Department of Higher Education
(TEL Division)

Room No. 426-C, Shastri Bhawan,
New Delhi, dated: 16.03.2020

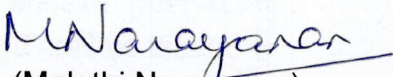
Subject: Transmission of School Education Contents from State Governments through SWAYAM Prabha (DTH) Channels - regarding.

This has reference to your Note vide F.No. 1-19/2020-KT dated: 05.03.2020 on Use of SWAYAM Prabha DTH Channels in School Education and subsequent approval of the proposal by Hon'ble HRM.

- 2 (i) A Time Slot of 4 Hours is allotted on the following SWYAM Prabha DTH TV Channels, to be telecast, once during school hours (2 Hours) and repeat during the evening every day (2 Hours), so that children can watch the content/ lectures both in school and at home. The exact time of transmission will be decided after discussion with the State Government and the existing Channel Coordinator.
 - (ii) Seven TV Channels, Channel Nos 19 to 22 (IIT-PAL Channels) and Channel Nos 23, 24 & 26 (IGNOU Channels), have been earmarked for the 7 States that have requested for transmission time viz. Tamil Nadu, Karnataka, Maharashtra, Madhya Pradesh, Arunachal Pradesh, Nagaland & Tripura. These Seven Channels may be distributed by D/o School Education among the Seven States.
 - (iii) The Uplinking and Transponder Costs for the telecast may be borne by the Ministry under the existing set up of SWAYAM Prabha.
3. The following points may kindly be taken into consideration while implementing the proposal:
- (i) The States may be responsible for creation and curation of the content. The State may be requested to put in place a system covering the following aspects:
 - (a) State/ UT Coordinators (SC): Secretary (Education) may be designated as the State Coordinator (SC). The SC may be the overall In-charge of the project, responsible for Creation of Quality Content, Curation and Transcription.
 - (b) Channel Coordinator (CC): For each Channel, there may be a Channel Coordinator (CC) to be designated by the SC. The CC may have administrative experience to lead a team of expert teachers.
 - (c) Subject Matter Experts (SMEs): The Channel Coordinator may identify as many Subject Matter Experts (SMEs) as needed keeping in view the requirements of programme production and telecast. SMEs transact the teaching learning process on the TV Channel. The SMEs may not only be expert teachers with experience and reputation, but also have excellent communication abilities and screen presence.

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- (ii) NCERT may be the National Coordinator for all the State Government Channels.
- (iii) A Content Curation Committee may be setup by NCERT to validate the quality and content of the lectures received from the States.
- (iv) **NCERT may issue the detailed Guidelines for States for content creation and validation/ uploading based on existing Guidelines of SWAYAM Prabha.**
- (v) Before starting the telecast for any State/ UT, NCERT may ensure that curated content for telecast is ready in advance for 3 months and advance schedule for 1 month, aligned to their school curriculum and lesson plans.


(Malathi Narayanan)
Deputy Secretary (TEL)

To

Shri Rajib Kumar Sen
EA, SE&L
MHRD