PM eVIDYA: DTH TV Channels

Presentation by
Central Institute of Educational Technology (CIET)
National Council of Educational Research and Training (NCERT)

Purpose?

To deliver digital education to

264+ million school students

9.7+ million teachers

- DTH TV channels
- Radio and Podcast
- DIKSHA
- Special eContent
- Online Courses
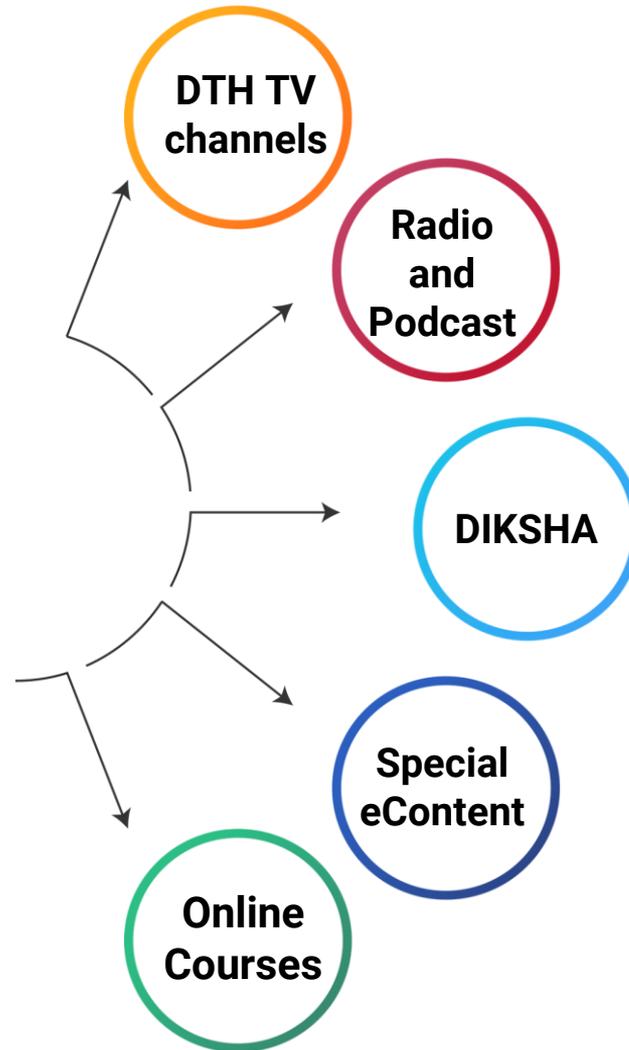
Why TV channels & radio?

- Unstable internet connectivity
- Inadequate no. of smart handheld devices with households
- Existing geographical, linguistic & socio-cultural conditions

*Addressing the digital divide and equity*

Timeline

Announcement of the initiative by the Honb'le FM

Webinar on ' Media and Learning: Challenges and Opportunities' to Commemorate the completion of 1 yr.

Tentative Launch of 200 PM eVidya Channels

17 May 2020 **1 Sep 2020** **1 Sep 2021** **1 Feb 2022** **2023**

Launch of 12 PM eVidya DTH TV channels

Budget Announcement of 200 PM eVidya DTH TV Channels
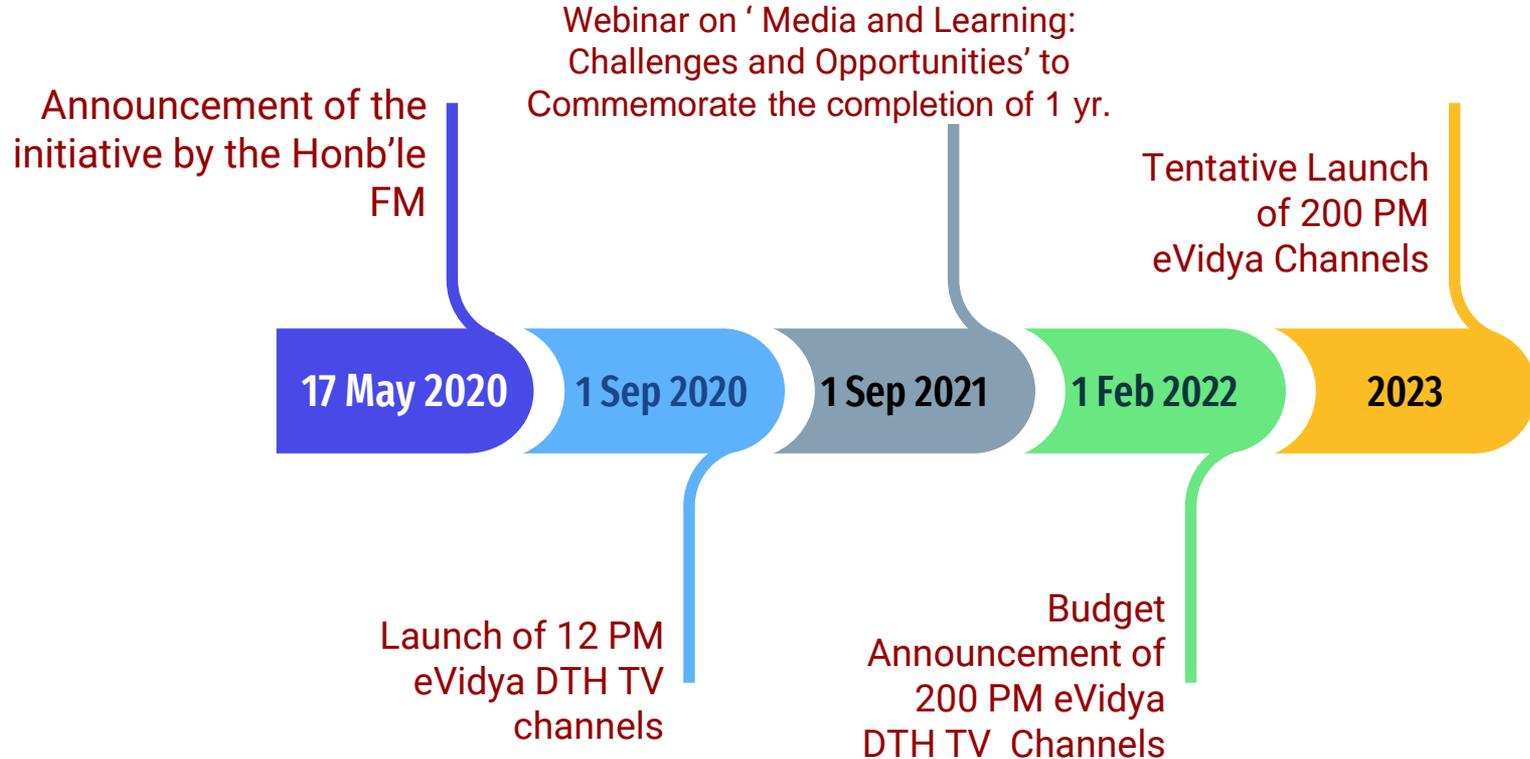
Building blocks of PM eVIDYA

01
eContent Creation

02
Teacher Professional Development

03
Coherence

04
Collaboration

PARENT   STUDENT   TEACHER
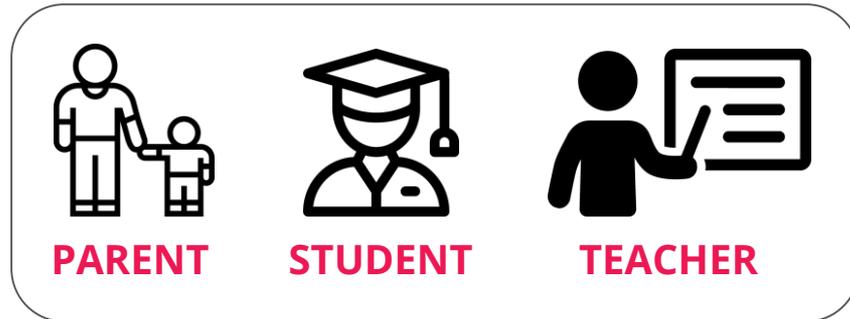
Types of eContent being used

Curricular

Vocational

General

Languages

Hindi

ISL
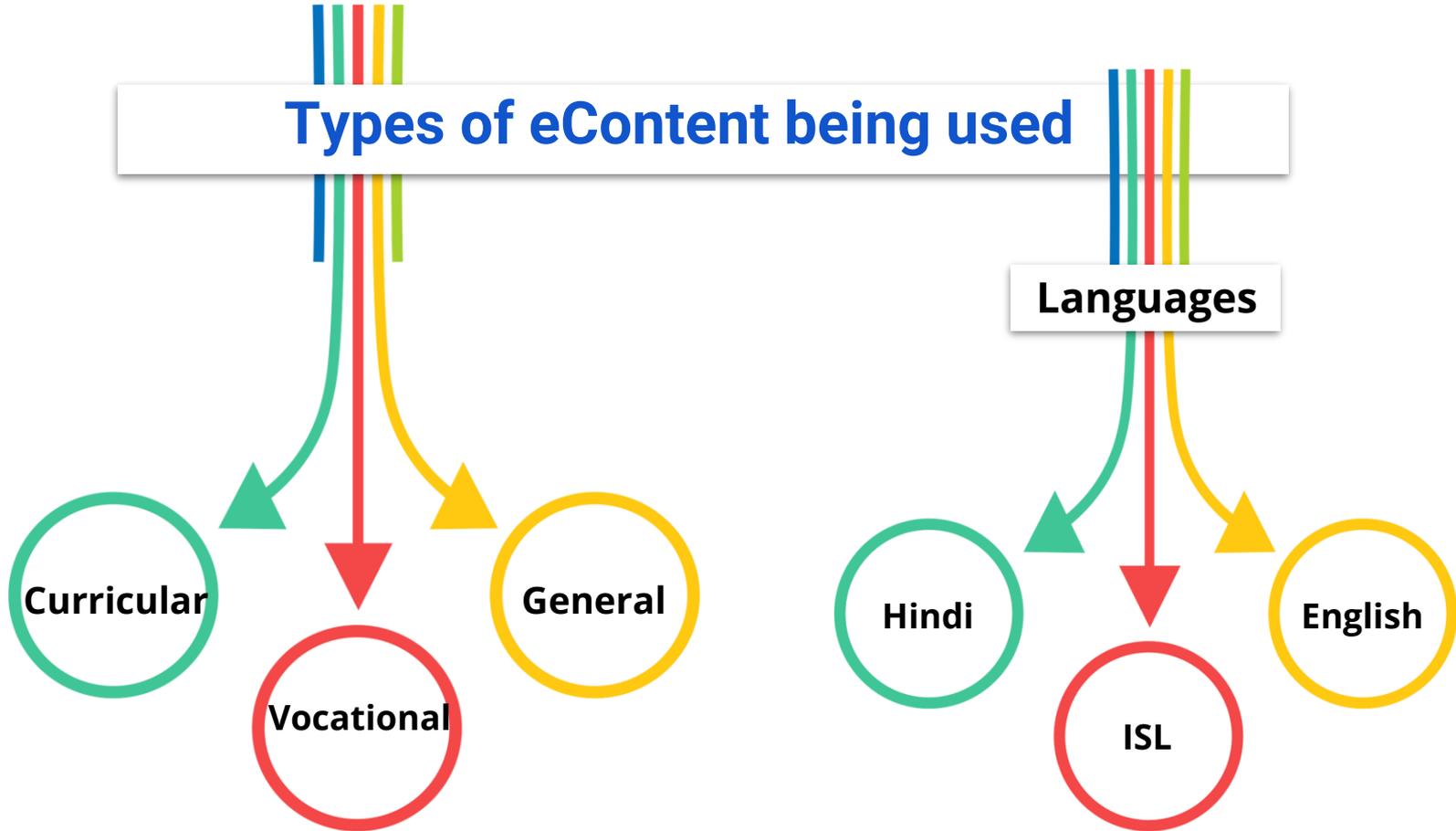
English

100% coverage of curricular video eContent on DIKSHA

Process of telecast

1 Identification of scope/gap areas → Identification of presenters → Allotment of chapters

2 Scripting → Review of Scripts → Recommended / Recommended modification → Revised & sent → **3** Scheduling recording → Recording of video

4 Insertion of graphics ← QR code inserted → Video editing ← Insertion of graphics

5 Review of video ← Videos received from other agencies

Recommended / Recommended with modification / Rejected

6 Class-wise mapping done & Metadata generated ← Revised & sent

Uploaded on DIKSHA

7 Shared with Channel coordinators (Data sheet & videos) → Used in schedule for telecast → Shared with BISAG for telecast

Present status of PM eVIDYA 12 DTH TV Channels

6,789 video programmes

Both in English and Hindi medium for classes 1-12

4,247 ISL Programmes

ISL video lessons telecast

5,416 Live Show

Covering 3435.5 hours based on AAC

9,626 Content Reviewed

NCERT, NIOS, NVS, RILM, States, etc.

# Variety of eContent being developed as per age-group

Shadow Puppet

English Drama

Stories

Indian Sign Language (ISL)

Great Personalities of India

Interactive

Science Experiment

Alveoli

Rings of cartilage

AR – VR: Science

https://drive.google.com/file/d/1PEGkLRkEt2fYwyc3fYFeLQVQQbHrWP1d/view?usp=sharing

Observation, discussion and experiment-based programmes

AR-VR based programmes

Coherence on DIKSHA

Enabled by coherent access across TV, Radio, podcast and DIKSHA
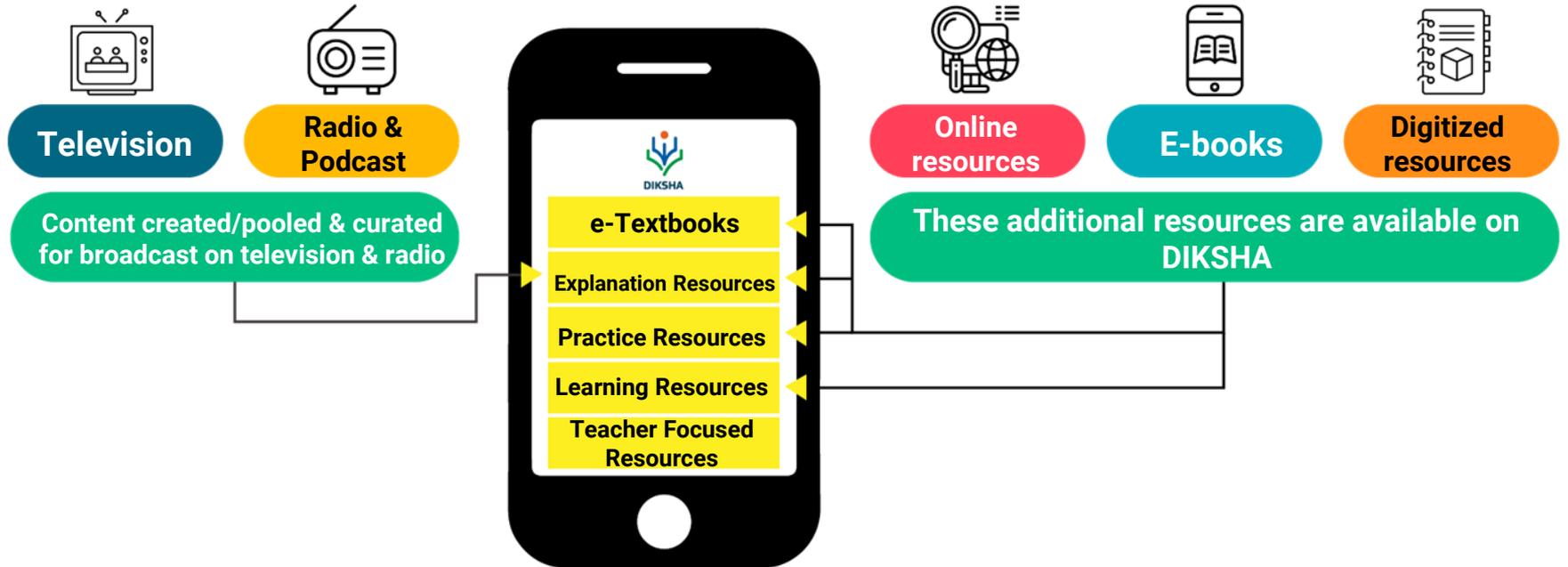
Television

Radio & Podcast

Content created/pooled & curated for broadcast on television & radio

DIKSHA

- e-Textbooks
- Explanation Resources
- Practice Resources
- Learning Resources
- Teacher Focused Resources

Online resources

E-books

Digitized resources

These additional resources are available on DIKSHA
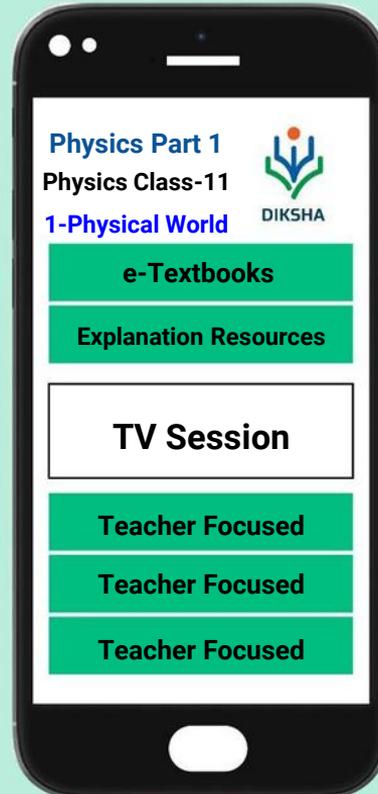
# Feedback Mechanism

Email & WhatsApp Group

TV Telecast

- Email: **1,215** Emails received

- PM eVIDYA IVRS no. (8800440559)- **42,793** calls received

- Manodarpan IVRS no. (8448440632)- **24,352** calls received

Month-wise PM eVidya IVRS Calls Status

Month	Received Calls
Mar-21	1210
Apr-21	1049
May-21	2484
June-21	3305
July-21	4080
Aug-21	3167
Sep-21	1752
Oct-21	1622
Nov-21	1457
Dec-21	1442
Jan-22	1589
Feb-22	1863
March-22	1576
April-22	1485
May-22	1365
June-22	1413
July-22	1416
August-22	1161
September-22	1356
Oct-22	1154
Nov-22	864
Dec-22	1276
Jan-23	1148
Feb-23	1660
Mar-23	2068

Number of Received Calls / Month
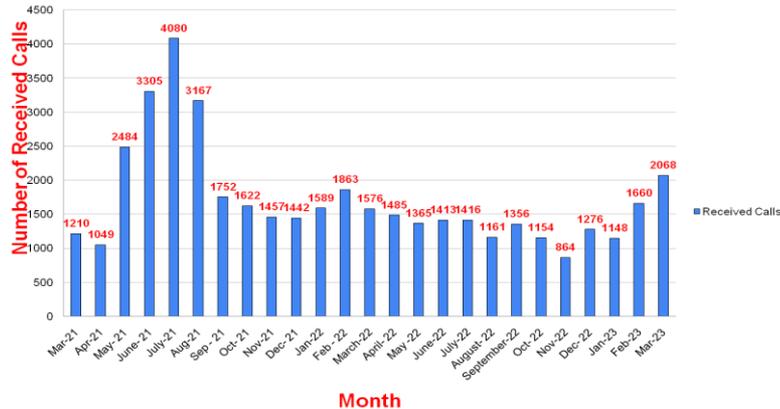
Feedback received through emails for PM eVIDYA 12 DTH TV Channels

Channel	Query/Feedback Received
Class 1	241
Class 2	51
Class 3	48
Class 4	25
Class 5	83
Class 6	109
Class 7	74
Class 8	74
Class 9	133
Class 10	165
Class 11	54
Class 12	131
eVidya	17

Number of emails received
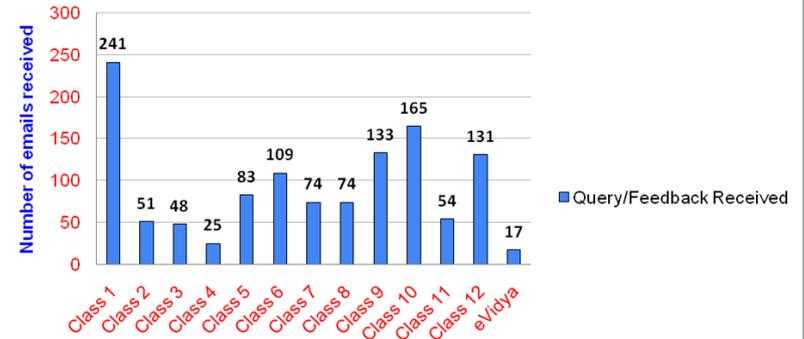
Viewership details

Viewership of PM eVIDYA 12 DTH channels on Jio TV mobile app

Total No. of Views for PM eVidya Channels on JIO TV Mobile App (Sep 2020 - Nov 2022)
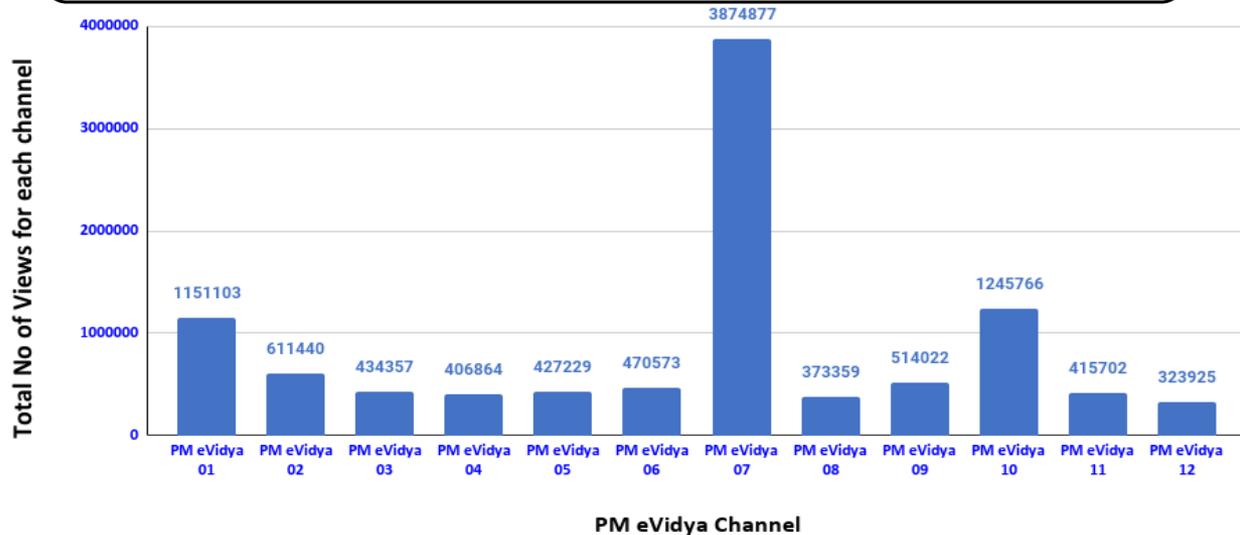
Total No. of Views for each channel

PM eVidya Channel

Channel	Views
PM eVidya 01	1151103
PM eVidya 02	611440
PM eVidya 03	434357
PM eVidya 04	406864
PM eVidya 05	427229
PM eVidya 06	470573
PM eVidya 07	3874877
PM eVidya 08	373359
PM eVidya 09	514022
PM eVidya 10	1245766
PM eVidya 11	415702
PM eVidya 12	323925

PM eVidya TV Channel

Advocacy

- **Newspaper- print media**
- **Video Promo, Jingles**
- **Social media platforms**
- **Face-to-face interaction**
- **Brochures, banners, standee**
- **Newsletter & Journal**
- **Websites**

Newspaper ad

Social media post

Appreciation to Experts

Review of eContents for PM eVIDYA and DIKSHA

One Class One Channel

Central Institute of Educational Technology (CIET)
National Council of Educational Research and Training (NCERT)
Sri Aurobindo Marg, New Delhi-110016

Certificate of Appreciation

Mrs. K. Suguna Rajeswari

PGT (Geography)

Kendriya Vidyalaya, CRPF Avadi, Chennai

is issued this certificate for being a Reviewer of the eContents for
PM eVIDYA and DIKSHA

Dr. Abhay Kumar
I/C PM e-VIDYA, CIET, NCERT

Prof. M. Siraj Anwar
Head, PRD, CIET, NCERT

Prof. Amarendra P. Behera
Joint Director, CIET, NCERT

Recording of eContents for PM eVIDYA

One Class One Channel

Central Institute of Educational Technology (CIET)
National Council of Educational Research and Training (NCERT)
Sri Aurobindo Marg, New Delhi-110016

Certificate of Appreciation

Mr. Pawan Kumar Gupta

PGT History

Kendriya Vidyalaya, Janakpuri, New Delhi

is awarded this certificate
for being a Subject Matter Expert for Recording of the eContents at CIET, NCERT

Dr. Abhay Kumar
I/C PM e-VIDYA, CIET, NCERT

Prof. Shahsi Prabha
Head, PRD, CIET, NCERT

Prof. Amarendra P. Behera
Joint Director, CIET, NCERT

Glimpses of activities

One year celebration of PM eVIDYA

Orientation of participants from States/UTs at BISAG-N

Glimpses of activities

Orientation of participants from States/UTs at BISAG-N

Live broadcast on iRadio

Glimpses of activities

Training of participants from States/UTs Phase-1

Training of participants from States/UTs Phase-2

Training of participants from States/UTs Phase-3

Glimpses of activities

Special telecast of PM eVIDYA channels on 14 November 2022, Chandigarh

PM eVIDYA DTH TV Channels inaugurated for telecast at Govt. Sec School Laktong, Changlang, Arunachal Pradesh, 21 November 2022

National Education Policy (NEP) 2020 and PM eVIDYA

Content creation, digital repository and dissemination

- Curricular and co-curricular eContent
- eContent based on AR-VR

Addressing the digital divide and equity

- Use of TV & radio
- Removing language barriers - Content in various Indian languages
- eContent for differently-abled

Training of teachers

- ICT integrated pedagogy
- Webinars and live interactive sessions

Promoting digital learning

- Through different effective models of blended learning

Other special areas for online learning

- Vocational education
- Rich eContent for differently-abled children
- Virtual labs

01 02 03 04 05

Budget announcement 2022

Expansion of 12 to 200 more PMeVIDYA DTH TV Channels

States/UTs/AOs to start channels

Development of eContent in various Indian languages

Development of eContent based on State curriculum

Virtual Labs

Development of eContent on vocational education and skill development

eContent in ISL

What's new in 200 DTH TV Channels?

1. Separate channels for States/UTs/Organisations
2. eContent in various Indian languages
3. eContant as per the state curriculum

200 PM eVidya TV Channels-Status

- Setting up **equipments** at BISAG-N
- **Orientation & training programme** for channel coordinators of 32 states/UTs completed covering 168 participants (except Odisha, Puducherry, Sikkim, Tamil Nadu & Tripura)
- **State Resource Groups (SRGs) training on eContents** development completed for 35 States/UTs covering 700+ participants - online & offline modes (except Tamil Nadu)
- **SOPs** and **Guidelines for the development of engaging eContent for educational TV** channels have been developed and shared with the participating States/UTs/Autonomous Bodies (ABs).
- **Channel allocation** to states/UTs has communicated to states/UTs and Autonomous Bodies.
- An **Academic Advisory Committee (AAC)** has been constituted for development and procurement of eContents - 2 meetings conducted
- Based on the demands, the **existing eContents shared with 13 States/UTs/ABs**.

The UNESCO King Hamad Bin Isa Al-Khalifa Prize for the Use of Information and Communication Technologies in Education

Awarded to CIET-NCERT for *"Initiatives for Inclusive and Accessible Education"* through PM eVIDYA & DIKSHA