Leveraging Broadcast for Digital Education in India:

PM eVIDYA

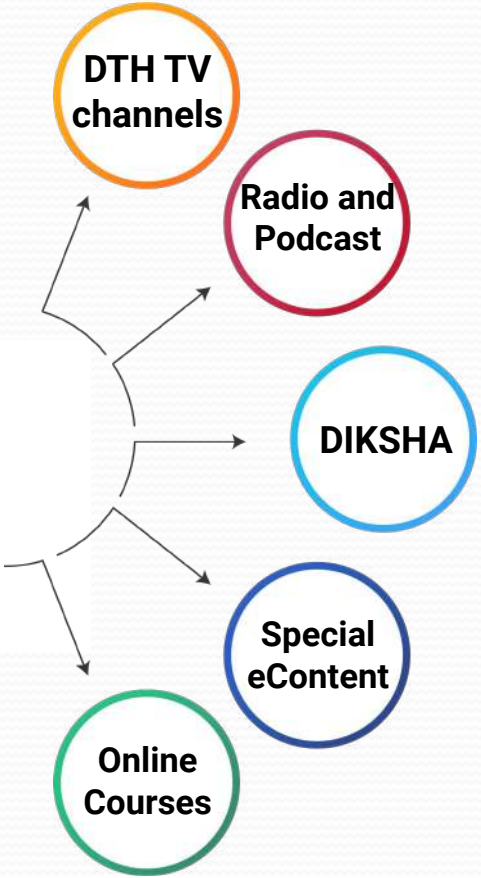
Central Institute of Educational Technology (CIET)
National Council of Educational Research and Training (NCERT)
(An Autonomous body set up by Ministry of Education, Govt. of India)

Purpose?

To deliver digital education to

264+ million school students

9.7+ million teachers

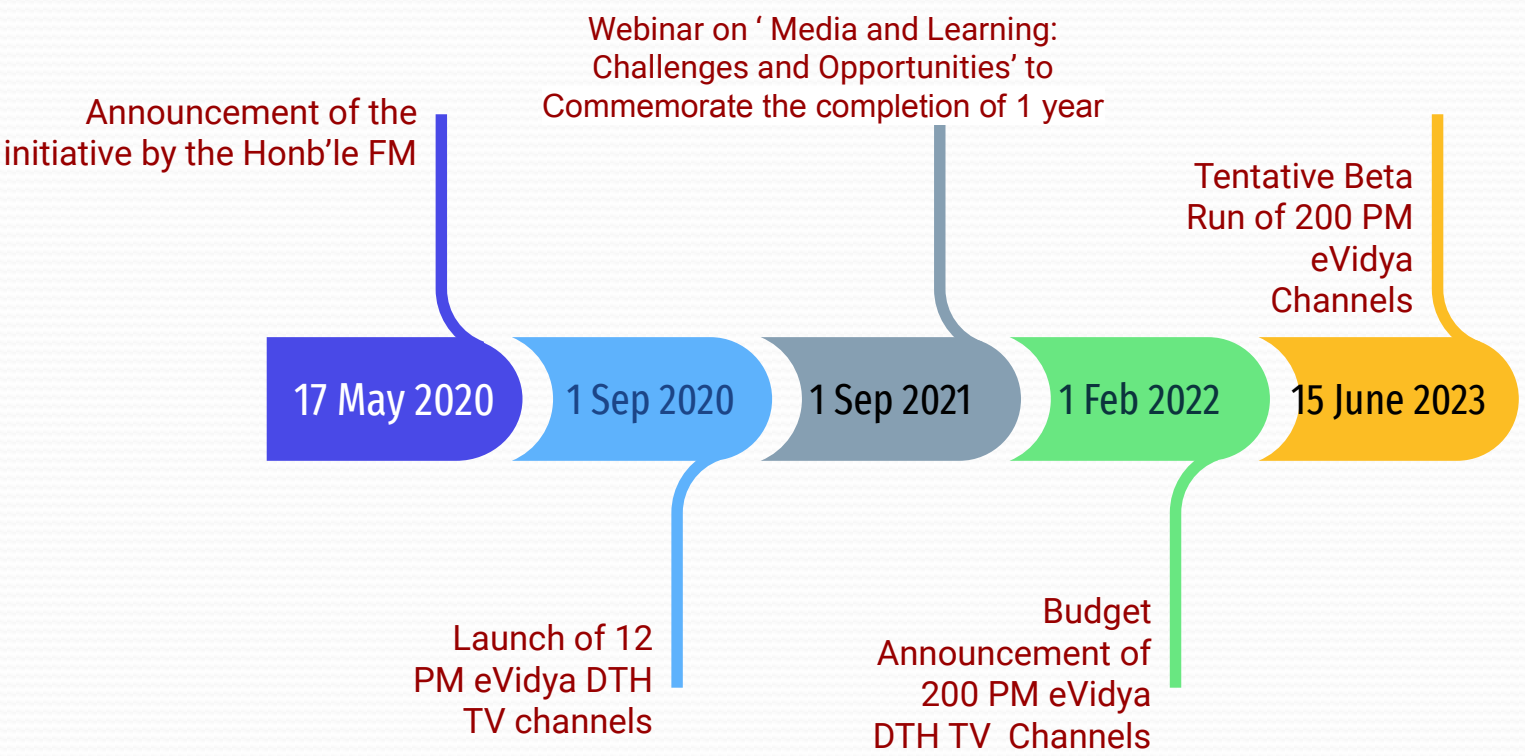


Why TV channels & radio?

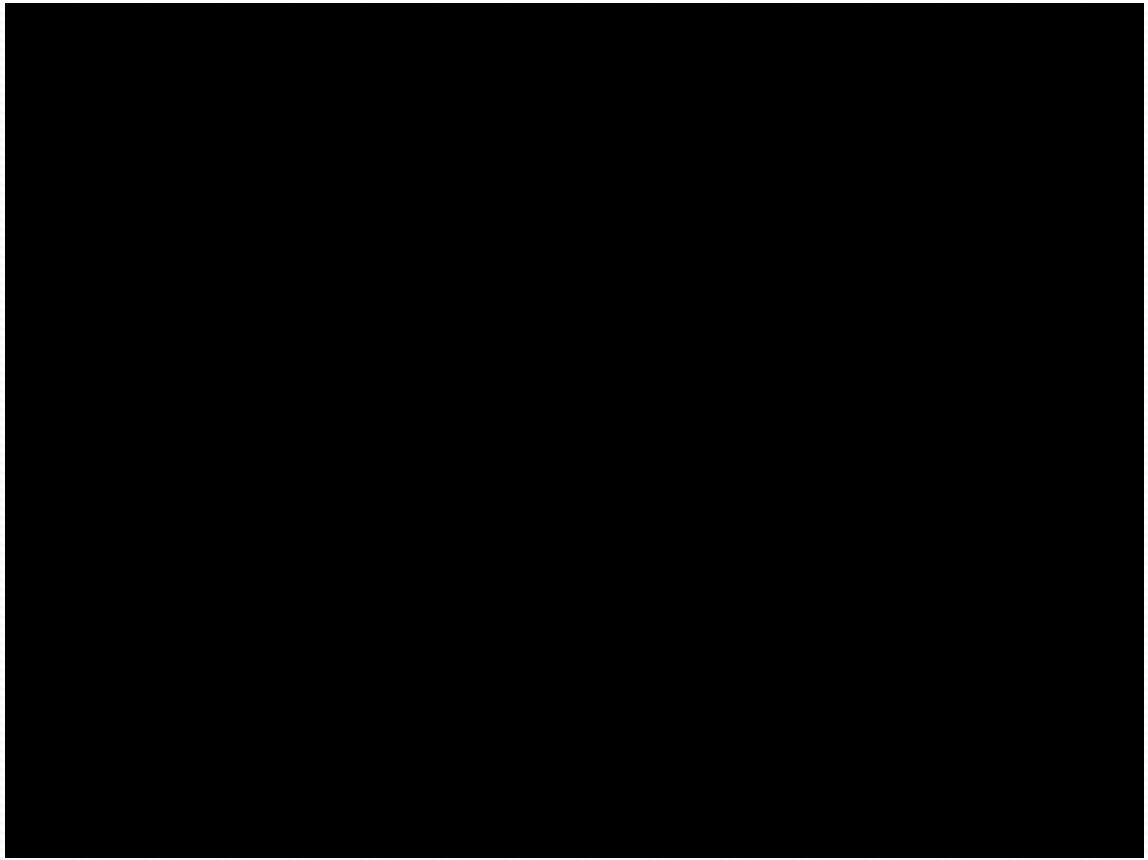
- Unstable internet connectivity
- Inadequate no. of smart handheld devices with households
- Existing geographical, linguistic & socio-cultural conditions

Addressing the digital divide and equity

Timeline


Announcement of the initiative by the Honb'le FM
17 May 2020
Launch of 12 PM eVidya DTH TV channels
1 Sep 2020
Webinar on ' Media and Learning: Challenges and Opportunities' to Commemorate the completion of 1 year
1 Sep 2021
Budget Announcement of 200 PM eVidya DTH TV Channels
1 Feb 2022
Tentative Beta Run of 200 PM eVidya Channels
15 June 2023

200 DTH Channels



TARANG

https://www.facebook.com/DoordarshanMemories/videos/tarang-ncert-childrens-program/382402419670022/

EK CHIDHIYA, ANEK CHIDHIYA

https://www.youtube.com/watch?v=QN1FBGQ7sXc

Building blocks of PM eVIDYA

01

eContent Creation

02

Teacher Professional Development

03

Coherence

04

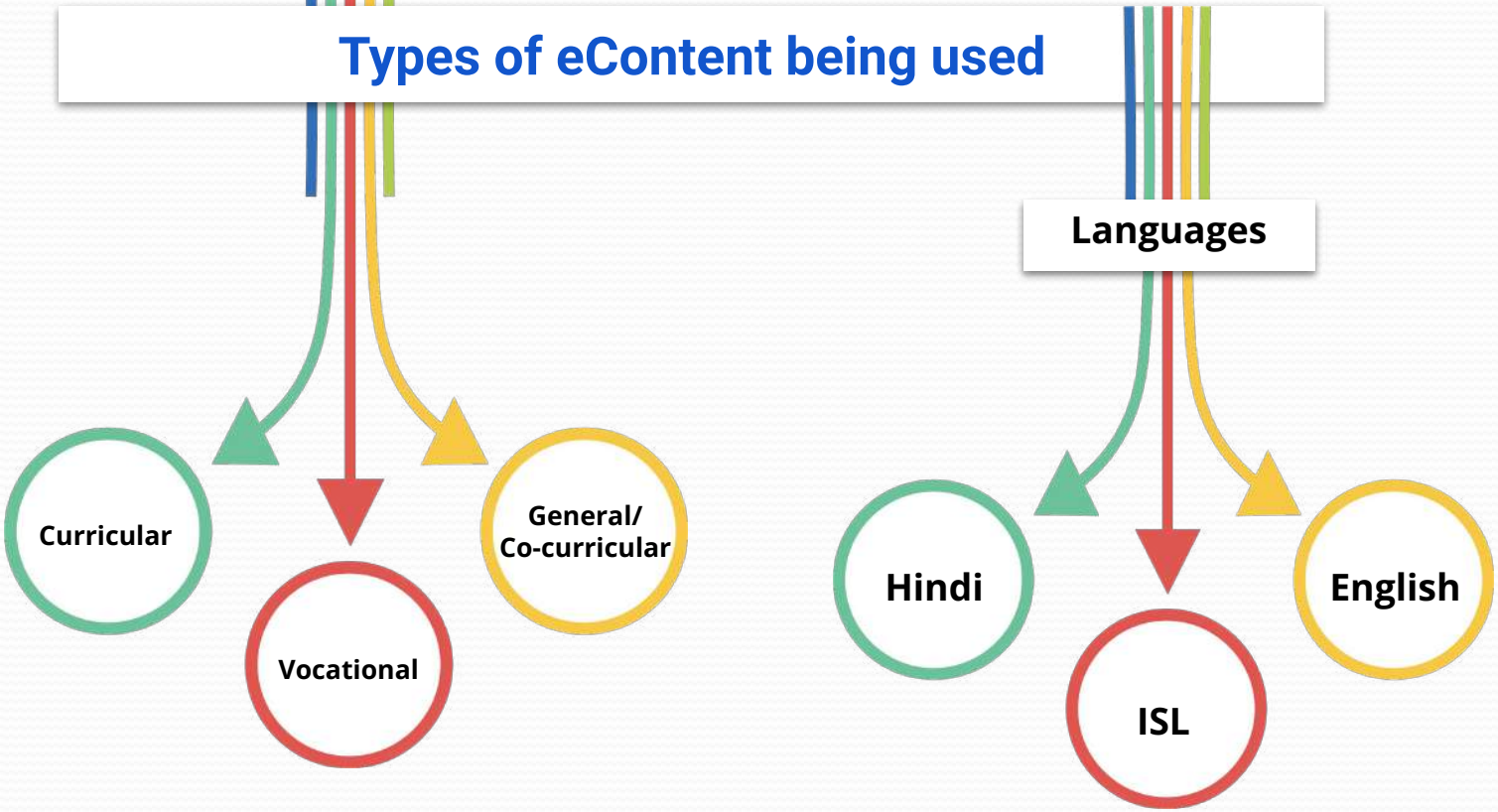
Collaboration

PARENT

STUDENT

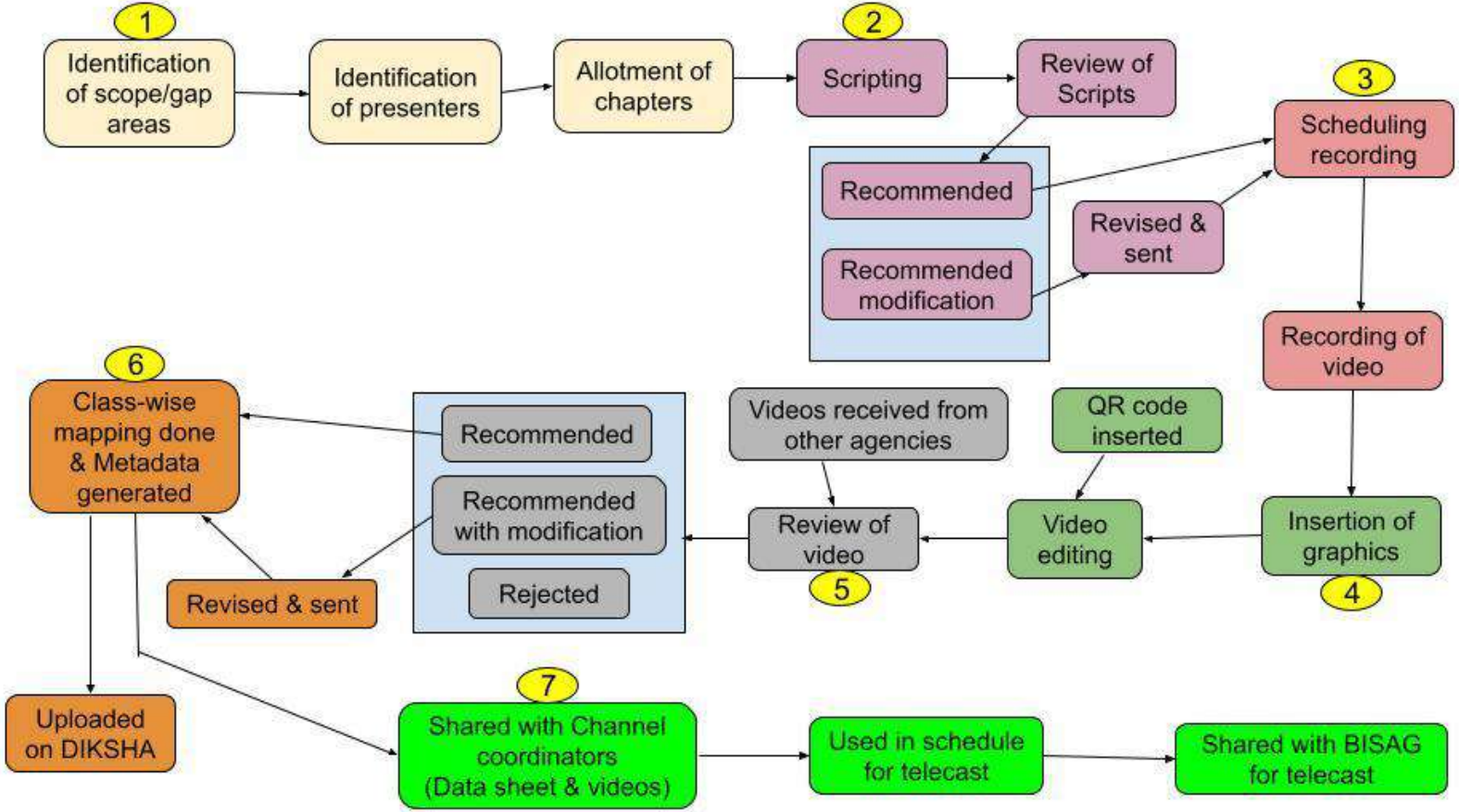
TEACHER

Types of eContent being used



100% coverage of curricular video eContent on DIKSHA

Process of telecast



Present status of PM eVIDYA 12 DTH TV Channels

6,805 video programmes
Both in English and Hindi medium for classes 1- 12

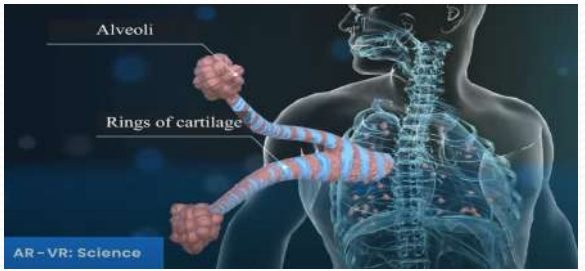
4,247 ISL Programmes
ISL video lessons telecast

5,416 Live Show
Covering 3435.5 hours based on AAC

10,186 Content Reviewed
NCERT, NIOS, NVS, RILM

4,086 pieces of curriculum-based radio programmes broadcasted on 400 Radio Stations & 2,997 live sessions on iRadio and JioSaavn Mobile apps

Variety of eContent being developed as per age-group



https://drive.google.com/file/d/121_gdvD9QJzse-EsNGTbi6x5ybMdP9QN/view?usp=sharing

Telecast on PM eVIDYA 12 DTH TV Channels

Recorded programmes - Curricular & general
2 hrs. for classes 1-9
2.5 hrs. For classes 10-12

Recorded programmes - ISL
30 min for classes 1-5

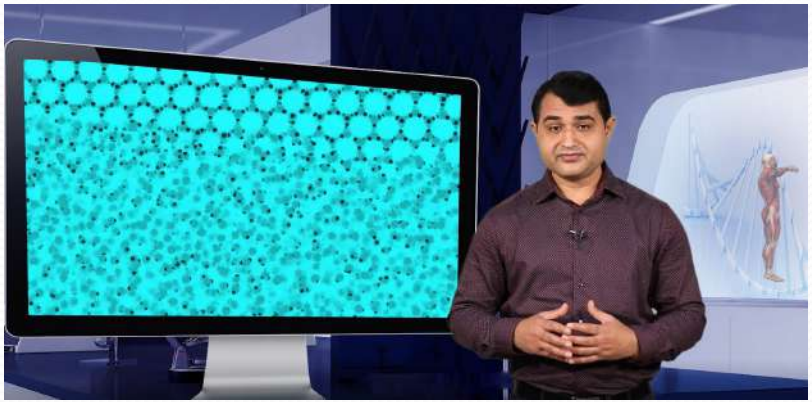
- **Telecast of eContent 24✖7**
- **Starting from 12 midnight**
- **2.5 or 3 hrs. fresh content & 6-7 times repeat**

Recorded programmes - Vocational Education
30 min for classes 6-12

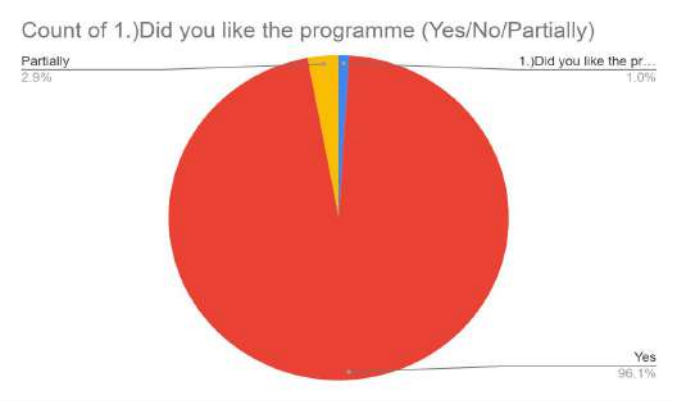
Live for each class on weekdays
30 min for classes 1-10 and 1 hr. for classes 11-12
Special live sessions on specific topics

Observation, discussion and experiment-based programmes

AR-VR based programmes

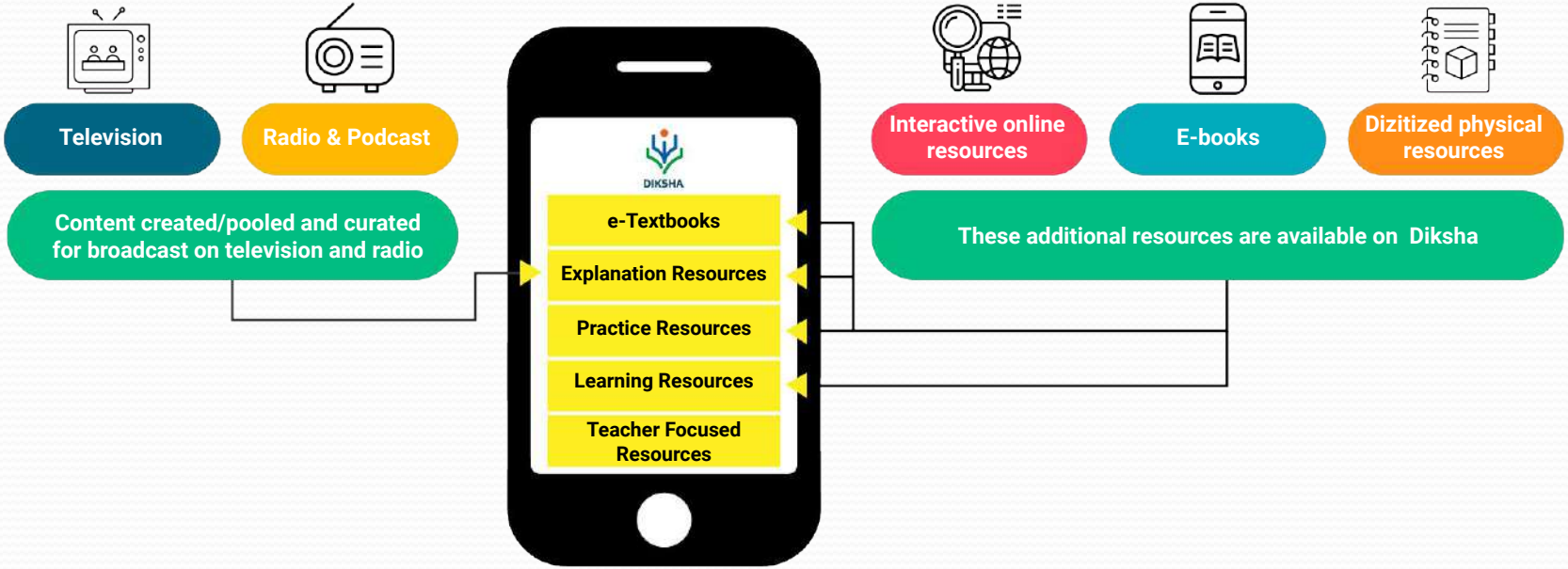


Pilot Survey of Videos

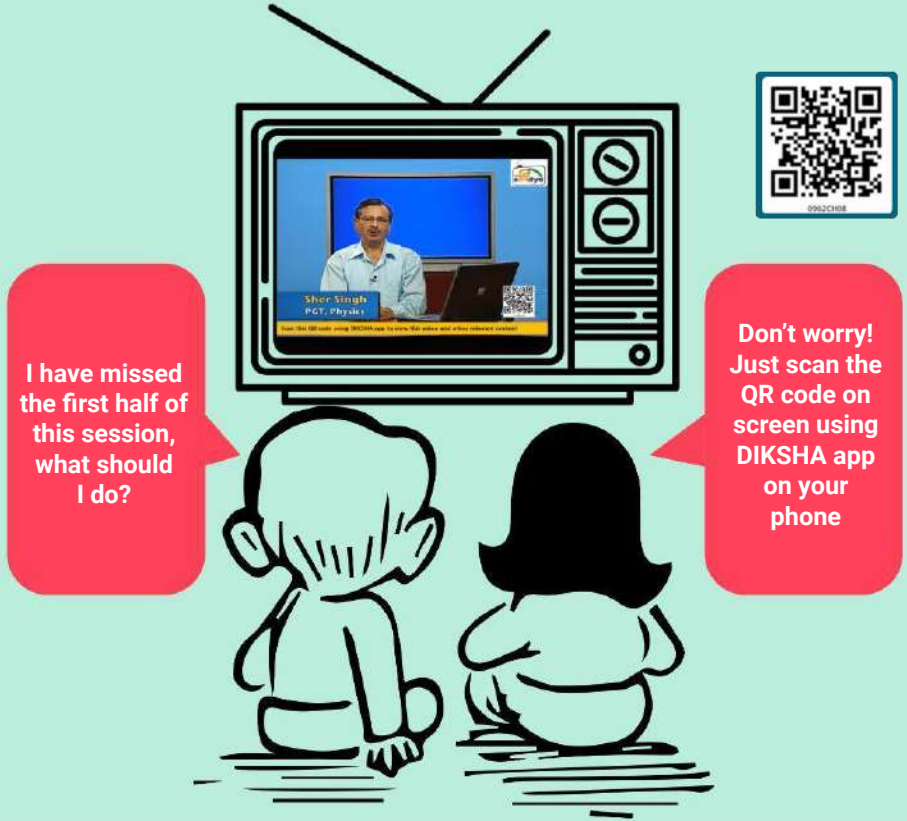


Coherence on DIKSHA

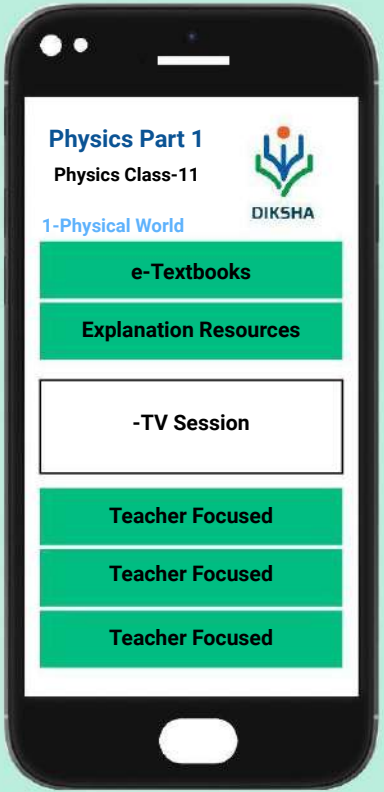
Enabled by coherent access across TV, Radio, podcast and DIKSHA



Coherence on DIKSHA contd...



On Phone

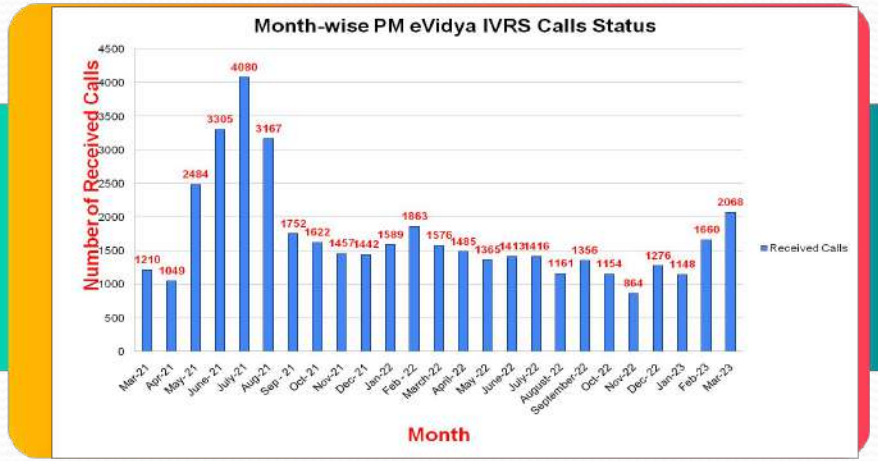


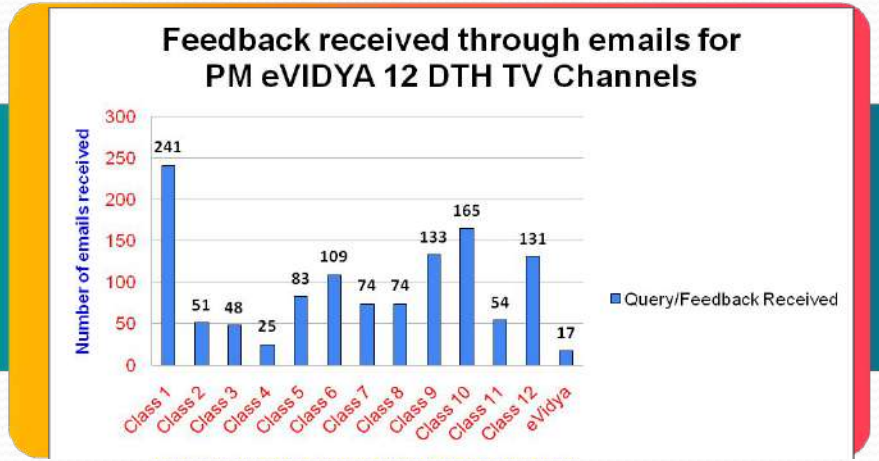
On PC

Feedback Mechanism

- Email & WhatsApp Group
- Radio Broadcast
- TV Telecast

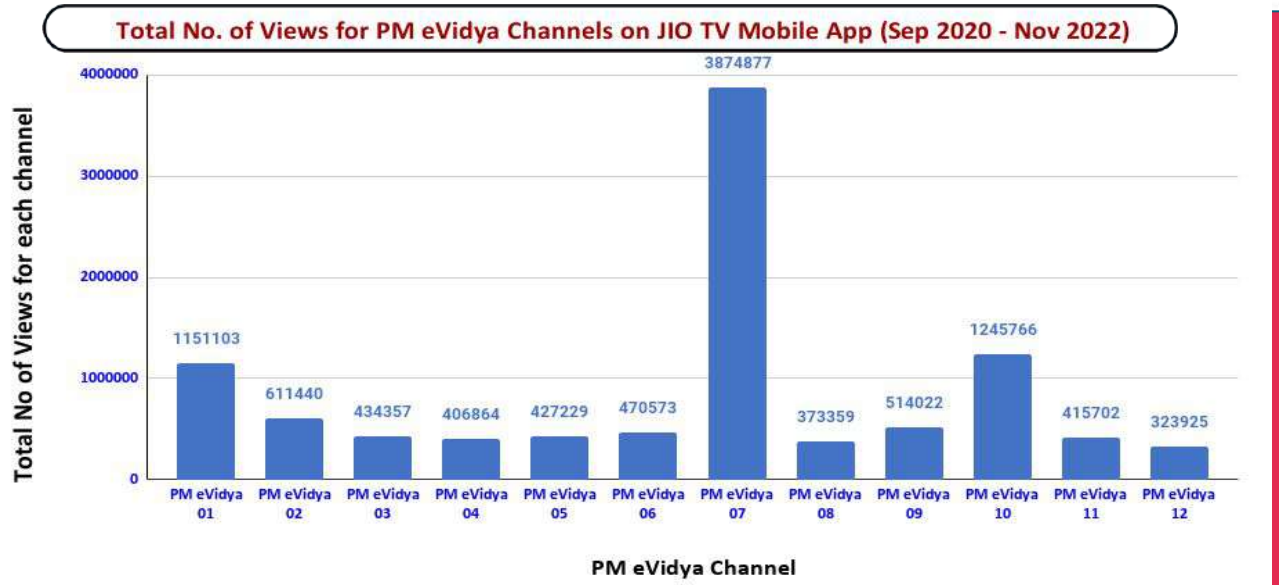
- Email: **1,250** Emails received
- PM eVIDYA IVRS no. (8800440559)- **49,719** calls received
- Manodarpan IVRS no. (8448440632)- **24,829** calls received





Viewership details

Viewership of PM eVIDYA 12 DTH channels on Jio TV mobile app 10,24,9217



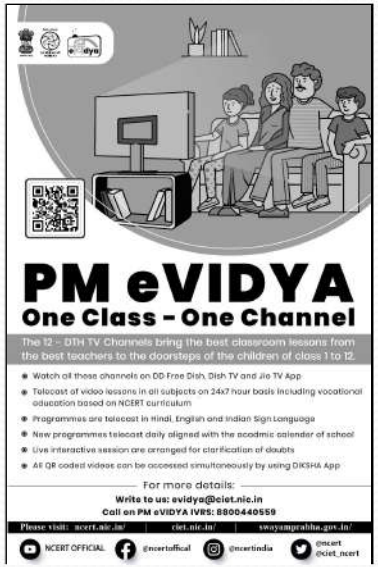
Total No of Views for each channel

PM eVidya Channel

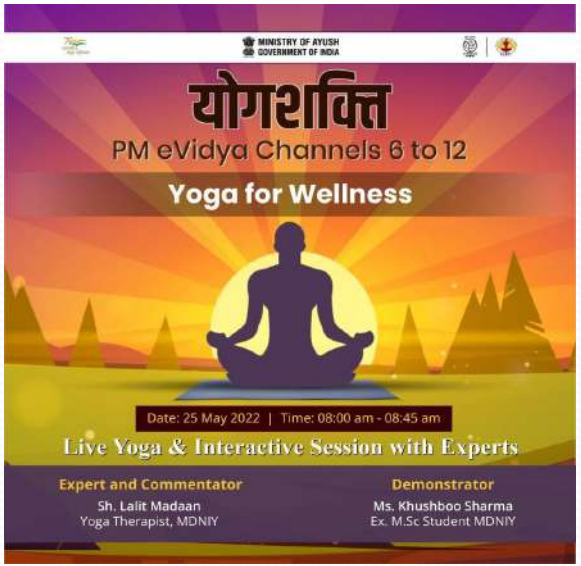
Advocacy

- 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 Augmented Reality and Virtual Reality

01

Addressing the digital divide and equity

- Use of television, radio, and community radio
- Removing language barriers - Content in various Indian languages
- eContent for differently-abled students

02

Training of teachers

- ICT integrated pedagogy
- Webinars and live interactive sessions

03

Promoting digital learning

- Through different effective models of blended learning

04

Other special areas for online learning

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

05

Budget announcement 2022

1st February, 2022 for expansion of 12 DTH TV Channels to 200 more PMeVIDYA DTH TV Channels

States/UTs & organisations 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

Strategies for implementation

- SOP & Guidelines for developing engaging eContent developed & shared

– 200 channels are up (BETA RUN): midnight, 7 June, 2023.

2 Orientations & 7 Phase Trainings done (258 participants from 34 States/UTs and 4 Autonomous Bodies), Online Training of 700 People

– Two meetings of AAC have been held

– Dipstick Survey initiated

– meetings with States/UTs for sharing video contents.

Allocation of 200 PM eVIDYA DTH TV Channels to States/UTs/Institutions/ Autonomous Bodies

Criteria for allocation:

1. Language/Medium of Instruction
2. Population
3. Geographical Location
4. Board (i.e., curricular framework, textbooks etc.)
5. Number of Schools
6. Number and Variety of Textbooks
7. eContent Readiness
8. Technical Feasibilities
9. Willingness of the states/UTs

S. No.	States/UTs	No. of Schools (UDISE data)	No. of Channels Allocated
1	Andaman and Nicobar Islands (UT)	416	1
2	Andhra Pradesh	61948	5
3	Arunachal Pradesh	3603	5
4	Assam	60859	5
5	Bihar	93165	5
6	Chandigarh (UT)	233	1
7	Chhattisgarh	56512	5
8	Dadra, Nagar Haveli, Daman and Diu (UT)	460	1
9	Delhi (UT)	5619	5
10	Goa	1510	5
11	Gujarat	53851	5
12	Haryana	23726	5
13	Himachal Pradesh	18028	5
14	Jammu and Kashmir (UT)	28805	5
15	Jharkhand	44855	5
16	Karnataka	76450	5

17	Kerala	16240	5
18	Ladakh (UT)	978	5
19	Lakshadweep (UT)	38	1
20	Madhya Pradesh	125582	5
21	Maharashtra	109605	5
22	Manipur	4617	5
23	Meghalaya	14600	5
24	Mizoram	3911	5
25	Nagaland	2718	5
26	Odisha	62291	5
27	Puducherry (UT)	736	1
28	Punjab	27701	5
29	Rajasthan	106373	5
30	Sikkim	1259	5
31	Tamil Nadu	58801	5

32	Telangana	43083	5
33	Tripura	4929	5
34	Uttar Pradesh	258054	5
35	Uttarakhand	22815	5
36	West Bengal	94744	5
37	CBSE	24000	1
38	KVS	1,248	1
39	NVS	661	1
40	NCERT + FLN (1) + Adult Education (1)	N.A.	14
41	NIOS	N.A.	4

Thanks!