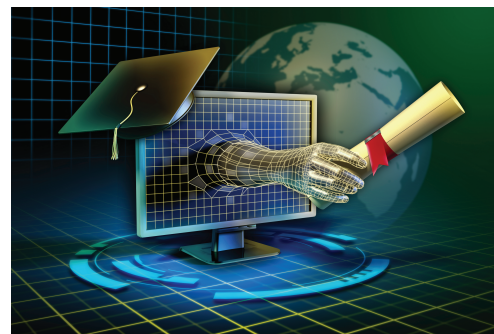




# CONSORTIUM FOR EDUCATIONAL COMMUNICATION

(An Inter-University Centre of UGC on Electronic Media)





educate  
enlighten  
empower





# About CEC



*Prof. Rajbir Singh, Director, CEC*

Consortium for Educational Communication (CEC) is an Inter-University Centre established by University Grants Commission (UGC) on 26th May, 1993 under section 12(ccc) of its act of 1956. CEC as an autonomous centre enjoys Central University status and is a nodal agency at national level to address the higher education needs of the country through production and dissemination of educational programmes, by the way of the extensive use of ICT tools and various

modes of communication such as TV, EduSat network and internet etc.

## The Genesis

The University Grants Commission initiated a unique educational television programme and began Countrywide Classroom (CWCR) transmission from August 15, 1984 through Doordarshan's. CWCR created a niche audience of youth and adults in cities, small towns and remote areas that were devoid of adequate educational facilities. In the due course of time, tremendous volume of quality educational content especially visual media based, have been generated and broadcast on Doordarshan (DD-1) and Vyas Higher Education Channel (GD-4), benefitting generations of students and academicians. In 1993, CEC was drafted as an autonomous centre at national level to co-ordinate the production and broadcast of educational programmes which started under CWCR to proliferate the cause of taking quality education to the last knowledge seeker.





# Vision

The vision 2020 envisages India to be a knowledge super power. To achieve this vision higher education has to play a key role. To enable India to become a knowledge superpower, education and knowledge resources have to reach out to a large number of people through various means in a seamless way. The new Information Communication Technology has expanded its reach through various broadcast and non-broadcast modes. The vision, therefore, is to electronically reach out to large number of students, teachers and general public with quality educational material, so as to address the issue of accessing higher education with equity and quality. This in turn, we believe will contribute to the overall vision of developing India as a Knowledge Super Power by 2020.



## The Mission & The Mandate

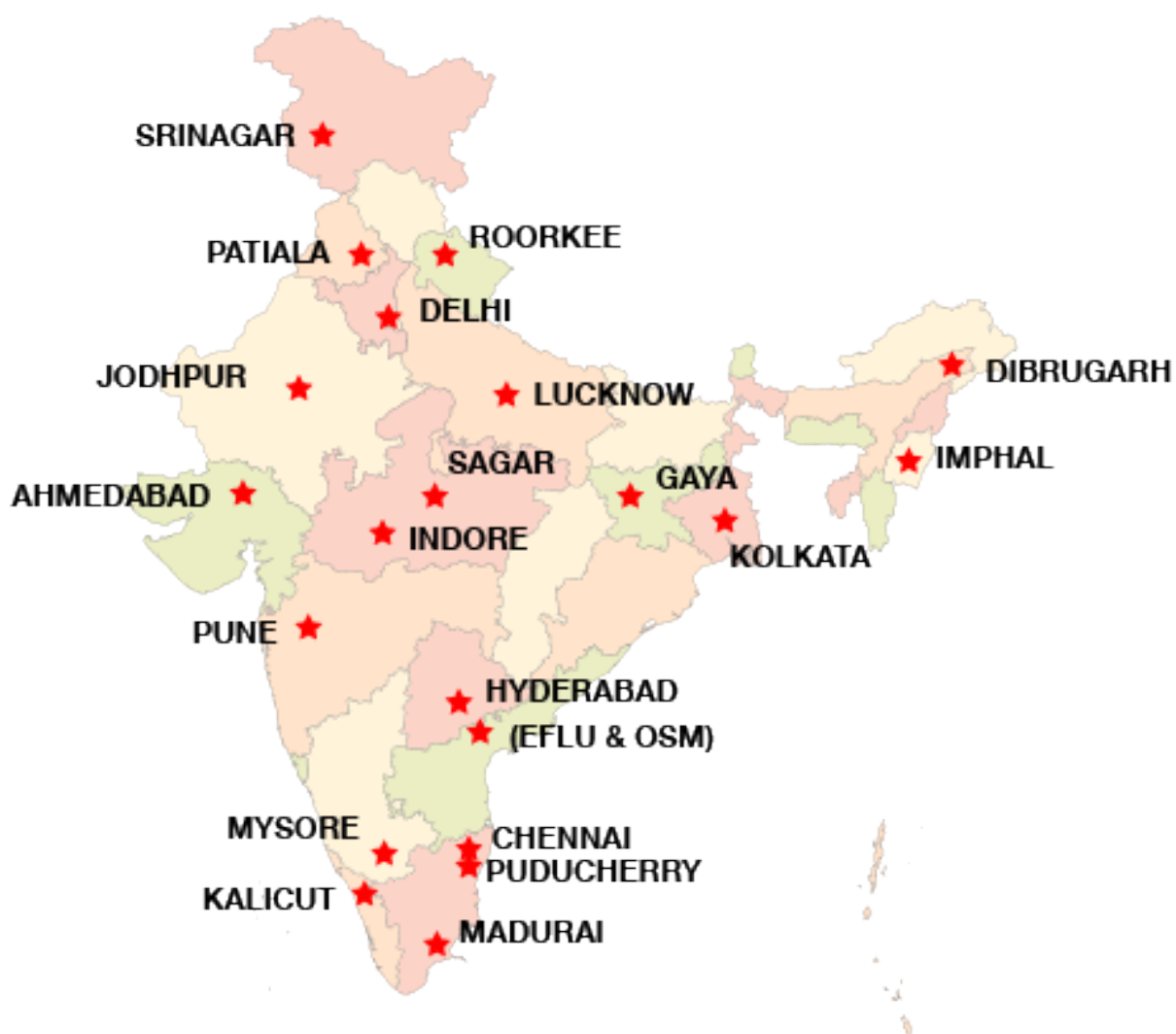
The CEC is committed to bring about qualitative upsurge in the field of higher education by reaching out to the masses through the use of ICT tools like TV, internet, satellite communication and the new media. The endeavour is to provide quality educational material to all, with efficacy, equity and parity, on its way to becoming a key stakeholder in the continual advancement of the higher education.

CEC's mandate is to engage in the production of curriculum and enrichment based educational material at large and its dissemination, through various ICT modes. It seeks to reach out especially to those remote, less accessible regions where quality educational avenues for the aspiring students are scanty.





# Educational Multimedia Research Centres (EMRCs)



With the objective to produce in-house quality educational programmes for electronic media, UGC has set up 21 Media Centres across the country as the members of the Consortium, having professionally trained and skilled manpower, working on state of art equipments in various leading universities and institutions of higher learning.

Known as Educational Multimedia Research Centres (EMMRCs), each centre is entrusted with the responsibility of production of curriculum and enrichment based educational video programmes and e-content on specified subjects.





# Work Domain Spectrum and Endeavors:



CEC is involved in the areas of production and dissemination of the educational programmes and creation of ICT enabled educational environment which forms the core of its mandate. CEC produces ETV programmes and e-content for systematic and advance learning.

## Production

### *E TV Programmes*

CEC and its media centres engage in the production of two types of educational video programmes - Curriculum based and Enrichment based (for supplementary learning). These programmes cover different subjects across spectrum of disciplines like language and literature, arts, humanities, social sciences, management, basic and applied sciences etc.

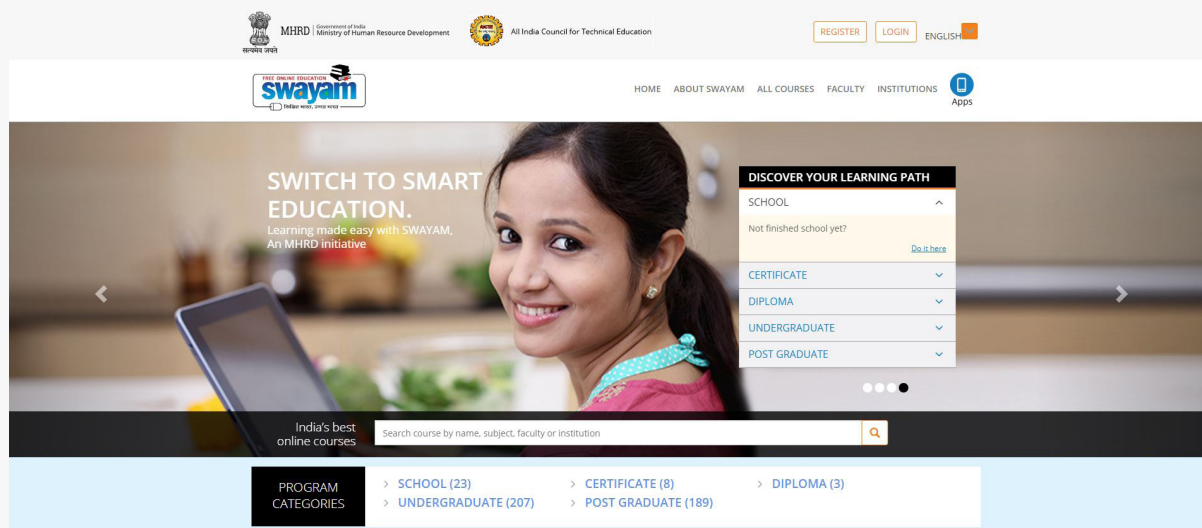
CEC now has a knowledge repository of over 40,000 educational video programmes on different topics and subjects, available in English and Hindi languages. The entire collection is being digitized to render the video programmes more user friendly and digitally compatible ensemble with a long shelf life and enhanced portability.

### *E-Content Development*

CEC also develops e-content courseware in various subjects as per the UGC model curricula for undergraduate students, under the National Mission on Education through ICT (NME-ICT) project of MHRD. This includes:

**e-content modules:** The complete courseware which includes the topic video, full transcript, text, FAQs, quiz, assignments and references etc., available in easily downloadable format. CEC has already developed e-content for 29 subjects under Phase I of NMEICT project and is currently involved in the development of e-content for 58 subjects under Phase II of the project.





**Short Learning Objects (SLOs):** These are short duration videos embedded with text and multimedia content, based on 'Frequently Asked Questions' (FAQs) on random topics across different subjects for the enhanced learning experience. Nearly 7500 SLOs are available on the CEC's website- [www.cec-ugc.nic.in](http://www.cec-ugc.nic.in).

### ***Massive Open Online Course:***

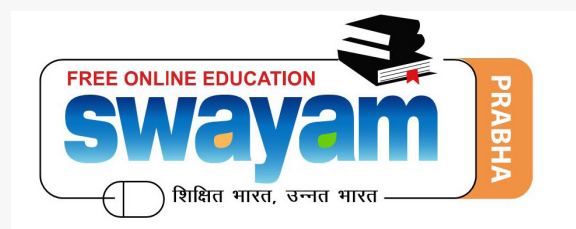
CEC is the National Coordinator for development of MOOCs for SWAYAM platform of MHRD in the area of Non-Technical UG/PG subjects. MOOCs are UGC Model Curriculum based and CBCS compliant educational online courses at UG level. A MOOC is covered in short duration of 8-12 weeks on an average and engages students through discussions, forums, e-mails & video conferencing. Over a 100 MOOCs have already been made under phase I by repurposing existing e-content and another 200 are under the process of development under phase II.

### **Dissemination**

The ETV programmes and the e-content are disseminated through both broadcast and non-broadcast mode for convenient and systematic access and learning.

### ***Broadcast Mode (Television and Radio)***

CEC is the National Coordinator for Non-Technology UG and PG Programs for 10 SWAYAM Prabha DTH Channels that use the (2) GSAT-15 transponders to telecast high quality educational programmes on 24x7 basis. Each channel telecasts 4 hours of fresh programmes every day which are repeated 5 times a day, allowing the student to choose the time of their convenience. The channels are Free-To-Air and can be viewed on DD Free dish and Dish TV. CEC is also running an exclusive 24x7 CEC-UGC higher education satellite channel - Vyas. The round the clock transmission is based on curriculum as well as enrichment programmes where educational content is broadcast on various subjects to supplement the classroom teaching. Vyas channel is available on DD Free Dish, a DTH platform of Doordarshan and also on Dish TV, a private DTH operator. The webcast of the channel is also done on the CEC website to



bring all major offerings of the consortium under one roof (the channel, however, is also available



Channel name	Key Subjects
<b>Channel 01: CEC/UGC: Humanities- 1</b> Language and Literature	Hindi, English, Sanskrit, German, Spanish, French, Russian, Chinese and Japanese
<b>Channel 02: CEC/UGC: Humanities- 2</b> Arts, History, Philosophy and related Subjects	History, Philosophy, Theatre, Performing & Fine Arts, Sculpture, Film Studies, Comparative Studies of religion, Buddhist studies, Music, Manuscriptology, Jyotish Ganit, Applied Multimedia, Visual arts, Indian culture, Photography
<b>Channel 03: CEC/UGC: Social Science -1</b> Sociology, Political Science and related subjects	Sociology, Anthropology, Social Work/ Ed./Administration , Political Science, Public Administration, Population Studies, Psychology
<b>Channel 04: CEC/UGC: Social Science- 2</b> Education, Psychology, Home Science and related subjects	Education, Special Education for Visually Impaired, Elementary Education, Environmental Science, Home Science, Adult Education, Physical Education, Sports and Health Education
<b>Channel 05: CEC/UGC: Social Science- 3</b> Management, Library Science, Information Science and related subjects	Business Management/Studies, Human Resources Management, Management & Marketing of Insurance/Retail Business, Office Administration & Secretarial Practice, Tourism, Hindi Journalism ,Communication & Journalism, Mass Comm. Video Production, Multimedia Communication, Vocational Studies -Advertising papers, Library and Information Science
<b>Channel 06: CEC/UGC: Social Science - 4,</b> Law, Legal Studies, Human Rights and related subjects	LLB/law, Criminology, Forensic Science, Human Rights, Human Rights and Duties, Environmental Science
<b>Channel 07: CEC/UGC: Economics,</b> Commerce and Finance	Economics, Business Economics, Commerce, Financial Accounting papers
<b>Channel 08: CEC/UGC: Physical sciences,</b> Mathematics, Physics, Chemistry and related Subjects	Mathematics, Statistics, Physics , Chemistry, Geology, Geography
<b>Channel 09: CEC/UGC: Life Sciences,</b> Botany, Zoology, Bio-Science and related subjects	Botany, Zoology, Microbiology, Bio-Medical Sciences, Bio-Chemistry, Bio-Informatics
<b>Channel 10: CEC/UGC: Applied Sciences,</b> Allied Physical and Chemical sciences and related subjects	Applied -Sericulture, Electronics, Industrial Chemistry, Pharmacy, Food Technology, Food And Nutrition, Agriculture, Architecture, Polymer Science, Computer Science, Cyber Security/Information security, Environmental Science, Biophysics, Analytical Chemistry/Instrumentation, Vocational Studies (Computer and Networking Papers)



on [www.sakshat.ac.in](http://www.sakshat.ac.in) and [www.webcast.gov.in](http://www.webcast.gov.in) web portals of Government of India).

In addition to TV, some of the media centres including EMRC Chennai, Srinagar, Mysore and MCRC Jamia Millia Islamiya run the Community Radios where educational programmes are produced and broadcast. EMRC Chennai, Anna University was first in the country to introduce community radio.

### Non - Broadcast Mode

#### CEC's Education Portal

CEC web portal - [www.cec-ugc.nic.in](http://www.cec-ugc.nic.in) is a major platform



for the dissemination of e-content and educational video programmes. It harbours the courseware and enrichment programmes on all the major subjects. This user friendly portal allows students to easily search and download their course material and presents tremendous opportunities for precision learning.

#### Live Lecture Transmission Through EDUSAT Network

CEC has established UGC-CEC Nationwide EduSat Network for regular live transmission of the lectures delivered by the subject experts which takes place from the CEC/Media Centre studios (Migratory Teaching End). Students from different parts of the country can raise questions through live teleconferencing and the questions are replied in real time by the experts.

The Indian Space Research Organisation (ISRO) has adjudged CEC as the 'Best user of EduSat National Beam' in the country and as custodian of Migratory Teaching End (MIT). The live lectures transmitted on these networks are also available on popular video networking site - YouTube and also on Vyas channel.

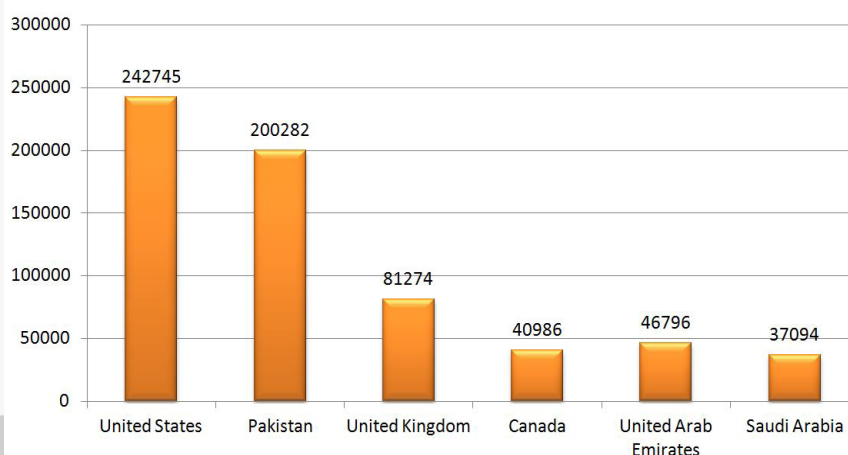
#### Video on Demand

CEC also makes available DVDs of the desired educational programmes produced by CEC and its media centres to the students through its video on demand offer. Anybody can choose their desired subjects and topics, and the material is made available at nominal cost.

#### Charting Ahead with the New Media

Within a relatively short span of 4 years, the channel has garnered a subscriber base of over Eighty-three thousand users (83,956 at the last count) and total views touching Seventy Five lakhs figure. Over Six Lakh hours of CEC's videos on its YouTube channel have been watched. Looked another way that's over 70 years of video content watched by our viewers from all over the globe on YouTube! CEC has a global base of viewers with overwhelming response from countries other than India. Number of views on CEC's YouTube Channel by the Indian viewers were 68,61,169 on the last count.

#### Key Global Viewership

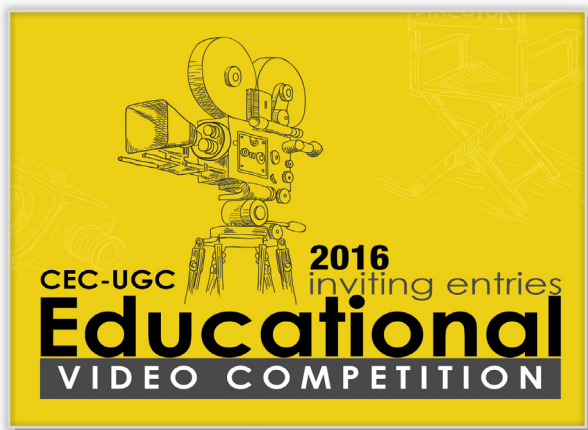






## Environment Building for Technology Enabled Learning

### Video Competition



UGC-CEC educational video competition is being organized by CEC since 1988 to encourage excellence in the field of educational video programme production involving its media centres and other educational institutes. The award includes a cash prize, trophy and certificate, given in the following categories:

- ❧ Best Educational Programme of the year
- ❧ Best E-Content Programme of the year
- ❧ Best Formative Research
- ❧ Best Script
- ❧ Best Camera Work
- ❧ Best Editing
- ❧ Best Sound
- ❧ Best Graphic / Animation / Special Effects
- ❧ Best Programme for animation
- ❧ Best Video production of the year by students studying in Mass Communication, Journalism, Film / TV and allied professional courses in an Indian Educational Institution.

### Prakriti Documentary Film Festival

CEC has been organizing an annual documentary film festival, Prakriti, since 1997 which is planned as a non-competitive event that congregates filmmakers,

students, academicians, development workers and media personnel. The festival reflects the crosscutting worlds of ecological challenge, economic opportunities, environmental perspectives, developmental objectives, grass root voices and indigenous choices, environmental protection, natural resource degradation, gender sensitivity and human rights, etc. The three-day festival is organized every year at different



locations/institutions across the country.

### The Lifetime Achievement Award

CEC has also instituted an award, named as 'Vikram Sarabhai Lifetime Achievement Award' to recognize excellence in the field of educational communication and beyond. In the last 10 years, this award has been given to Dr. Gaston Roberge, Eminent Media Personality, Prof. E.V. Chitnis, former Director, Space Applications Centre, Ahmedabad, Prof. Yash Pal, Eminent Educationist, Prof. Vijaya Mulay, Eminent Media Personality, Mr. Kiran S. Karnik, former President NASSCOM, Mr. Shyam Benegal, Eminent Film maker, Prof. J.V. Narlikar, Eminent Astrophysicist, Prof. A. Balasubramanian, Director, Culture and Cultural Relations, Pondicherry University and Sh. Sam Pitroda, Advisor, Prime Minister of India. Dr. E. Sridharan, Ex. Chairman, DMRC were conferred with this prestigious award. The Lifetime Achievement Award comprises of citation, trophy, shawl and cash prize of Rs.1.50 lakh.





### *Book Fair Participation*

CEC is a regular participant at the New Delhi Annual Book Fair, where visitors/students are engaged to its multi-pronged offerings. Besides this, DVDs of the educational material produced by CEC and its media centres are also put up for public consumption. The feedback and suggestions received therein have been crucial in widening and furthering the horizon of the consortium.



## **Capacity Building in ICT**

### *International/National Conventions, Workshops and Seminars*

CEC has played a leadership role in bringing academicians and media professionals on a common platform by organizing conventions, workshops and seminars for advancement of education through media and use of ICT.

In October, 2015 CEC organized a brainstorming session on MOOCs (Massive Open Online Courses) wherein academics and policy makers came together and discussed various aspects of nature, scope and implementation of MOOCs. CEC submitted a draft of guidelines to the MHRD (Ministry of Human Resources Development) based on the Brainstorming session. Spearheading the campaign for technology based educational communication; CEC is associated with reputed agencies like Commonwealth Educational Media Centre for Asia (CEMCA), Media Lab Asia,

National Institute of Education, Government of Sri Lanka, Asia Pacific Institute for Broadcasting Development (AIBD), Kuala Lumpur, Malaysia etc. and has organized/participated in conferences and seminars in India and abroad from time to time.

With the increased usage of ICT in e-learning, CEC strives to revisit its credo and to realign its vision and accordingly work out the future strategies.

### *Human Resource Development Programmes*

CEC is regularly organizing training programmes and workshops as a part of its capacity building programmes in the field of higher education especially tertiary education to train educators and media professionals working in various colleges, institutions and media centres.

Besides this, to achieve optimum productivity from its employees, CEC organizes training for the technical staff of the media centres which are functioning in different universities/institutions all over the country, employees' training, development and education at the right time, facilitate better productivity, knowledge, loyalty and contribution from the staff.

CEC also offers hands on training / internship programs for media students in the areas of media production and broadcast.





# Milestones:

## Transcending Horizons...

1. By the initiative of UGC, CWCR (Countrywide Classroom) telecast on Doordarshan's National Network commenced on August, 15, 1984.
2. Six media centres were established in 1984 to produce educational video programmes for broadcast under CWCR. Subsequently, 11 Audio-Visual Research Centres (AVRCs) were established and now there are in all 12 media centres across the country, known as EMRCs.
3. To coordinate the production and broadcast of the educational content under CWCR programmes, CEC, an inter-university centre of UGC was established in 1993, a National Nodal Agency to coordinate the activities of EMRCs.
4. First National talkback experiment held in November, 1991.
5. Telecast of educational programmes in Hindi began on February 02, 1994.
6. The CWCR newsletter started in February, 1996. Monthly newsletter of CEC was revamped with a brand new look and format in May, 2013 with more incisive features.
7. The UGC-CEC annual educational video competition (commenced in 1988 in New Delhi) graduated to national competition in 1996 and subsequently opened to Asian countries in 2004.
8. Prakriti, festival on environment, development and human rights, started in 1997.
9. 24 X 7 CEC-UGC higher education satellite channel - Vyas, dedicated to the nation on January 26, 2004 and was subsequently mounted on DTH platform of DD Direct Plus with effect from March 9, 2009.
10. UGC-CEC EduSat nationwide network with 100 Satellite Interactive Terminals (SITs) and 70 receive only terminals (ROTs), started functioning from September, 2005. Further, North East EduSat Network was inaugurated on September 05, 2006.
11. Capacity Building Programmes for teachers and media professionals on multimedia and e-content development started in November, 2004.
12. With more than 25,000 educational video programmes, CEC became one of the largest educational video content repositories by any single organization. The Bibliographic database of CEC repository was hosted on UGC-INFONET Consortia on December 04, 2010.
13. CEC took up the pilot project for e-content development under National Mission on Education Through Information and Communication Technology (NME-ICT), MHRD on February 02, 2009, which in 2011, was raised to full fledged development of e-content courseware in 87 UG subjects.



14. CEC designed and developed e-content template for production of e-content which has been accepted as model template under NME-ICT project.
15. To put a firm step into the domain of e-learning, in addition to e-content, Learning Objects Repository (LOR) creation was also started in 2004. By now, about 7500 Short Learning Objects (SLOs) have been added to this repository.
16. CEC launched its first worldwide e-course on December 07, 2009, covering areas like scriptwriting, editing, advertising and digital library etc.
17. To facilitate storage and dissemination of the educational content, the digitization of Media Library resources of CEC was started in the year 2012 and the content stored both in high resolution (for archival and broadcast) and low resolution (for web portals, CD/DVD distribution and content preview).
18. CEC website [www.cec-ugc.nic.in](http://www.cec-ugc.nic.in), which is being used for dishing out e-content, LOR, Edu messaging for CEC and Media Centres, learning Management system (LMS), webcasting of Vyas channel and e-payment gateway for e-courses, was hosted on National Informatics Centre (NIC) server to widen the reach and access of educational content.
19. Recognizing the need of interaction and engagement with the masses, CEC, in the year 2013 has initiated extensive use of social media avenues like facebook and twitter to virally reach out to the extended audiences.
20. The duration of EduSat live lectures was increased from one hour daily transmission to four hours from Sept. 2013 onwards. Similarly fresh transmission of Vyas channel educational programmes was increased from six hours daily to eight hours.
21. Phase I of NMEICT project of MHRD involving the production of four-quadrant e-content for 29 subjects was launched in 2012.
22. e-Content on eight subjects under Phase I of NMEICT project of MHRD was launched in April, 2014.
23. MHRD awarded CEC with Project Swayam in August, 2015 that involves development and delivery of Massive Open Online Courses in non-technical undergraduate and postgraduate subjects.
24. CEC successfully delivered 103 Massive Open Online Courses on Swayam Platform of MHRD in November, 2016.
25. CEC became the National Coordinator for 10 of the 32 SWAYAM Prabha DTH educational channels in August, 2016.
26. CEC has finished developing the e-content in almost all 87 subjects of NMEICT project of MHRD





# Contact US

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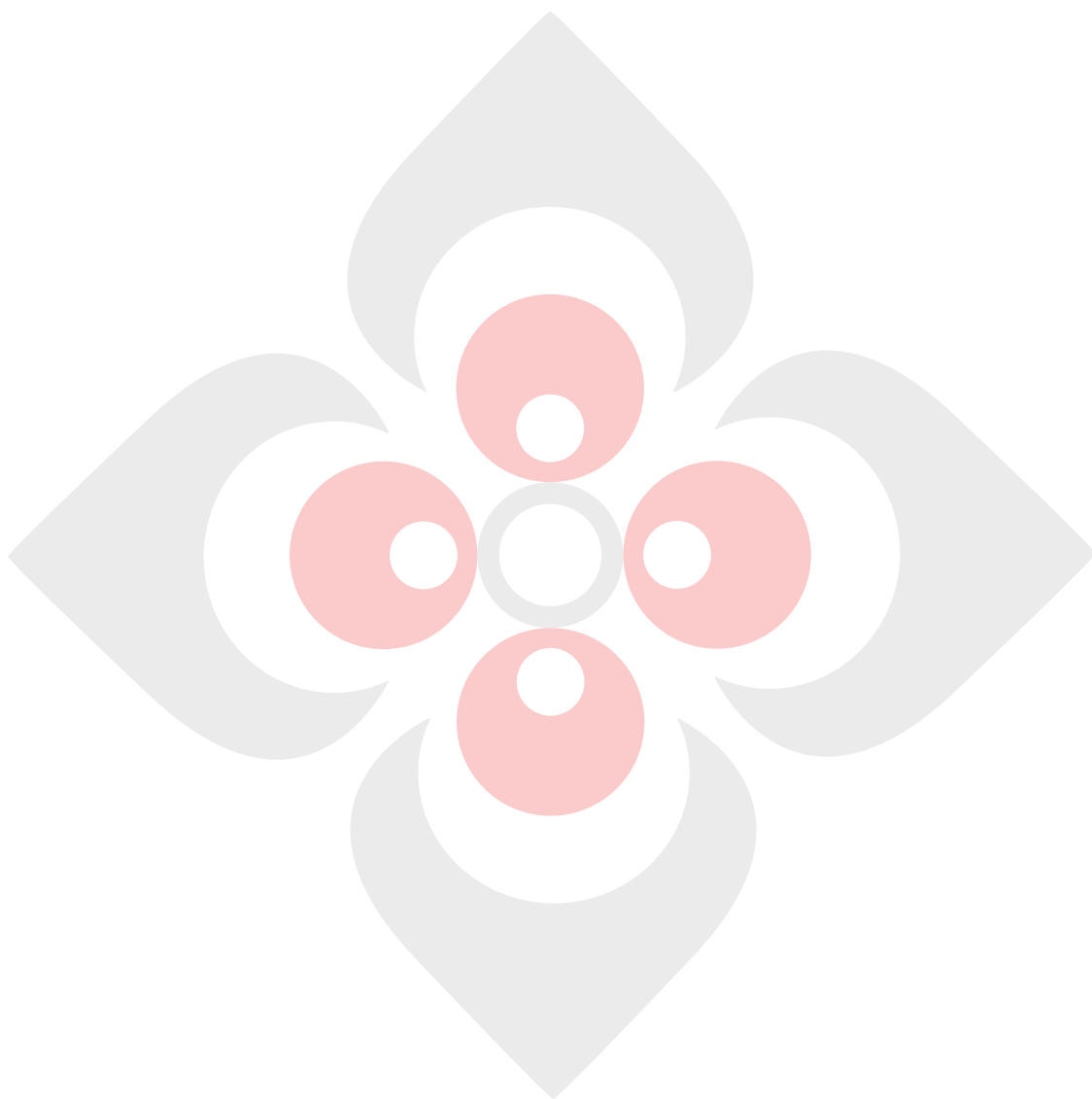
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