

Case Study

Kishore Manch: A Swayam Prabha Channel for School and Teacher Education

By Dr. Alka Singh

A country with knowledge, skills and resources represents an empowered society. Digital India programme of Government of India, launched in 2015, has vision to make India a digitally empowered society. To achieve this, many Information and Communication Technology (ICT) initiatives have been launched in education assuring the access, equity and quality of teaching and learning. Teaching and learning with ICT is interesting, effective and user-friendly. Particularly, the television signifies the role of technology in minimising digital divide. In 2017, Ministry of Human Resource Development (MHRD), Govt of India launched the SWAYAM Prabha project to open up television platform for disseminating high quality content to the viewers. There are 32 DTH-TV channels under SWAYAM* Prabha managed by various educational organisations and institutions. A constituent unit of National Council of Educational Research and Training (NCERT), Central Institute of Educational Technology (CIET), is a national coordinator of one such SWAYAM Prabha channel i.e. Kishore Manch. It caters to the objectives and demands of school and teacher education. It aims to bridge the digital divide and to provide access of quality education to the citizens who do not have access to internet or quality resources by any other medium.

CIET provides contents related to secondary and senior secondary students and teacher education for 6 hours which gets repeated 3 times to make it 24X7 Channel.



**Study Webs of Active–Learning for Young Aspiring Minds*

As a pre-planning, the syllabus and schedules of secondary and senior secondary school level are examined month-wise and accordingly programs are arranged for telecast on the channel. A weekly plan has also been developed for making this process more relevant and cover all the subjects such as arts, languages, science, commerce, social sciences and humanities. The programmes on performing arts, crafts, physical education, teacher education etc. are also included in the schedule. Apart from

scheduling syllabus-based programmes, the programmes related to special days, festivals, national and international days/events are taken into consideration while developing weekly and monthly schedules. Thus, the telecasts are synchronized with the academic calendar of the schools and presented on the basis of weekly schedule prepared subject-wise for placement of every subject. The motive of the channel is to provide access of quality education to every child of the country.

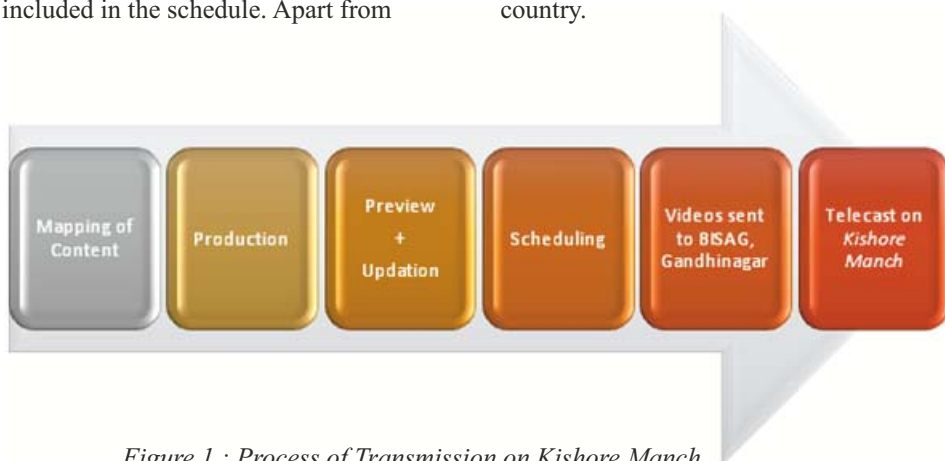


Figure 1 : Process of Transmission on Kishore Manch

CIET is also transmitting half-an-hour of live programme on working days from 04:00 pm to 04:30 pm. The topics are related to secondary, senior secondary classes, teacher education and other relevant areas such as career counselling, vocational education, current affairs etc.

Apart from daily live telecast, CIET has conducted an examination helpline w.e.f. 20th February 2019 to 3rd April 2019 for the purpose to resolve the issues, problems and challenges of students and other stakeholders related to examinations. Another weekly live program has been

initiated on school leadership in collaboration with National Centre for School Leadership, National Institute of Planning and Administration (NIEPA), New Delhi.



Figure 2 : Kishore Manch watching & Feedback mechanism

The feedback, queries and suggestions of the viewers are being received regularly through the calls on toll free telephone numbers (180011265, 1800112199), email (ciet.kishoremanch@gmail.com), ePathshala Kishore Manch App and social media platforms. The ePathshala Kishore Manch App, developed by the researchers of Massachusetts Institute of Technology (MIT), USA, provides detailed demographic analytics to provide insights into growing viewership of Kishore Manch. Social Media such as YouTube, Facebook, Twitter, WhatsApp etc. are also being used for promoting the channel. A new feedback mechanism for connecting viewers is initiated i.e. 'Question with Selfie' in which students, teachers and other viewers can send their

question/query/feedback/suggestion with their selfie photo or video recording through their mobile phones.

CIET, NCERT has identified the gap areas through conducting a week-long workshop with school teachers and experts of the specific subjects. The experts of the subjects analysed the syllabus of secondary and senior secondary level as per NCERT text-books and classified the themes and sub-themes of the content of chapters. Further, the gap areas were identified with justifying the need to produce programs based on these themes/topics and schedule those for telecast on the Channel. It is noted that secondary school level programs are less covered in video programs with having priority to produce more programs for

telecast at this level.

Considering the gap areas and viewers' feedback on different platforms, CIET is regularly producing programs for telecast on the channel. As, production is a regular activity in CIET, NCERT, the subject and level-wise gap areas are being communicated to the content departments of NCERT as well as all five Regional Institutes of Education and State Institutes of Educational Technology (SIETs). The video programs are being produced on regular basis to cover the gap areas. The produced programmes are validated on weekly basis (on every Friday) and through special validation/content curation workshops/meetings. After this process, the programs are scheduled for telecast on the channel.



Live Studio of CIET



Visit of Joint Secretary, Department of School Education & Literacy, MHRD



Panellists of Exam Helpline Live

It is concluded that educational television can serve the wider population with easy access and flexibility in learning. SWAYAM Prabha channels cover the students, teachers, teacher educators, and other citizens of India from school education to higher education including curriculum-based high-quality educational programs. The programmes are recorded and produced by academic experts, qualified teachers and experts of subjects. The major challenge is to popularise the

channels and spread awareness about the subjects covered under the telecast of SWAYAM Prabha. It has potential to provide access, equity and quality of education. As the population is increasing and we are facing lack of resources, such channels are gateway of knowledge bringing our citizens the educational opportunities in cost-effective way. The television can serve the purpose of teaching and learning in easy and effective way.

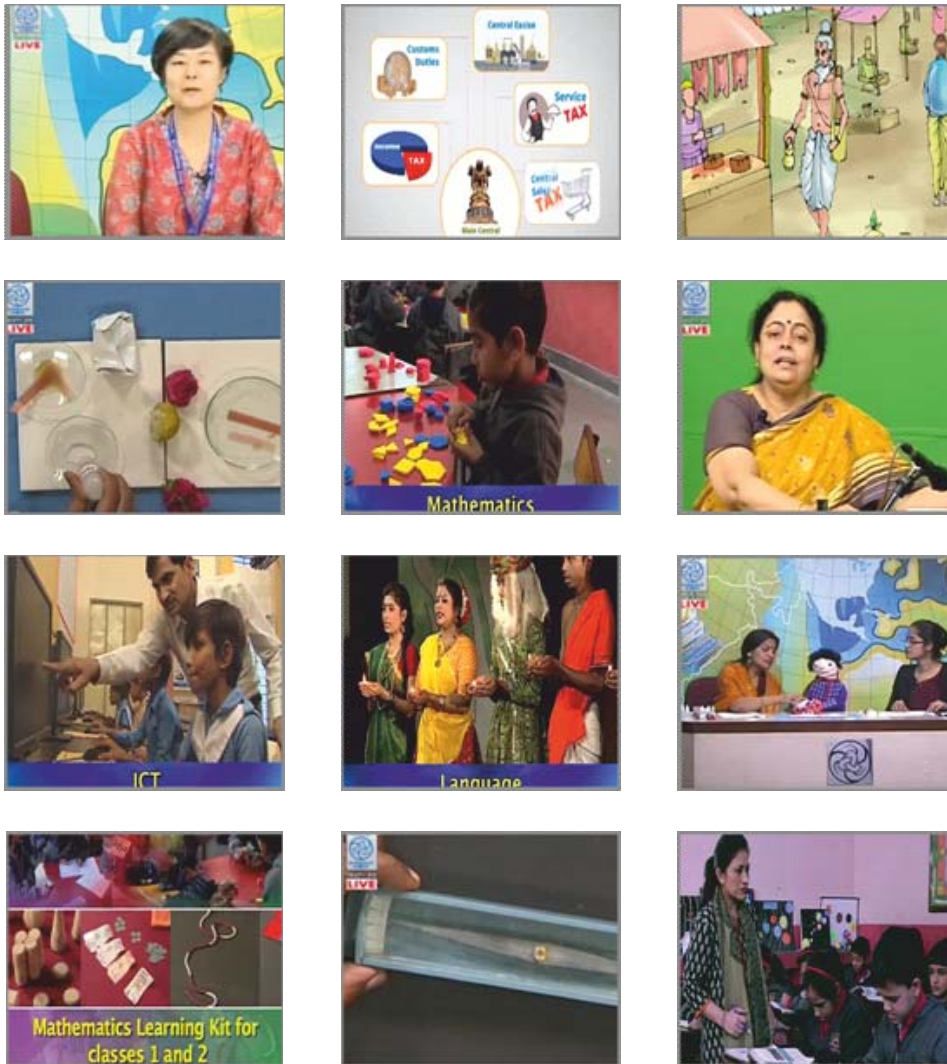


Figure 3 : Glimpses of Telecasts on Kishore Manch

Dr Alka Singh is working as Assistant Professor of Education at Central Institute of Educational Technology (CIET), National Council of Educational Research and Training (NCERT), New Delhi. Her area of interest is Information and Communication Technology Integration in Teaching and Learning. She can be reached at [alkasingh\[dot\]edu\[at\]gmail\[dot\]com](mailto:alkasingh[dot]edu[at]gmail[dot]com)

CEMCA received Telecom Manthan 2019 Award



Telecom Sector Skill Council recognized the efforts of CEMCA towards enhancing the skill ecosystem through its Innovative Ideas by felicitating with the “Outstanding Contribution” award in the event of Telecom Manthan 2019 organized by TSSC in association with Voice & Data on 28th June, 2019 at The Lalit, New Delhi.

