

INVITATION TO CSRS AND PHILANTHROPIC ORGANIZATIONS

Invitation to CSRs and Philanthropic Organisations for Providing
Digital Content for DIKSHA under PM eVidya Programme

BACKGROUND

The unprecedented situation created due to the spread of COVID-19 pandemic has altered the way children access quality education. Education is now also being accessed digitally to ensure continuity of learning.

Government is committed to enable anytime, anywhere learning through digital mediums and make it meaningful and effective for the teachers and children across all states and UTs of India. It is with this objective that the Union Finance Minister launched the PM e-Vidya programme on 17th May 2020. With this, students and teachers will get multimodal access to digital education through **DIKSHA as 'One nation, One digital platform'**, one earmarked TV channel per class from 1 to 12 for content dissemination by centre and states/UTs, and extensive use of Radio, Community radio and Podcasts. Moreover, with digital education laying the foundation for learning, it is paramount to ensure the availability of high quality content to our teachers and students, and help enhance their teaching and learning outcomes.

DIKSHA Platform

DIKSHA (Digital Infrastructure for Knowledge Sharing) is a national platform for school education, an initiative of National Council for Education Research and Training (NCERT), under the aegis of Ministry of Education (MoE) to provide high-quality digital content contextualized as per the curriculum to substantially augment the knowledge base of the students and technical skills of teachers. DIKSHA itself was launched by the Hon' Vice President of India on Sept 5th, 2017 and has since been adopted by 36 states/UT's across as well as by CBSE, NIOS and NCERT and by millions of learners and teachers.

Each state/UT leverages the DIKSHA platform in its own way, as it has the freedom and choice to use the varied capabilities and solutions of the platform to design

and run programs for their teachers and learners. DIKSHA policies and tools make it possible for the education ecosystem (educationist, experts, organisations, institutions – government, autonomous institutions, non-govt and private organisations) as well as application and solution ecosystem, to participate, contribute and leverage a common platform to achieve learning goals at scale for the country.

DIKSHA also makes it possible for all states/UTs to enable learning/education at home through innovative state programs, diverse content and materials for learning including digital content such as 2D, 3D, AR/VR, virtual labs etc.; hence leapfrogging the use of technology for the benefit of teachers and learners across India.

Since its inception, DIKSHA has continuously evolved as a national platform and is currently spread across 36 states and UTs augmenting learning for **more than 26 crore students and 85 lakh teachers** across the nation. **More than 60 crore energized textbooks** have been printed and distributed across the country which is bridging the gap between the physical and digital world by providing instant, relevant and trusted digital content via the Quick Response (QR) Codes . Anytime, anywhere access to **more than 3500 energized books and 1.5 lakh digital content in 30+ languages** has amounted to **more than 230 Crore learning sessions** by both learners and instructors throughout the country.

Moreover, realizing the urgent need to integrate digital education with schooling and learning, Hon'ble HRM launched VidyaDaan 2.0 program on 21st April' 20 wherein more than 12,000 high quality content pieces have been contributed on DIKSHA by individuals and organizations across a variety of content types.

The National Education Policy (NEP) 2020 with a focus on digital teaching and learning solutions emphasises on developing and disseminating content which drives conceptual understanding in students, thrusts upon critical and creative thinking practice, provides exposure to experiential learning and provisions integration of arts, sports and ICT-content- pedagogy with the traditional pedagogical practices as well. NEP also lays emphasis on achievement of universal foundational literacy and numeracy in primary schools by 2025 as ability to read and write, and perform basic operations with numbers, is an indispensable prerequisite for all future schooling and lifelong learning.

VidyaDaan 3.0 program is being launched in the context of NEP with the objective to ensure diverse content for learning with competence wherein sourcing of Foundational Literacy and Numeracy (FLN) content is a key priority.



NCERT's vision for VidyaDaan3.0 is to source a variety of technology integrated content which caters to holistic teaching and learning needs of teachers and students. The following list enumerates the content categories which have been identified to be sourced on a priority basis via VidyaDaan3.0:



1. Read along stories/poems
2. Immersive VR/AR/3D
3. Comic Books
4. Simulation exercises
5. Fun Assessments
6. Virtual Labs
7. Games for learning
8. Robots/toys for learning
9. Collaborative and exploratory activities
10. Content to enhance critical thinking
11. Other experiential learning content

With this vision, NCERT invites you to be a part of this initiative and contribute high-quality digital content for DIKSHA, TV channels, Radio (FM and Community Radio Stations) and other channels for ensuring coherent delivery of content.

Organizations either with :

1. Readily available content to be uploaded on DIKSHA

OR

2. Willingness to develop and contribute digital content in a structured format are invited to become a part of this endeavour and provide their contributions. Detailed specifications of the content being sought will be shared in due course of time but the scope for the same is mentioned in the annexure.



The content provided by you would be made available on DIKSHA platform to be used by anyone with DIKSHA App and portal. Once your content is provisioned on DIKSHA, as an organization, you will have :

1. Access to comprehensive reports/data which will provide insights on daily content plays, content pieces with maximum usage etc. The usage patterns provided in the form of dashboards and reports would enable organizations to iterate upon/modify their content (if required)
2. Brand building opportunity at national level as the name and logo of the contributor organization will be visible on DIKSHA against each content. In addition to enhancing brand visibility, DIKSHA will also provide a platform for collaboration opportunities with central/state education organizations/departments.
3. Official appreciation from central organizations like CBSE/NCERT based on defined criteria/parameters such as number of contributions, number of content plays, number of downloads, user feedback etc. Consumption data reports comprising of numbers pertaining to each of the aforementioned criteria for the content providers onboarded on DIKSHA will be shared with NCERT/CBSE as per a defined frequency

Annexure 1 provides the details of different content categories sought by NCERT.

Request you to kindly go through the same and provide details in this form : <https://forms.gle/tmcgSxVRRyFoM73m6>

On the basis of the information provided by you, detailed discussions would be initiated to define the process for your valuable contributions. Contributions will be admitted as per the content specification processes finalised by NCERT and as per DIKSHA terms and policies.



**Start
contributing
NOW.**

For any queries you
may write to

pmevidya.eoi@ciet.nic.in

Annexure 1: Content Categories

Both Explanation and Practice content is required for below categories :

Category number	Content category	Grade	Medium
1.	Read-along stories/poems English, Hindi	1-5	NA
2.	Comic Books – Language (English, Hindi) and SST	1-10	English Hindi
3.	Fun and Joyful Assessments All subjects	1-12	English Hindi
4.	Games for learning Maths and EVS	1-5	English Hindi
5.	Immersive VR/AR/3D Science/EVS, Maths and SST	1-12	English Hindi
6.	Simulation exercises Maths, Science and SST	9-12	English Hindi
7.	Science Experiments Or Virtual Lab Environment Maths and Science	9-12	English Hindi
8.	Robots/toys for learning Maths and EVS	1-5	English Hindi
9.	Collaborative and exploratory activities – All subjects	1-8	English Hindi
10.	Content to enhance critical thinking – All subjects	1-12	English Hindi
11.	Other experiential learning content – All subjects	1-12	English Hindi
12.	English Hindi (Literature)	1-12	NA

Category number	Content category	Grade	Medium
13.	Hindi and English Grammar	1-12	NA
14.	Maths, Bio, Physics, Chemistry	11,12	English Hindi
15.	Computers/IT/ICT	6-12	English Hindi
16.	Accountancy, Economics Business Studies	11,12	English Hindi
17.	Geography, History Political Science	11,12	English Hindi
18.	FLN	Pre- Primary	English Hindi
19.	Social Studies (SST)	6-10	English Hindi
20.	Geography, History Political Science	11, 12	English Hindi
21.	Children with Special Needs, all 21 categories as defined in RPWD Act	1-12	English Hindi
22.	Graphics design, Fine arts informatics practice, Home science, Creative writing and translation, Heritage Crafts, Psychology, Sociology	11,12	English Hindi
23.	Urdu	1-12	NA
24.	Sanskrit	1-12	NA
25.	Physical Education	9,10	English Hindi