

PART-I Personal Details	
1. Name :-	Prof. Rajbir Singh
2. Designation :-	Director
3. Organisation Name :-	Consortium for Educational Communication
4. Postal Address :-	CEC, IUAC Campus, Aruna Asif Ali Marg, New Delhi - 110067
5. City :-	New Delhi
6. State :-	Delhi
7. Phone :-	011 26896637, 011- 64673905, 011- 65645236
8. Fax :-	011 26897416
9. Email :-	director.cec@nic.in
10. Mobile :-	9871413322
11. Project Category :-	E-Content Development

PART-II Information relating to Department/Institute	
1. Name of Institute with complete address :	Consortium for Educational Communication, IUAC Campus, Aruna Asaf Ali Marg, New Delhi-110 067
2. Title of the Research Project	Production of Courseware e-Content Development
3. Department/ Broad Area	Hardware, Software & Multimedia
4. Major areas of research in the Department	Engaged in Education through ICT for the past 28 years.
5. Names & Designation of Principle Researchers in the major areas and list of publications during last 5 years based on work done in the Department:	
Name of Principal Investigator : Prof. Rajbir Singh, Director Co-Principal Investigators : Mr. Nageshwar Nath ME Dr. Shatrudha, RS, & Directors of Twenty Two Media Centres	
6. Is it Inter-disciplinary Project?	Yes
7. Is it Inter-Institutional Project?	Yes
8. Is any Industry/User agency participating?	Yes
9. Brief of completed and or ongoing research projects supported by MHRD/ AICTE in the Department during last 5 years.	
Running of 24 hrs. Vyas Higher Education Channel since Jan.'04 Approved by MHRD. Production of Video progs., & Broadcast on Doordarshan since 1984. Programmes Broadcast on DD-Bharti, Gyan Darshan, Virtual Classroom Operations through EduSat, Development of e-modules for Internet Based Learning.	

PART-III Information relating to Department/Institute
10(a). Principal Investigator Details
<p>PRINCIPAL INVESTIGATOR</p> <p>a. Name : Prof. Rajbir Singh</p> <p>b. Designation : Director, CEC</p> <p>c. Age : 49</p> <p>d. Educational Qualification : Prof. (Dr.) Rajbir Singh, a double graduate in Law and Science, holds two masters degrees – one in English and another in Mass Communication. He is a doctorate in the area of Educational Communication (“Role of Mass Media in Educating Rural Masses”) and has authored a book titled ‘Development Communication: Mass Media and Public Policy’ and also he has to his credit more than a dozen research papers published in reputed National and International Journals.</p> <p>e. Areas of specialization: Public relation and Advertising, Developmental Communication and</p>

Social Marketing, Media Laws and Communication Research.

f. Experience (Teaching & Research) : More than 22 years Teaching/Training/Research and/or Professional Experience in Mass Communication.

g. Selected list of papers published : The Institution (CEC) the PI is heading presently, has produced 20,000 video programmes about 6,661 e-content modules and 1500 LoRs by CEC and its media Centres till date. Perhaps, the largest collection of Educational Video Programmes.

10(b). Co-Principal Investigator Details

10B. Co-PRINCIPAL INVESTIGATORS

1. a. Name : Nageshwar Nath
b. Designation : ME, CEC
c. Age : 52
d. Educational Qualification : B.E. (Electrical), MBA, PGDCA
e, f, g, same as 10A & g
2. a. Name : Dr. Shatruddha
b. Designation : RS, CEC
c. Age : 33
d. Educational Qualification : Ph.D in Mass Communication
e, f, g, same as 10A & g
3. a. Director's of 22 Media Centres as per Annexure-I

11. In case it is a joint project with other Institution research labs and industries, :

a) Directors of 22 Media Centres - participating investigators name(s) of (EMMRC Ahmedabad, Chennai, Calicut, Kolkata, Pune, ELFU-Hyderabad, Osmania Hyderabad, Jodhpur, Madurai, JMI Delhi, Manipur, Indore, Mysore, Patiala, Roorkee, Srinagar, Sagar, Bodhgaya, Dibrugarh, Lucknow, Bhubneshwar & Pondicherry) Details attached

b) Large number of academicians, subject expert (in-service, retired) from various universities, colleges and institutions across the country and names of such experts, if any, provided by MHRD will be engaged in development of Educational Content.

c) A large no. of production agencies engaged in production of e-content and educational material across the country will also be engaged in production of e-content programmes.

11. In case it is a joint project with other Institution, research labs and industries, names(s) of participating investigators

In case it is a joint project with other Institution research labs and industries, name(s) of participating investigators. : a) Directors of 22 Media Centres (EMMRC Ahmedabad, Chennai, Calicut, Kolkata, Pune, ELFU-Hyderabad, Osmania Hyderabad Jodhpur, Madurai, JMI Delhi, Manipur, Indore, Mysore, Patiala, Roorkee, Srinagar, Sagar, Bodhgaya, Dibrugarh, Lucknow, Bhubneshwar & Pondicherry) Details *attached*

: b) Large number of academicians, subject expert (in-service, retired) from various universities, colleges and

	institutions across the country and names of such experts, if any, provided by MHRD will be engaged in development of Educational Content.
	: c) a large no. of production agencies engaged in production of e-content and educational material across the country, will also be engaged in production of e-content programmes.
In case industry/user agency is participating, whether a MOU has been signed or letter of intent given.	
12. In case industry/user agency is whether a MOU has been signed or letter of intent given.	: Yes, Tripartite MoU have been signed by the Secy., UGC, Director, CEC & the Vice - Chancellor of the 22 Host University where the Media Centres, created by the UGC, are located.
13(a). Present commitments of the Principal Investigators	
(a) Teaching	: YES
(b) Ph.Ds registered under him/her	: 12
(c) Sponsored research	: Not Applicable
(d) Consultancy	: e-Education
13(b). Present commitments of the Co-Principal Investigators	
(a) Teaching	: Industry Professional
(b) Ph.Ds registered under him/her	: Not Applicable
(c) Sponsored research	: Not Applicable
(d) Consultancy	: e-Education
14. Other members of the Research Group to work on proposed Projects:	
14. Other members of the Research Group to work on proposed Projects:	
Name and Designation	: Shri Nageshwar Nath, ME : Dr. Shatruddha , RS : Smt. Rita Dhar, Producer : Smt. Ritu Chawla, CPA : 22 Directors of EMMRCs
Area of Specialization	: Broadcasting, Audio/ Video Content Production, e-content Production, Satellite Broadcasting, Terrestrial, IP Radio, Cable, DTH, etc. content Dissemination.
Experience (Teaching/ Professional)	: Management, Production, Engineering, etc. ranging from 36 years to 12 years.
Papers Published	: Produced large number of Educational Television Programmes, e-content & LORs, Published Research Papers and Books.
PART-IV About Research Project	
15(a). Summary of the project (brief):	
Innovation in teaching and learning through the use of ICT, for mass education. The specific	

areas are creation of courseware e-content, for undergraduate & Post Graduate subjects.

(b) Justification, importance of projects:

CEC and Media Centres have vast experience and expertise in producing e-content modules. They have experience of 25 years in producing video programmes. CEC and its 22 Media Centres are already engaged in producing e-content, video based programmes and LoR's.

(c) Details of the work already done by Principal Investigator in this area:

Production of 20,000 video programmes, about 7,756 e-content modules and 1500 LoRs produced by CEC and its Media Centres till date.

16. Total amount required:

Phase I-Total 10295 modules for 29 subjects @ 355 modules per subject @ Rs. 17,500/- per modules

1. Expenditure for e-content modules Rs. 10295 X 17,500/- = Rs. 18,01,62,500/-
2. Workshops/training 10 nos. @ Rs. 2,00,000/- per workshop = Rs. 20,00,000/-

Total for Phase – I = Rs. 18,21,62,500/-

Phase II - PAB, MHRD in its meeting held on 9th March, 2014 approved the rate of e-content production @ Rs. 31,000/- per module.

The budget projection under phase – II has been made on the basis of Rs. 31,000/- per module.

Average Expenditure per e-content and ETV programme May, 2014

S No	Description	Amount	Reference rates
1	Subject Co-ordinator	Rs. 1000/-	As per e-content DPR
2	Subject expert/ Resource person a. For Research (Background work for reference material field visits etc.) b. For Subject Mapping, Module Designing, providing Objectives, Summary, FAQ's, Assignments, Quiz, tutorial References, Glossary, case studies, Web References etc. c. Payment to Subject Experts for Transcription, Downloadable (pdf) text (e-books) d. Onscreen presentation by the subject expert	Rs. 1000/- Rs. 2500/- Rs. 2000/- Rs. 2000/-	Rs. 2000 - 5000/- Rs. 2000 - 8000/- Rs. 1000 - 2000/- Rs. 1000 - 2000/-
3	For production of ETV programme/Video modules a. Hiring /purchase of Equipment, facilities. b. Hiring/engagement of Human resources on contract basis as permissible under project for timely and successful completion of the project. c. Preproduction, Studio Recording, Music composition, Post production etc.	Rs. 5000/- Rs. 3000/-	As per UGC funding for production of ETV programme.
4	Freelance/hired Editors payment per e-content/ ETV programme for 4 shifts @ Rs.1000/- per shift	Rs. 4000/-	Rs. 500 – 1000/- Per shift

5	Freelance/hired Graphics artist per e-content for 4 shifts @ Rs.1000/- per shift	Rs. 4000/-	Rs. 1500 – 2000/- Per shift
6	Honorarium to PI, Co-PI and staff as permissible under project for timely and successful completion of the project as permissible under project.	Rs. 1500/-	Approx. 5% of Module cost
7	E-content certification and validation (a) 1 st stage at Media Centres by subject experts and production team (b) 2 nd stage at CEC by Peer group	Rs. 1000/- Rs. 1000/-	The Honorarium being paid to experts for preview of programmes at CEC and Media Centres Rs. 1000/- Rs. 1000/-
8	Amount to be retained by CEC as coordinating and integrating agency for Hiring /purchase of Equipment, facilities and Hiring/engagement of Human resources on contract basis, Contingencies consumables, Integration activities, PRSG meeting, meta tagging and dissemination on web and social media.	Rs. 3000/-	Approximately 10% of the module cost
Expenditure Per Module		Rs. 31000/-	

Total 20595 modules for 58 subjects @ 355 modules per subject @ Rs. 31,000/- per modules
1. Expenditure for e-content modules Rs. 20590 X 31,000/- = Rs. 63,82,90,000/-
2. Workshops/training 58 subjects @ Rs. 2,00,000/- per subject = Rs. 1,16,00,000/-

Total for Phase – II = Rs. 64,99,50,000/-

Grand Total for Phase I & II = Rs. 83,21,12,500/-

17(a) Recurring budget (not more than 30%) of the proposal along with item-wise breakup (Man power, Contingency, Consumable, Travel, Miscellaneous year wise breakup).

S. No.	Item	Amount per year (Rs. in Lakhs)	Duration (From date of Revision)	Duration (From date of Revision)	Total Amount (Rs. in Lakhs)
		Phase- I		Phase –II	
A. (i)	Development of Academic Content for e-learning	800.00	1Year	2 Years	3034.80
A. (ii)	Contingency, travel Aprox. 10%	133.625	1 Year	2 Years	711.60
	Sub Total A	933.625			3746.40
B. (i)	Recurring Expenses on account of engagement of Human Resource, material etc.	150.00	1 Year	2 Years	552.30

B. (ii)	Preview at Media Centre and CEC	78.00	1 Year	2 Years	426.45
	Sub Total B	228.00			978.75
C. (i)	ETV programme Production including Pre-Production, Recording, Music composition, Post Production,	350	1 Year	2 Years	855.70
C (ii)	Honorarium to PI, CO-PI and staff	90	1 Year	2 Years	422.65
	Sub Total C	460.00			1278.35
	TOTAL A + B + C	1601.625			6003.50

(b) Detailed breakup of non-recurring items (with the equipment to be procured along with cost).

S. No.	Item	Amount (lacs) Phase – I	Amount Phase - II
D	Purchase/hiring/engaging the services/equipment/software's, not available at CEC and Media Centres	200.00	380.00
E	Academic, Production, Technical and Research workshops/training numbering 10 and 58 in Phase I & II respectively.	20.00	116.00
	Total A + B + C + D +E	1821.625	6499.50

- Note : 1. Building construction is not permitted.
- 2. The payment to subject coordinator shall be @ Rs. 1,000/- per module subject to maximum payment of Rs. 3,00,000/- per course.
- 3. Out of total project cost 10% shall be retained by Consortium for Educational Communication for incurring expenditure towards hiring/purchase of equipment and hiring of manpower and Integration, Coordination, PRSG Meetings, Meta tagging, dissemination, outreach to the students as allowed under Para – 7(iii) of the guidelines issued by MHRD for e-content development and Para – 20 E of the e-content development proposal submitted by CEC to MHRD.
- 4. The above by bifurcation is indicative only. Re-appropriation of funds from one expenditure head to another can be made by PI or Co-PI for timely completion of the project.

18. SUMMARY SHEET :

	NA
1. Name of the Institution:	Consortium For Educational Communication
2. Title of the Project:	Production of Courseware e-Content Development, Video Programmes
3. Name of the Department:	CEC and EMMRCs
4. Cost of the Project:	

	Rs. 83,21,12,500/-
5. Amount released earlier if any:	
	Phase – I = Rs.16.42 Crores + Phase – II = Rs. 17.80 Crores
6. Utilization position in respect of grants released earlier (upto-2013) for various projects (Details to have given project wise)	
	(i) Fully spent : Funds received under Phase – I - fully spent (UC Attached).
	(ii) Unspent, proposal to utilize it : NIL
7. Reasons for unspent balance	
	There have been over spending then the earlier released funds
8. Name of the Principal Investigator responsible for implementation of the Project:	
	Prof. Rajbir Singh

PART-V Detail Project Report

1. Objective

The objectives of the proposed programme are to:

- (a) Promote generation of e-Content in all subjects;
- (b) Develop teachers' and experts' resources in e-Content creation;
- (c) Make available the e-Content to teachers and students through various delivery modes for formal and non-formal education, for supplementing and complementing the process of teaching and learning in higher education;
- (d) Develop partnerships between educational institutions and the IT industry for the continuous development of new content and methodology taking into account contemporary technology.

2. Methodology

3. Deliverables year wise and its possible contribution to major objectives of mission.

The following content shall be delivered in two phases. In Phase I, production of e-content courseware for 29 subjects shall be produced and under Phase II, production of e-content courseware for additional 58 subjects shall be undertaken.

1. Production of e-Content Modules suitable for use in PC and internet.
2. To hold Academic, Production, Technical and Research workshops for successful development, upgradation and evaluation of the objectives of the project.

4. Time schedule (year wise)

Progress & Expected e-content Production (using Four Quadrant Approach) by CEC & its Media Centre under NME-ICT MHRD Project.

4.1 Subjects under Phase-I (29 Under UG Subjects)

(i) CEC has completed e-content in 08 subjects (Under Phase I)

Sr. No.	Subject Allotted	Media Centres	E-content Developed
1.	B. A. History	Kolkata	356
2.	B.A. Botany	Srinagar	279
3.	B.A. / B.Sc. English Language	Hyderabad EFLU	131
4.	B.A. / B.Sc. Environmental Science	Indore	76
5.	B.A. Anthropology	Manipur	193
6.	B.A. (Hons.) Mathematics	Calicut	379

7.	B.A. / B. Sc. Hindi Language	Indore	141+6
8.	B.A. Vocational Studies (Photography)	Indore	27

(ii) Production of e-content courseware in remaining 21 UG subjects (Under Phase I)

Sr. No.	Subject Allotted	Media Centres	E-content Developed till May, 2014
9.	B.A. Economics	Hyderabad Osmania	208
10.	B.A. Communication & Journalism	MCRC Jamia	249
11.	B.Sc. Zoology	Ahmedabad	149
12.	B.Com Commerce	Jodhpur	713
13.	B. Sc. Computer Science	Chennai	405
14.	B.A. Geography	Mysore	255
15.	B.A. Performing Arts	Patiala	282
16.	B.A. (Hons.) English Literature	Hyderabad ELFU	339
17.	B.A. Hindi Literature	Indore	255
18.	B.A. Business Management	Pune	65
19.	B.Sc. Chemistry	Roorkee	131
20.	B.Sc. Geology	Sagar	139
21.	B.Sc. Applied Physical Sciences (Electronics)	Chennai	85
22.	B.A. Sociology	Madurai	389
23.	B.Sc. Applied Life Science (Sericulture)	Mysore	96
24.	B.A. Psychology	EFLU Hyderabad	256
25.	B.Sc. (Hons) Microbiology	Kolkata	104
26.	B.Sc. Agriculture (1 st Year)	Jodhpur	82
	B.Sc. Agriculture (2 nd Year)	Madurai	0
	B.Sc. Agriculture (3 rd Year)	Imphal	0
27.	B.Sc. Applied Physical Sciences (Computer Science)	Patiala	186
28.	B.Sc. (Hons) Statistics	Mysore	190
29.	B.Ed.	Calicut	183

4.2 Subjects under Phase – II

Production of e-content courseware in 58 UG subjects under Phase – II

Sr. No	Subject Allotted	Media Centres	E-content Developed till May, 2014
1.	B.A. (Hons) Urdu (1 st Year)	Srinagar	24
	B.A. (Hons) Urdu (2 nd Year)	EFLU Hyderabad	0
	B.A. (Hons) Urdu (3 rd Year)	MCRC, Jamia	28
2.	B.A. (Hons) Music (Ravindra Sangeet)	Kolkata	0
3.	B.A. (Hons) Political Science	Kolkata	0
4.	B.A. (Hons) Hindi Journalism	MCRC, Jamia	0
5.	B.A. (Hons) Philosophy	Calicut	89
6.	B.A. (Hons) Business Economics	Ahmedabad	6
7.	B.A. (Hons) Sanskrit (1 st Year)	Ahmedabad	0
	B.A. (Hons) Sanskrit (2 nd Year)	Roorkee	0
	B.A. (Hons) Sanskrit (3 rd & 4 th Year)	Chennai	0

8.	B.A. (Hons) Music (Karnataki Sangeet)	Madurai	0
9.	B.A. (Hons) Music (Hindustani Classical)	Pune	34
10.	B.A. (Hons) Social Work	Hyderabad Osmania	24
11.	B.A. Vocational Studies (Book Publishing)	Kolkata	0
12.	B.A. Management & Marketing of Insurance (1 st & 2 nd Year)	Jodhpur	101
	B.A. Management & Marketing of Insurance (3 rd Year)	Hyderabad Osmania	0
13.	B. A. (Foreign Language) French & Spanish	EFLU Hyderabad	0
14.	B.A. Fine Arts	MCRC Jamia	29
15.	B.A. in Film Studies	Kolkata	0
16.	B. A. Vocational Studies (Advertisement)	Indore	14
17.	B. A. Vocational Studies (Accounts)	Indore	8
18.	B. A. Vocational Studies (Office Audit)	Indore	1
19.	B. A. Vocational Studies (Computer)	Indore	34
20.	B.A. Human Rights	Imphal	77
21.	B.A. Tourism	Mysore	36
22.	B. A. Human Resources Management	Pune	66
23.	B.A. Social Welfare Administration	Madurai	0
24.	B. A. Vocational Studies	Mysore	0
25.	B. A. Marketing Management & Retail Business	Jodhpur	121
26.	B.A. Office Administration & Secretarial Practice	Pune	17
27.	B.A. Public Administration	Hyderabad Osmania	14
28.	B.A. LLB (1 st & 2 nd Year)	Srinagar	165
	B.A. LLB (3 rd , 4 th & 5 th Year)	EFLU Hyderabad	19
29.	B. A. Vocational Studies - Mass Communication Video Production	Kolkata	47
30.	B. A. Population Studies	Patiala	0
31.	B. A. Education	Srinagar	3
32.	B.Sc. (Hons) Food Technology (1 st Year)	Srinagar	13
	B.Sc. (Hons) Food Technology (2 nd & 3 rd Year)	Mysore	6
33.	B.Sc. Life Sciences (1 st Year)	Ahmedabad	19
	B.Sc. Life Sciences (2 nd Year)	MCRC, Jamia	1
	B.Sc. Life Sciences – 3 rd Yr.	Imphal	0
34.	B.Sc. Analytical Methods in Chem & Bio-Chem	EFLU Hyderabad	0
35.	B.Sc. (Hons) Home Science	EFLU Hyderabad	9
36.	B.Sc. (Hons.) Bio-Medical Sciences	EFLU Hyderabad	0
37.	B.Sc. (Hons) Electronics	Jodhpur	38
38.	B.Sc. (Gen) Mathematical Science	Chennai	27
39.	B.Sc. (Hons) Polymer Science	Chennai	20
40.	B.Sc. Physics (Hons.)	Chennai	59
41.	B.Sc. Agro-Chemical and Pest Control	Mysore	0
42.	B. Sc Bio-Informatics	Calicut	25
43.	B.Sc. Applied Physical Sciences (Environmental Science)	Chennai	44
44.	B.Sc. Applied Physical Sciences (Industrial Chemistry)	Roorkee	41
45.	B.Sc. (Hons) Bio-Chemistry – 1 st Yr.	Hyderabad Osmania	0
	B.Sc. (Hons) Bio-Chemistry – 2 nd & 3 rd Yr.	Madurai	1
46.	B.Sc. Physical Sciences	Hyderabad Osmania	0
47.	B. Arch.	Chennai	4
48.	B.Ed. (Special Education for Visually Impaired)	Madurai	6
49.	B.Ed (English)	EFLU, Hyderabad	0
50.	B.El.Ed. (Elementary Education)	Madurai	0
51.	B.Lib.Sc.	Calicut	33
52.	B.P.Ed. (1 st & 2 nd Year)	Patiala	0
	B.P.Ed. (3 rd Year)	Imphal	0
53.	B. Pharmacy	Sagar	0

54.	BFA Painting Applied Art Sculpture / Epigraphy	Calicut	31
55.	BFA Painting Applied Multimedia	Calicut	4
56.	Bachelor for Theatre Arts	Calicut	38
57.	Bachelor of Business Studies	MCRC, Jamia	31
58.	Criminology & Forensic Science	Sagar	0

5.Details of permanent assets to be procured from the project with estimated cost.

6. Details of financial outlay in year wise for recurring and non-recurring funds.

S. No.	Item	Amount per year (Rs. in Lakhs)	Duration (From date of Revision)	Duration (From date of Revision)	Total Amount (Rs. in Lakhs)
		Phase- I		Phase –II	
A. (i)	Development of Academic Content for e-learning	800.00	1Year	2 Years	3034.80
A. (ii)	Contingency, travel Aprox. 10%	133.625	1 Year	2 Years	711.60
	Sub Total A	933.625			3746.40
B. (i)	Recurring Expenses on account of engagement of Human Resource, material etc.	150.00	1 Year	2 Years	552.30
B. (ii)	Preview at Media Centre and CEC	78.00	1 Year	2 Years	426.45
	Sub Total B	228.00			978.75
C. (i)	ETV programme Production including Pre-Production, Recording, Music composition, Post Production,	350	1 Year	2 Years	855.70
C (ii)	Honorarium to PI, CO-PI and staff	90	1 Year	2 Years	422.65
	Sub Total C	460.00			1278.35
	TOTAL A + B + C	1601.625			6003.50

S. No.	Item	Amount (lacs) Phase – I	Amount Phase - II
D	Purchase/hiring/engaging the services/equipment/software's, not available at CEC and Media Centres	200.00	380.00
E	Academic, Production, Technical and Research workshops/training numbering 10 and 58 in Phase I & II respectively.	20.00	116.00
	Total A + B + C + D +E	1821.625	6499.50

7. Management of Deliverables & IPR etc.

8. Justification of the projection with clear cut statement about outcomes if the project contributing to mission objective.

PART-VI Uploaded CV and DPR
Uploaded CV :- Click here to CV
Uploaded DPR :- Click here to DPR
Part-VII DPR Summary
1. Objective
<p>The objectives of the proposed programme are to:</p> <ol style="list-style-type: none"> 1. Promote generation of e-Content in all subjects; 2. Develop teachers' and experts' resources in e-Content creation; 3. Make available the e-Content to teachers and students through various delivery modes for formal and non-formal education, for supplementing and complementing the process of teaching and learning in higher education; <p>Develop partnerships between educational institutions and the IT industry for the continuous development of new content and methodology taking into account contemporary technology</p>
2. Deliverables (Please give milestones with timelines linking with payments)
<p>The following content shall be delivered in two phases. In Phase I, production of e-content courseware for 19 subjects shall be produced and under Phase II, production of e-content courseware for additional 68 subjects shall be undertaken.</p> <ol style="list-style-type: none"> 1. Production of e-Content Modules suitable for use in PC and internet. 2. To hold Academic, Production, Technical and Research workshops for successful development, upgradation and evaluation of the objectives of the project.
3. Suggestions with respect to:
4. Scaling up
<ul style="list-style-type: none"> • Plan :- Once the Development of e-content under Phase-I, picks up, the CEC shall implement the development of e-content under Phase-II, wherein additional 58 subjects shall be undertaken by outsourcing the production of e-content. • Strategy Phase – I In-house :-All the content under phase – I for 29 subjects shall be prepared in-house and also be checked for accuracy and thereafter it would be suitably digitized to be put on Servers for access by students and general public, on the CEC and Shakshat Internet Clouds. Phase – II Out sourcing :-All the e-content development under Phase-II i.e. for 58 subjects shall be outsources. Production/development of e-content under Phase-II shall be outsourced.
5. Popularizing and extension activities and plans
<ul style="list-style-type: none"> • Strategy for popularization :- Various activities, events etc shall be organized to popularize and promote the project with the help of university and associated colleges • Extension activities and plans Maintenance mechanism :- Maintenance of the content would also be done on a regular basis <p>User feedback mechanism, its execution procedure and corrective measures. :- Feedback would be constantly collected and a plan would be structured to make the necessary changes/modifications to better suit the end user. All corrective measures would immediately be put into action. This would constantly help us in improving the quality and efficiency of our e-content.</p>

6. Review Mechanism

- **Frequency of review :-**
Academic Standing Committee shall meet once in three months, however academic, production and technical review shall be done on regular basis.
- **List at least 10 Reviewers, who are eminent in fields of the projects :-**
 1. Prof. Suranjan Das, Vice Chancellor, University of Kolkata
 2. Lt. Gen Dr. D. D. S. Sandhu, Vice Chancellor, Kurukshetra University
 3. Prof. Sunaina Singh, Vice Chancellor, Osmania Hyderabad
 4. Prof. Ranbir Singh, National Law University, Delhi
 5. Prof. Ajit K. Kembhavi, Director, IUACAA, Pune University, Pune
 6. Prof. Anup Beniwal, Vice Chancellor, IP University, New Delhi
 7. Prof. B. K. Kuthiala, Vice Chancellor, Makhanlal Chaturvedi Rastriya Patrakarita Evam Sanchar Vishwavidyalaya, Bhopal
 8. Prof. Rajan Harshe, South Asian University, Delhi
 9. Prof. Ravi Shanker, IIFT, Delhi
 10. Prof. R. C. Kuhad (DUSC), University of Delhi
 11. Prof. Arun Kumar Grover, Vice Chancellor, Panjab University
 12. Dr. Talat Ahmad, Vice Chancellor, JMI, New Delhi
 13. Dr. M. L. Ranga, Vice Chancellor, Hissar
 14. Prof. M. C. Sharma, Professor, SOE, IGNOU, New Delhi
 15. Mr. Pradeep Verma, Sr. Consultant, NME-ICT, Delhi
 16. Dr. Sandeep Chopra, Sr. Scientist, IUAC New Delhi
 17. Dr. Radhey Shyam Sharma, Vice Chancellor, CDLU, Sirsa
 18. Prof. K. Mangal Sunder, IIT Madras
 19. Prof. A. D. N. Bajpai, Vice Chancellor, H. P. University, Shimla
 20. Prof. S. K. Sopory, Vice Chancellor, JNU, New Delhi
 21. Prof. Dinesh Singh, Vice Chancellor, Delhi University, Delhi
 22. Shri. R. S. Chahal, Vice Chancellor, MDU, Rothak
 23. Prof. Uma Kanjila, Director, ACIIL IGNOU, New Delhi
 24. Shri. Mohinder Singh, Vice Chancellor, Rewari

7. Budget.

- **Capital Expenditure**
Details to be captured item-wise :-
Shall be put on the CEC website as and when applicable
Focused comments on high cost equipment (More than Rs. 10 lakhs worth of items) (Specifications, reasonability of estimated cost) :-
(More than Rs. 10 lakhs worth of items) (Specifications, reasonability of estimated cost) Not applicable.
- **Revenue Expenditure**
Details to be captured item-wise :-
Shall be put on the CEC website as and when applicable.
Focused comments on :-
total honorarium to be paid in the project:-

S. No.	Item	Amount per year (Rs. in Lakhs)	Duration (From date of Revision)	Duration (From date of Revision)	Total Amount (Rs. in Lakhs)

		Phase- I		Phase –II	
A. (i)	Development of Academic Content for e-learning	800.00	1Year	2 Years	3034.80
A. (ii)	Contingency, travel Aprox. 10%	133.625	1 Year	2 Years	711.60
Sub Total A		933.625			3746.40
B. (i)	Recurring Expenses on account of engagement of Human Resource, material etc.	150.00	1 Year	2 Years	552.30
B. (ii)	Preview at Media Centre and CEC	78.00	1 Year	2 Years	426.45
Sub Total B		228.00			978.75
C. (i)	ETV programme Production including Pre-Production, Recording, Music composition, Post Production,	350	1 Year	2 Years	855.70
C (ii)	Honorarium to PI, CO-PI and staff	90	1 Year	2 Years	422.65
Sub Total C		460.00			1278.35
TOTAL A + B + C		1601.625			6003.50

S. No.	Item	Amount (lacs) Phase – I	Amount Phase - II
D	Purchase/hiring/engaging the services/equipment/software's, not available at CEC and Media Centres	200.00	380.00
E	Academic, Production, Technical and Research workshops/training numbering 10 and 58 in Phase I & II respectively.	20.00	116.00
Total A + B + C + D +E		1821.625	6499.50

Project Investigator (PI), Co-project Investigator (CO-PI), Media Centre and CEC Staff associated with the development of e-content etc., who work on the project, during time other than office hours and on holidays, would be entitled for incentives in form of consultancy fees/overtime allowance/honorarium, etc. The consultancy fees/honorarium may be paid to regular faculty/staff of Media Centre as is being paid to the faculty members of IIT's, IIM's, etc. on taking similar assignments.

- **Please indicate the Anchor Institution for disbursement of funds :-**
Director, Consortium for Educational Communication

8. Cost benefit analysis including cost effectiveness approach viz-a-viz other alternatives

The produced e-content will be disseminated through various ICT modes to reach the learners across the country. It is felt that to increase the literacy of the masses in India, the cost of production of educational content electronically and making it to reach to the masses, shall be fractional to the cost of holding contact class or performing traditional teaching learning, to the same number of learners. The development of e-Contents shall help UGC and MHRD to address the issue of equity and access without compromising the quality.

9. Social Impact :-

The rural-urban and gender bias in higher learning can be overcome by the utilization of e-learning materials by the institutions situated in rural areas.

10. Outcome - Extent to which the project will realize the objectives of the Mission may be given explicitly :-

The Mission Statements "identifying Delivery Models with reference to Learner-Centric Goals"

and also “Using generic content and creating methodology for any target, any audience and incorporating evaluation and assessment based alternative for multi-learning modes with multimedia support” shall be focused on and the project would ensure that the objectives based on the Mission Statement are realized.