



Newsletter

COMMONWEALTH of LEARNING

Commonwealth Educational Media Centre for Asia



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In this issue

Guest Column	02
Spotlight On	05
Regional Round Up	06
CEMCA News	08
Expert Speaks	13
TEL	15
Case Study	17
Forthcoming Events	19



From The Director's Desk

The most important thing is to make the technology inclusive - make the world change.

– Jack Ma

Learning, the key to sustainable development, needs to effectively use the vehicle of technology and media to make inroads to the most inaccessible and deprived. Technology and Media enabled learning has been the backbone of CEMCA's and COL's interventions to bring in inclusivity while reducing costs. However, it is an irony that “Technology” which has the biggest potential to build an inclusive society most often ends up acting as a tool for exclusion and “Media” which is vested with the responsibility of bringing the truth to the common man for strengthening understanding acts as a tool for deception. In such a times, COL and CEMCA are tirelessly striving to use Technology and Media Enabled Learning to build an inclusive and prosperous society. The idea is not to leave anyone behind and build an informed and educated society. As we all know “with great powers comes great responsibility”; it is imperative to sensitize the youth on the right and proper usage of social media and technology enabled learning. It has been seen that majority of engineers and engineering students are mostly short on life skills. CEMCA – COL have, therefore, launched a MOOC called “Life Skills for Engineers”, since values like Empathy, Active Listening and Business Ethics are the need of the hour.

As a student of media, the insensitivity in media towards social development is a grave concern to me, and most of us. We have, therefore, dedicated this edition of our Newsletter towards “Communication & Media”. The guest column and excerpts from my speech about “Is media alienating the Common Man?” are both

indicating the growing uneasiness we feel collectively in South Asia about the ineffective usage of media for social development. Nevertheless, we have many of us determined to not give up in using media for bringing learning to the doorstep of every learner, irrespective of caste, creed, religion, sex and physical & mental abilities. Media has demonstrated its power, we need to channelize it for the sustainable development and inclusive growth.

In this edition we also have put the Spotlight On a solution, rather than an institution – a solution that is tried and tested in the developed nations and helps to build in generic “Employability” amongst the youth. While promoting employability we also encourage development of “Traditional Livelihoods”. In Case Study we have provided a story about the Heritage Mistri and skill development for the same.

While we commence the last quarter of the mid-term year of the six-year planning period of CEMCA, it is time for reflecting on our actions, efficiency and effectiveness. CEMCA has been engaged in introspection and improvement in its processes and interventions. In the coming year CEMCA will scale up all its successful interventions going beyond its targets ensuring improvements in the lives of ordinary people of Commonwealth Asia. With my earnest prayers for success of CEMCA, I hope you enjoy reading this edition of CEMCA's Newsletter. We will be looking forward for your suggestions to make our initiatives more effective and inclusive.

With best wishes
Dr. Shahid Rasool



Development, Democracy and Digital Media: A Paradigm Shift in India

By Binod C. Agrawal



“Development is neither a simple, nor straightforward linear process. It is a multi-dimensional exercise that seeks to transform society by addressing the entire complex of interwoven strands, living impulses, which are part of an organic whole”. (Haqqani 2003: xi).

Development, as a process is meant to empower the poor, reduce exploitation, and oppression by those having economic, social, and political power. It also means an equitable sharing of resources, improved health care and education for all.

One of the major components and driving force of development is considered to be digital media that includes all forms of electronic media apart from oral human communication. Both forms of

communications have dominated the development scene in almost all democratic and capitalistic countries including India. Persuasive communication for development has been given highest priority. Desirable and directed social and behavioural change among vulnerable poor and women forms a part of state policy though it often lacked gender sensitivity and empathy of development agents. Added to these constraints has been clear and determined political will that could positively influence the pace and progress of development in a large number of Afro-Asian countries especially India.

Technological changes further compounded the direction of development

as digital media has been considered as a panacea for all other ills that obstruct the development process. It has led to indiscriminate applications and use of digital media for development management and development information dissemination. While there are few shining examples of digital media achievements in development, there are a large number of failures and unauthenticated claims.

My effort here is to examine and analyse the extent to which digital media has contributed meaningfully to fulfil the national aspirations of development to provide two square meals, clothing and shelter these being the minimal needs of maddening millions. Also, what have been the major problems in achieving these goals even after nearly seven decades of India's Independence? These issues have become critical in the wake of rapid economic liberalisation, digital media privatisation and implicit acceptance of capitalistic market economy model for development in India.

It seems that “pro-poor” development issues have been pushed aside in favour of urban upcoming rich. Added to it is proliferation of private and public broadcasting in favour of consumerism in which digital media has shifted its focus from development to leisure. In the process, digital media has largely moved away from development agenda.

Democracy and Development

Evidences support the view that a form of parliamentary democracy, largely borrowed from British parliamentary system of governance, continues to flourish and its roots are getting deeper in India though not fully replacing the content of some of the age old feudal and caste based power structure. Uninterrupted sixteen Parliamentary Elections in 2014 is

a shining example in which, development was single most important political issue, around which the poor and rich alike rallied in the hope to improve their economic and quality of life. Equally true is the manipulative aspect of the elections in India, blatant use of money to buy and intimidate the poor (Agrawal 2015). Almost three fourth of India, out of 1.3 billion, live in rural or rural like areas in which more than one third have no formal education often referred to as “non-literate”. Digital media is considered essential and only means to reach out men, women, children, and poor scattered across multilingual regions for development.

There have been some efforts to assess the extent to which digital media is contributing in development at the macro level though at best, there are a few small-scale experimental researches within the university departments and by non-government development agencies, that have demonstrated the positive contribution of digital media in developments in the midst of large negative findings.

The important point to be made is that development continues to loom large as a socio-economic and political issue in the country, given the high degree of poverty and unequal distribution of resources and means of production, in which the poor, especially women, remain marginalized and sit on the fringe of development. Until the situation is altered through strong political will, economic and social interventions, development will continue to be evasive for the poor. Many are convinced that mere empty digital media propaganda without structural social realignment to combat exploitation, equitable distribution of resources and means of production, positive change for development of the poor is not possible. It is my contention that only drastic action will open up a new path of the socio-economic change for the poor.

Privatisation and Development

Digital media today is highly market-oriented, in which there is little or no scope to be utilized for development or debate on such issues. Digital media has largely abrogated its development responsibility in favour of sponsor, advertiser and heavy dose of leisure or entertainment. Even the public service broadcasting though claimed to have been created for education, information and development continue to formulate policies that shirk constitutional and social responsibility in favour of sponsors' dictates. In the changed circumstances, both the approach and philosophy of development in the Indian democracy seems to have deviated and lost its direction. It is no more explicitly favours the poor as market forces dominate the media content having strong profit motive as the core of the business.

Paradigm Shift in Digital Media

The poor centred approach to development was championed by everyone in Independent India until the pre-privatisation era that dates back 1991. Without exception Government continue to take exclusive responsibility of national development having “economic development” as the core of its philosophy. The change in the concept of development from 'economic development' to 'improvement in quality of life' was a gradual process. However, economic liberalisation, it seems had reversed the development direction. Now development has been subsumed as part of a larger capitalistic and market economy. It has been seen as a paradigm shift that paved the way for social marketing approach to development. Today development is being traded in the market place like any other commodity.

Social marketing approach is essentially an externally initiated and grafted concept by major donors, international

development agencies and marketing experts committed to the philosophy of capitalism. It is yet to be discerned as to how privatization of digital media can act as an agent of change and development in areas of health and women empowerment. A similar social marketing approach for development of agriculture can be observed in the recent Internet-based individualised non-broadcast development services offered to cultivators through 'Kisan Call Centres'. Agricultural information is now on “sale” that can be “purchased” or downloaded on payment. Recent launch of an exclusive public broadcasting of “Kisan Television Channel” inaugurated by the Prime Minister of India is a good example. Little is known or studied to understand as to how social marketing approach in diverse linguistic and agro-climatic regions in agriculture can be achieved.

Today news is either projection of political parties or delivered keeping in mind the commercial considerations. Since most news channels are in the hands of private companies except All India Radio (AIR) and Doordarshan, their personal agenda colour the content of news reports. Development messages, unless of commercial value, find little or no place in the news bulletins. Every accident, human tragedy, war or even personal matter are turned into an opportunity for newscasters, in which development finds only a marginal space and that too because of commercial reasons.

In the multi-lingual India, the staple food for digital media “consumers” is leisure or entertainment of song and dance sequences, soap operas and commercial films whether listeners, viewers or smart phone users in almost major languages apart from Hindi and English. Television viewing in the country, whether rural or urban viewers is single most important and favoured leisure time activity. Except for a few development messages relating to literacy and health, little is now telecast

leave aside about the problems of the poor. The same can be said after expansion of FM radio.

This brief analysis presented so far highlights the current state of digital media affairs. Hence, it would be naïve to expect digital media to make any meaningful contribution for development. On the contrary, information gulf and consequent inequality between information rich and information poor seems rapidly growing without any effort to bridge the socio-economic gap. It would be close to truth to say that there are sharper social divisions and social disparities in India today than ever before. Attempts to bridge the digital media divide remain a distant dream. It must be further emphasized that digital media alone cannot be a panacea for reducing the information gap. Precondition is creation of appropriate digital media use for development, second major social structural realignment in favour of the poor and third major policy changes (Agrawal 2004 and 2005).

It would not be out of place to mention that a very large-scale human communication continues to contribute in the development process. These are mostly supported and managed by government, apart from NGOs. How digital media having social marketing approach for development could be effective is difficult to fathom. Otherwise the benefit of digital media would be confined to a small proportion of elite multilingual viewers/listeners without touching a large majority who need it most for their survival.

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Early Part time work for a Skilled Workforce

By Ashutosh Pratap Singh



Board exam paper leaks, job seekers on protest, strikes for job reservations, trains blocked for jobs, etc. these are the kind of news one sees everyday. A crippled education system and our shortsighted responses have not addressed the fundamentals of the jobs problem. While job creation and productive workforce development are complex issues, at a fundamental level, many small things done well or unwell makes the ultimate difference. One such small part of the puzzle is 'real world skills', which comes from work experience. In our careers, all of us can recollect instances where adequate/appropriate work experience moulded our career and more importantly when we started our careers- the lack of work experience looked like an unsolvable chicken and egg situation for job hunting. 'Employability' hinges on work skills and it is apt that the governments have been laying stress on skill development rather than mere theoretical knowledge accumulation. It has been trying to ensure on the job training/apprenticeships in its

skill development schemes. However, there is a much easier and better way to address this issue, one that needs to be given the desired importance. It's part time work, as early as possible for each student, regardless whether it is paid or unpaid.

There are number of good reasons for a more extensive part-time work experience culture. The jobs we did whilst at school/college have shaped us in more ways than one; they made us resilient, taught us how to handle responsibility and also to juggle priorities. We cultivated and developed these skills later in life and they were the foundations of our future careers. Part-time jobs also have more tangible benefits. Research demonstrates that young people who combine work with full-time education stand to gain in the long term. Further, earners and learners are likely to perform better and earn more than those students who focus only on their studies.

Earning and learning isn't just important for employers and young people themselves: it also benefits the economy at large. If part time work is mainstreamed and chosen as a default option for the majority, our demographic dividend will become a dividend bonanza. Our working population will increase substantially and the incoming labour force will be far better prepared. Since the educational participation has been increasing over the years and it is known that only academic knowledge has not translated to good job prospects it is urgently required that part time work be treated as a norm, schools and colleges be ranked on facilitating this.

A 5 to 10 hour per week part time work should be a common sight in all education institutions in India. This becomes more critical in India since sometimes studying is an end to itself, over qualification is very common. Education for some also becomes a time filler for not doing anything worthwhile. It is also not uncommon to see young people devoting long years to prepare for exams, whose papers are prone to leakage and selection is routinely influenced by factors other than talent. This prepares a mass of frustrated young pool at risk for society.

Additionally, some respect for part time work and a movement towards this is long overdue. It will also improve dignity of work since lot of part time work will be unpolished work. Perhaps, this may be a good starting point to make skills aspirational in the traditional Indian society.

You may be wondering, when part time work seems so useful then why is it that it is not a norm. There are many reasons for it. Young people think that school/college is meant only for study, opportunities for young people for part-time jobs has not been developed, and there are institutional difficulties with the non-incorporation of work into study timetables, which makes part-time work difficult and a non starter. There is also a lack of financial pressure and no felt need for combining learning and earning for well off students. Sufficient resources are available through student loans and parental income. The past generation had more part time jobs than we have. Additionally, the advice by parents and teachers is not to combine work and study, working while studying is seen as a means of last resort. Finally, a number of people believe that they have the entire life to work so engaging in poorly paid employment and diluting their focus on studying would be pointless.

A careful analysis of the pros and cons of part time work would reveal that it can be a good way to provide young people with real work skills, it gives them a heads up

to the labour market and provides them a reference point for sound career choices based on real life data points. If we have to make India the skill capital of the world, we need to take up such fundamental reforms. Education has been

in its dreamland for far too long, it must now mirror reality and prepare students for both the immediate and broader world of work. All of this, though depends on the flexibility school/college provide and a new thought process from the parents' end.

Early talent identification, early work exposures will make work choices better, driven by interests and passion and moulded for better meaning. For a student it is not school or work that comes first but 'learning for the real world' that comes first.

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Ashutosh works on policy issues on Skills and Jobs. He has worked with Central and State Ministries, corporate, non-profits, parliamentarian, National Skills Development Corporation (NSDC) investee Training Company, Sector Skills Council (under MSDE) and Govt of India Committee-Sharda Prasad Committee on Skill Reforms. His writings have been published in Editorial of The Hindu. He holds an MBA from Indian School of Business (ISB) ISB Hyderabad and PhD Scholar(Jobs and Skills) at IIT Delhi. He can be reached at @pratapashutosh on twitter.

Regional Round Up

StepUp Support:

Workshop on Justice for Vulnerable – A report



The effectiveness when advocating on behalf of disabled people in a court proceeding is determined by the different skills of the intermediaries involved in a case. When a witness is vulnerable, such as, a child and/ or a victim of sexual abuse and/or a person with disability, a proper set of communication skills is required in carefully eliciting correct testimony.

Social workers, counselors, psychologists, special educators, lawyers, support persons, interpreters or translators, are the different intermediaries involved in a judicial case.

To sensitize and make these intermediaries as active agents while working with disabled suspects, defendants and witnesses in court case proceedings,

Advocate, Ms. Roma Bhagat, in collaboration with Tulir- Centre for the Prevention & Healing of Child Sexual Abuse and Astha, supported by National Association for the Blind, conducted a four day Training Programme called, "StepUp Support: Workshop on Justice for Vulnerable" from March 27th to 30th, 2018 at NAB, Sector 5, RK Puram, Delhi.

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The resource persons for the workshop

were Charlie Orrell & Maxime Cole from Triangle, UK (<http://www.triangle.org.uk/>), an independent organization, enabling children to communicate about important things, especially in legal proceedings. Charlie Orrell is a registered Intermediary, speech and language therapist, forensic interviewer and trainer, whose particular area of expertise is autism, while, Maxime Cole works directly with children and young people who use alternative and augmentative communication and present challenging behaviour.

The participants for the workshop were chosen through an elaborate applications process scrutinized by Ms. Vidya Reddy, Tular. People with relevant work areas, qualification and commitment towards enabling the judiciary system to ensure justice for vulnerable were allowed to attend this workshop. Eleven participants invested four power packed days doing exercises and role-plays while learning and

reflecting upon appropriateness and effectiveness of various tools and techniques used in the art of eliciting the truth about a situation. Many video case studies were used as an augmentation to the existing comprehensive training material comprising of presentation slides and handouts.

The workshop was inaugurated by Dr. Sabrina Sabharwal, Chairperson, Child Welfare Commission, South Delhi who informed the participants about the pressing need for intermediaries to help in the process of communication and the systematic trauma caused to victims and witnesses in the absence of the same. Ms. Stutee Kakkar, Chairperson, National Commission For Protection of Child Rights (NCPCR) was present on the second day of training to encourage the organizers and participants of this pioneering workshop aimed at creating history for the country by creating a new

cadre of trained and certified professionals to bridge the gap between the challenged victims and witnesses and the insensitive judiciary system in India. The plenary session was presided by Ms. Gayathri Kalia, a former civil servant and pioneer in the field of skill training for rural development. She further expanded the scope for intermediaries to a larger community and corporates focused on affirmative action. She discussed the broken communication bridges that fragment the society into mainstream and the "others" and urged the participants to put forth all their energies into creating social inclusion.

The workshop came to an end on March 30th, 2018, but the journey towards an inclusive society just began for the participants committed to the cause who have decided to take their learnings and advocacy for the need of intermediaries to their respective spheres of work.

South Asia Media Talks

Feb 28, 2018, Bhubaneswar: On Wednesday, 28th, February, 2018 South Asia Media Talk and Odisha Media Awards were held in Bhubaneswar, Odisha. South Asia Media Talk aims to offer the unheard community and young adults a platform to talk about social issues that concern them, their peers and their communities. This open forum allows common masses and young adults to be heard and seen positively engaging in meaningful debates with media experts from South Asian Countries. Director CEMCA, Dr. Shahid Rassol, was on the panel discussion on "Is media alienating itself from a common man?" and delivered the keynote address. Dr. Rasool described a common man and forced the audience to ponder on who alienates whom – Is the media alienating a common man or vice-versa? He talked about the contribution media made in development and growth of country and how it can do better and finally he identified some reasons that are responsible for alienating a

common man. Key excerpts from his speech are mentioned in this newsletter.

The speakers to follow, included Mr AHM Bazlur Rahman, CEO and Secretary BNNRC, Bangladesh; Mr DharmendraJha, General Secretary, Freedom Forum, Nepal; Mr MC Rasmin, Director Sri Lanka Development

Journalists Forum; Prof Sudhir Patnaik, Editor, Samadrusti and Mr Debabrat Patra, Regional Manager, Odisha, ActionAid India. Everyone shared the media scenario of their countries. The media scenario in entire south Asia seems to be experiencing a similar turbulence and is uniformly impacted by the trends in media in the western countries particularly USA.



Community Radio Video Challenge 2018



Feb 22, 2018 New Delhi – Film Screening and Award Ceremony was held in the auditorium of UNESCO, 1 San Martin Marg, New Delhi for the 5th edition of Community Radio Video Challenge (CRVC). Commonwealth Educational Media Centre for Asia had announced the fifth edition of CRVC for all students below 25 years of age. The theme for CRVC 2018 was “Community Radio for Women Empowerment” with an objective of engaging Indian youth with community radio (CR), creating awareness, and fostering an understanding of CR's importance for the self-expression, learning and development of local communities.

CEMCA received 24 entries from all over India in various regional languages covering the length and breadth of the country. A panel was constituted internally to scrutinize the films and check for eligibility of the films. The short films were then presented to a panel of

distinguished jury who further evaluated them on the following four parameters: Overall impact (persuasive, informational, educational), Originality and creativity (concepts, ideas, format), Relevance and clarity of message & Technical proficiency and quality. The jury met on January 31, 2018 in UNESCO, 1 San Martin Marg, New Delhi who watched the films collectively and meticulously one by one, and scored each film independently. The scores were consolidated and averaged. The jury was chaired by Dr. Ashok Ogra and had the famous Radio Jockey Ms. Simran Kalra, noted TV anchor Ms. Geetasha Sharma, consultant for women empowerment Ms. Vatsala Kaul, Independent Science Filmmaker Mr. Matiur Rehman, Dr. Vipul Mudgal, Former Editor Hindustan Times & Writer, Photographer and filmmaker, Mr Vijay S Jodha as other members on the panel. Mr. R. Thyagarajan was Member Secretary of the Jury.

On Feb 22, 2018 the films were screened to all the participants who travelled to Delhi. Cash prizes and mementoes were given to winners from all over the country. These winners had already attended a workshop on Documentary Film Making the day before on Feb 21, 2018 at UNESCO. Dr. Shahid Rasool, Director CEMCA, welcomed all participants and guests informing them about all the interventions that CEMCA is making to support Community Radios and urged the CRs to become Community Service Centers. Prof. Ashok Ogra, Chairman of the Jury informed the gathering about the importance and history of CRVC. The Guest of honour for the occasion Prof. Jagat Bhushan Nadda, Director, CEC talked about the importance of women empowerment in building a healthy society. The Special Guest, Ms. Anju Nigam, Joint Secretary, MIB, New Delhi appreciated the award winning entries and congratulated the participants. The Chief Guest for the occasion Dr. Sachchidananda Joshi, Member Secretary, IGNCAspoke about alternate media that reaches community like Bultoo Radio and many narrow casting avenues. He also emphasized about the fact that film making is for all and especially for the social sector as the story of the ordinary man / woman has to be portrayed to the world. The vote of thanks was proposed by Mr. Thyagarajan, Head Admin & Finance, CEMCA.

CPD MOOC Design Workshop on OER and OEP at Open University of Sri Lanka

New Delhi, January 10, 2018: The Open University of Sri Lanka (OUSL) has initiated a research project on design, development, implementation and evaluation of a Massive Open Online Course for Continuing Professional Development (CPD MOOC) for professionals on “Adoption of Open Educational Resources (OER) and Open Educational Practices (OEP)”, with the



support of Commonwealth Educational Media Centre for Asia (CEMCA), New Delhi, India.

A series of Interactive Workshops (IWS) were held among the Research Team members and the Resource Persons in planning and designing of the CPD MOOC-OER-OEP. All these activities were conducted with the facilitation and expert guidance provided by Prof. Som Naidu, via constant Skype and email interactions.

A design workshop in relation to this initiative was held from 2-5 January, 2018

at Best Western Elyon Hotel, Colombo, with the expert facilitation by Prof. Som Naidu, Pro-Vice Chancellor, University of the South Pacific. Dr. Manas Rajan Panigrahi, Programme Officer, Education from CEMCA, Prof. S.A Ariadurai, Vice Chancellor of OUSL, and Prof. J.C.N. Rajendra, Director/International Relations, OUSL also participated in this event. The project team constitutes ten participants as content developer from OUSL, under the leadership of Prof. Shironica Karunanayaka, Faculty of Education, OUSL.

The workshop addressed the issues of writing the storylines of 4 learning

scenarios; Writing the plans for the 4 video clips; Detailing out the learning activities/assessment tasks; Creating assessment rubrics for all assessments and Developing learner support activities (eg: Guidelines; Self-assessment quizzes, etc.); Searching for OER to be integrated in the 4 mini MOOCs; Creating self-assessment quizzes (MCQs) for 4 mini MOOCs; Writing general instructions/guidelines for the CPD MOOC and 4 mini MOOCs; Organizing the Moodle environment with the draft content planned. In the pilot stage the MOOCs will reach around 5000 participants.

Training of women to become Self Employed Tailor in Bandipora, Kashmir

Mar 7, 2018, Bandipora: J&K Institute of Skill Development & Research Centre in association with CEMCA organized a workshop for the trainees undergoing Skill development training for 'Self Employed Tailor' in Sumbal Sonawari, District Bandipora.

Dr. Shahid Rasool, Director of CEMCA was the Chief Guest at the event and he spoke about the need of the skill development & Education in the society especially for women. He said that if we need to get rid of poverty & want to make society devoid of problems, then we should give skills to our hands, which can make life of the people better in the society.



Felicitation of ITAC certified trainers of ORMAS

Feb 27, 2018, New Delhi: On the behalf of ORMAS, department of Panchayati Raj and Drinking Water, Govt. of Odisha, a 'Felicitation Ceremony' was held on Feb 27th 2018, to felicitate 'International Training and Assessment Courses (ITAC)' qualified Master Trainers. The ongoing International Training Programme is the

The program was held at The Industrial Development Corporation of India Limited (IDCOL), IDCOL HOUSE, Unit-II, Ashok Nagar, Bhubaneswar – 751009, Odisha, India. The 'Felicitation Ceremony' inauguration started by 3:00 PM. Sri B. N. Das, Executive Director ORMAS welcomed the gathering and

Sri Deorajan Kumar Singh, Principal Secretary, Panchayati Raj & Drinking Water expressed his appreciation about CEMCA's partnership in helping the vocational trainers in the state of Odisha and also mentioned that he is willing to further partner with CEMCA for the following future projects:



part of MoU signed between ORMAS (Odisha Rural Development and Marketing Society), Bhubaneswar and CEMCA (Commonwealth Educational Media Centre for Asia), New Delhi to train and certify 1000 ITAC Master Trainers from Odisha. The Australian government accredited training institutions like 'Australian Skill Development' and 'Australian Retail College' are the Training Partner for delivering ITAC Training for ORMAS in Odisha. Currently, 191 Trainers had undergone ITAC ToT program and 122 Trainers have been qualified for ITAC certification. The assessments and certificates of ITAC qualified Trainers were given ITAC certificates in this felicitation ceremony.

there were movies shown about DDU-GKY and its impact on the youth of Odisha. CEMCA displayed a movie on the "Capacity Development of Trainers & ITAC Programme – Journey thus far...". Director CEMCA Dr. Shahid Rasool briefed the gathering about how the project took shape and despite hurdles has continued to impact the lives of ordinary people. Mr. Suresh Padmanabhan, CEO, Reach for Australia, congratulated the certified trainers and pledged his commitment to deliver good quality training for trainers. Mr. Sam Freeman, Head – India, Queensland Skills & Education Consortium also emphasized on the need for training, assessing and certifying vocational trainers and the impact this will make in the long run on the quality of trainees.

1. Innovation in Mobilizing Youth in the state for training under DDU-GKY
2. Aptitude Based Talent Mapping of the youth
3. Upskill placed trainees in Migration Support Centres in Gurgaon & Bangalore
4. Continue and Expand resources for building capacity of the Vocational Trainer.

CEMCA will be working closely with ORMAS and Rural Livelihood Missions to develop proposals on each of the above mentioned areas.

Job Fair held on 12th March 2018

The School of Vocational Studies (SVS), Netaji Subhas Open University, Kolkata is working with Commonwealth Educational Media Centre for Asia, New Delhi for a joint project titled “Increase Access and Improve Institutional Capacity for Sustainable Development through Vocational Education and Training”. The objective of this three year project (2017-19) is to increase the access to different vocational courses of the university to increase the employability of the rural people especially for the disadvantaged and marginalized people. Every student expects that after successful completion of training they get suitable job in the industry. As the part of the project, the School of Vocational Studies has developed an online platform “Placement Facilitation Service” for the vocational students. The vocational students can upload/ update their CV through this portal where a pool of

employers are already registered. To facilitate this online service, the SVS, NSOU for the first time organized JOB FIAR/ JOB MELA at its Kalyani Campus on 12th March 2018.

The passed out and current students were invited to attend the fair. Around 213 students of different programs under School of Vocational Studies participated in the job fair. The students travelled long distances from Arambagh, Murshidabad, Lalgola, Asansol, Birbhum etc. to attend interviews/ counselling. The registration started at 10.30 am and the interview session ended at 5.30 pm.

The students mostly came from two vocational branches- Tailoring and Dress Designing and Pre Primary Teachers' Education, Export-Import Management, Travel & Tourism, Fire safety & Security management etc. Though the job openings

available were not from matching trades, there was interest and enthusiasm among students to appear for the interview. The students were very happy to get the opportunities to interact with the industry people and also learnt the interview protocol and curtsy for appearing at the interview or face the interviewer for recruitment / job.

The students also shared their experiences and views about the JOB FAIR and they requested to organize such type of programme frequently for the benefit of the students. The participants convey their thanks to the organizers - NSOU-SVS and COL-CEMCA for taking such initiatives for the first time at Netaji Subhas Open University.

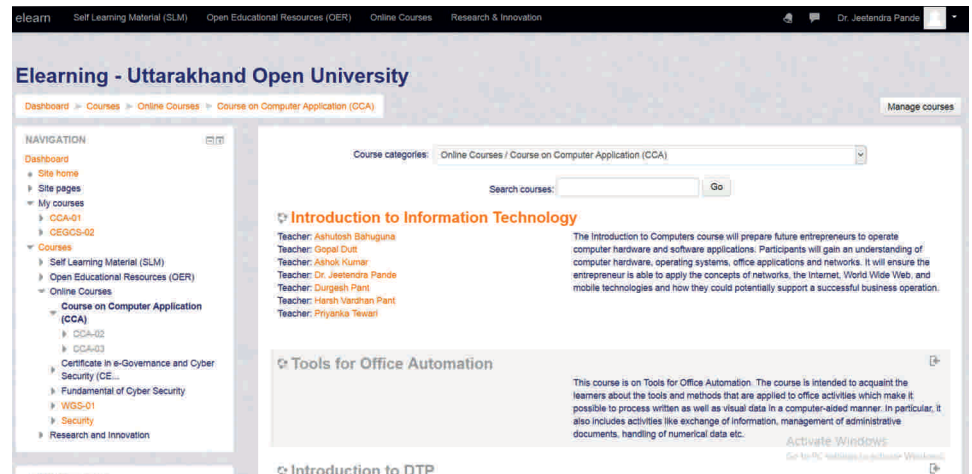
*Reported By: Dr. Anirban Ghosh,
Associate Professor, NSOU & Project
Director, NSOU-CEMCA Project.*



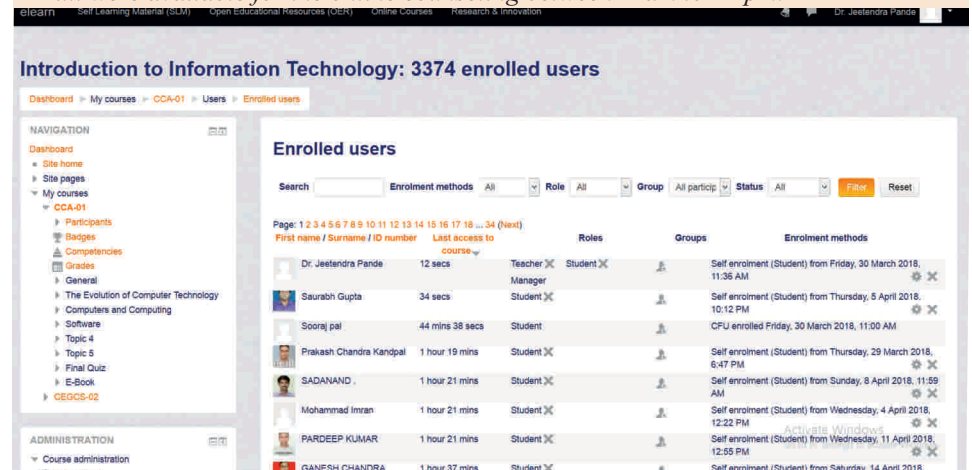
Integrated Open and Distance Learning (ODL) through ICT for Sustainable Development at Uttarakhand Open University

New Delhi, April 09, 2018: As per the strategic plan (2015-2021) of COL-CEMCA and its mandate of Learning for Sustainable Development, the Higher Education Initiative at CEMCA has developed an integrated model to address the challenges of higher education in this current dynamic environment and is moving towards working with partners in a more in-depth approach. In this regard, CEMCA is supporting Uttarakhand Open University (UOU), Haldwani through Project titled "Integrated Open and Distance Learning (ODL) through ICT at UOU for Sustainable Development". Under this project the UOU designed, developed and hosted a web interface along with Moodle LMS including app customization for content delivery and learner support including career counseling. To provide better learning opportunity seven need based courses viz. Introduction to Information Technology, Tools for Office Automation, Introduction to DTP, Fundamentals of Information Security, Cyber Security Techniques, Cyber Attacks and Counter Measures User Perspective, Information System were prepared in the text as well as video format. The services of the 10 experts from universities, research units, defence units etc. were utilized for the content development and recording video lectures.

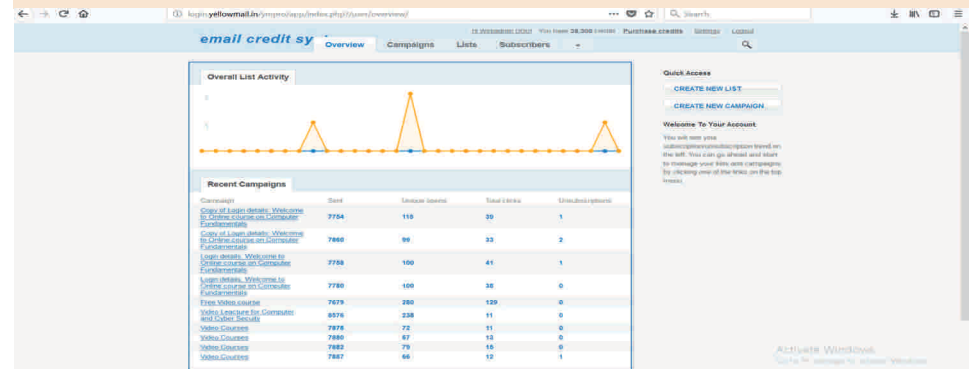
The courses are hosted on the elearning portal of Uttarakhand Open University: <http://elearning.uou.ac.in/course/> and the video lectures are also available in the Youtube channel of the University under the name UOULIVE: <https://www.youtube.com/channel/UC3xYwhaxui3IVqMN54DDVnw>. As on date, 41 video lectures have been recorded and uploaded and 3 courses consisting of 36 modules are available in the elearning portal.



The online course on “Introduction to Information Technology” was offered from 08-12 April, 2018. Around 3328 learners enrolled for the course out of which 400 learners participated in the online counseling sessions. Seven online facilitators' viz. Prof. Durgesh Pant, Dr. Jeetendra Pande, Group Captain Ashok Kumar, Mr. Ashutosh Bahuguna, Mr. Harsh Vardhan Pant, Ms. Priyanka Tewari, Dr. Gopal Dutt were available for the online counseling between 11am to 12 pm.



Student Support Services: To retain the students and provide student support services, the SMS and emails are sent via email credit system.



Panel Discussion: Is media alienating itself from a common man?

Bhubaneswar, Wednesday, 28th February, 2018

Organiser: Young India and Radio Namskar

By Dr. Shahid Rasool



Before we explore the answer, we need to define a 'common man' first. If he is the one who helps the media gain their points (TRPs) by being their audience, then media is not alienating itself from, but integrating with a common man. But if he is the one who is unconcerned about the way media operates, the one whose life is least influenced by the functioning of media, then yes alienation merits a serious mention.

I am among those who have always believed and seen media as a positive contributor, that builds trust among the people and the stakeholders. But then today, when I read and importantly watch news channels I am taken aback by the way media operates, dishing out inflammatory materials, presenting sex, sleaze and crime stories with lot of sensation and covering the 10% population while ignoring the 90%, I am disappointed.

Now the question, Is media alienating itself from a common man? I would reverse the proposition. It may read like this. Is a common man alienating himself from the media? As media tries hard to

penetrate deeper and deeper into the public sphere, a common man is feeling increasingly alienated. Whether media alienates itself from a common man or a common man alienates itself from media, the loss is of the media and ultimately for the growth and development of a healthy, democratic and vibrant society.

Reasons of this alienation are many, mostly rooted in the mad race and greed for materialistic power. In the bargain, Media is increasingly losing respect of a common man. If the trend continues the media will lose its impact and therefore the cherished epithet of being the 4th Pillar of Democracy. The very idea is devastating. While as I said, the reasons of alienation are many, they can be narrowed down to five:

1. Polarisation:

One unhealthy trend that is gaining ground is an increasing polarisation of media, thanks to our politicians, who have befriended media to their advantage. Influencing all the spheres of media operations from news gathering, packaging to dissemination. They are

serving as real gatekeepers filtering the media coverage that suits their needs. The politicization of media is resulting in radicalization, which in turn results in polarisation, alienating a common man from the very institution of modern day media.

Politics, unfortunately, is overpowering all institutions of democracy; the media too has not escaped the effect. Earlier politicians had their vote banks and media their audience, now media caters to a clientele or consumer with the aim of winning their loyalty. Watchers are seen as voters, addressed as voters. This approach is widening the divide between a common man and the media.

2. Elite-ization:

With the change of social order, media is becoming largely elite-oriented. This selective stratification is further alienating a common man. Elite tastes, elite priorities, elite ambitions – all this is something a common man doesn't identify himself with. A shift in the priorities of media has consequently changed the priorities for a common man. Harsh Mander, a noted writer and human rights activist, captures it so nicely in his book *Looking Away*, "The same expulsion of the poor occurs also in popular television soap operas, in which the leading ladies wear silk saris and gold jewellery, even to bed".

In this battle of tastes where the rich rule, the poor stand already expelled. They have vanished from Prime Time Television, Radio and the front pages of newspapers.

While the sad death of Sri Devi, in February 2018 occupied all the space on news channels and newspapers important issues concerning the survival of common man were relegated to back burner. This happens every day, when a celebrity from Bollywood, Corporate world, Politics or Cricket sneezes, the entire nation is caught coughing. This phenomenon is not only Indian, but almost global.

"A study in USA found stories on environment issues in a particular period dropped from 377 to 131. While entertainment rose from 134 to 172. The

number of stories about government dropped from one in three to one in five, while the number of stories about celebrities rose from one in every 50 stories to one in every 14.”

3. Corporatisation:

What a celebrated American political philosopher Michael Sandel calls 'SKY-BOXIFICATION' of life, applies to media as well. His term actually refers to the market societies where spaces are reserved for the rich. Like skyboxes are created for a chosen few to watch sports competitions, media creates skyboxes for a few thereby pushing the rest to periphery. Media limits the space for a common man whose problems don't matter against the demands of the influential. When business houses decide the course, it automatically alienates a common man. Media can afford to lose him –the common man, not the corporate houses on whom they bank.

The concept of media economy did not exist in India before 1990, but now it is integral to market economy, with shares of major media organisations attracting a huge response.

Earlier media, especially print media used to have Editorial Policy –that was shaped by morals, values, ethics and social concern. Now media houses have Corporate Policies –which are governed by profits and ad revenues. In many upcoming new channels and newspapers, the reporter is expected to get ads along with his news stories. Under the circumstances how can he be fair with the story. He has no choice of being honest and upright. We are also experiencing the menace of paid news by reputed newspapers.

The corporatisation is leading to Media consolidation. Chosen few rich people decide what we shall read, see or hear. Today we have known business houses, owning major shares in most of the well-known national media organisations. “Nearly 60% of cable distribution system is owned by local politicians”. (Business Standard report)

4. Trivialisation:

P Sainath, once remarked that 512 accredited journalists covered a fashion show in which models displayed cotton

garments, but only a couple of journalists covered suicides of farmers who grew this cotton. We constantly observe how media is interested in trivial issues rather than getting engaged in issues that concern the society.

With a round the clock compulsive coverage, media is focussing on the trivial, leaving the serious unattended. This has disinterested people from the media. The TRP crusaders have reduced the whole concept of news gathering to a cheap point-scoring contest. The cheaper we go, the better it is. This new phenomenon is called as TABLOIDISATION of media. It may have gained media some market, but it has put off a common man. It's more on sensation, less on substance.

Because they want to be first to sensationalise they mostly jump the gun and get the facts incorrect. The Sri Devi death case is one live example, when the family and fans were in grief, Bath Tub Journalists created Murder Mystery Hash Tags. On news channels there was an unhealthy competition of inventing their own murder theories and declaring verdicts, when the police was yet to ascertain the facts.

A poll by USA TODAY/CNN/Gallup found only 36 percent of Americans believe news organizations get the facts straight, compared with 54 percent in mid-1989.

While trivial issues hog the limelight, serious issues are conveniently ignored. Because of farmer suicides and because they help politicians score brownie points, farmers are getting some space. But it is not just farmers who are facing crisis in India, even mill workers are facing hardships and curtailment of jobs.

Many mills are closing or being absorbed. According to one survey, jobs in manufacturing are seeing a sharp decline from the past two decades. “For instance TISCO employed 85,000 workers in 1991 in its steel plant which then manufactured 1 million tonnes of steel. In 2005 it manufactured 5 million tonnes of steel but with only 44,000 workers”. Similarly, “in the mid-90s Bajaj was producing one million two-wheelers with 24,000 workers. By 2004 it was producing 2.4 million units with only 10,500 workers.” The question that the media never asks:

where do these discarded workers go? What happens to them? Are the rising criminal activities in urban areas because of these discarded mill workers?

5. Tribalisation:

‘Media will eventually hurl 20th-century man back to tribalism’. These words of Canadian media theorist Marshal McLuhan are echoing in the twenty first century as well. People are getting tribalised in a different way. A tribe that works independent of media. A tribe that operates in silence to run away from the noise created by the media. We may call it ‘re-tribalisation’ of society against media. No matter how media operates as a tribe, common man's tribe is operating independently.

This re-tribalisation has got a bigger boost because of social media. People have their own groups and they broadcast or publish for their tastes. While social media provides a huge opportunity for media to connect with people it also offers a greater challenge of further fragmentation of audience. While the mass audience has vanished with the advent of Satellite and cable TV or the FM radio, the audience share is going to be further squeezed with social media making inroads and increasing alienation of common man.

The general perception about Media, due to above five reasons and may be some more, is negative and constantly going down with every passing day.

When something goes wrong somewhere or someone makes a mistake, we the media persons consider it news and frequently sensationalize the item and put it on the front pages. But when our own profession is the offender, we either ignore or simply go soft. According to Sydney Schanberg. “When it comes to looking at itself, society's watchdog is a lamb,”

We all cherish the right of FREEDOM of PRESS. But who's freedom are we cherishing –the owners and promoters, the editors, the correspondents or the reporters. How much of freedom does a reporter enjoys. How much is reported and how little is broadcasted or published?

We must “never underestimate the power of a common man”. It is he who keeps us in business.

MOOC on Life Skills for Engineers

By Dr. Manas Panigrahi

Introduction

In the age of complexity and turbulence, resulting from unpredictable factors coming together, one must develop the capability to think, strategize, plan, execute & lead successfully. Globalization, digital technology and a new demographic are colluding to create a new environment of complexity and are demanding new ways of thinking. Inculcating & imbibing Life skills in addition to engineering knowledge is essential, desirable & vital in addressing current and future challenges. Engineering is not just about designing, planning, implementing, executing and measuring the impact of various technologies. A good engineer needs to be a perfect amalgamation of the knowledge in his discipline and life skills. Life skills bring tremendous refinement in professionals' and engineers' behaviour, prepare them for the change and the way to approach their professional work, job market and finally their life. Inculcating Life skills can make youth, students and engineers more positive in their attitude and will bring overall wellbeing to them.

The youth, students and engineers will find this Massive Open Online Course (MOOC) on Life Skills more informative and engaging. It will run over six to seven weeks for each Level and requires approximately three to five hours of time each week. Designed to accommodate learners' busy schedules, the course offers flexibility with options for learning the content. The learner will learn from

readings, videos, discussions with co-learners and instructors, meaningful exercises, quizzes and short assignments. Certification is available for those who wish to complete all required exercises and quizzes.

Who should attend this Course

This course is open to All but will bring greater benefits to engineering students and in-service engineers.

Duration

Level I: Six Weeks

Level II: Six Weeks

Course Structure

Course structure under Level I:

Module I:

Effective Communication Skills for Engineers - 1 (Basic-LSRW & Non-Verbal Skills)

Module II:

Effective Communication Skills for Engineers - 2 (Job Application, Oral Presentation Skills)

Module III:

Thinking Critically - 1

Module IV:

Importance of Ethics in engineering profession 1 - Introduction & evolution

Module V:

Building Leadership Capabilities in Engineers - An introduction

Module VI:

Effective Leadership - Models, Traits and Qualities

Course structure under Level II:

Module I:

Effective Communication Skills for Engineers - 3 (Interview Skills and Group Discussion)

Module II:

Effective Communication Skills for Engineers - 4 (Report Writing and Technical Writing)

Module III:

Thinking Critically – 2

Module IV:

Teamwork and Group Dynamics

Module V:

Engineering ethics 2 – Codes & standards and Case Studies

Module VI:

Engineering ethics 3 – (Accuracy and rigour; Honesty and integrity; Respect for life, law and public good)

Module VII:

Models or approaches of leadership

Certificate

Qualifying students will be given certificates based on their involvement and performance. Participation certificate and Completion certificate will be issued by Commonwealth Educational Media Centre for Asia (CEMCA).

Technical Support

Dr. Neeta Singh, IIT Kanpur, India.

Course Coordinator

Dr. Manas Ranjan Panigrahi
Programme Officer - Education

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Activity Based Career Guidance & Career Counselling Kit

CEMCA in collaboration with UNDP developed a Career Guidance and Career Counselling kit to help young adults get the goal of a job in mind and plan their work future by talking about it. This kit can be used by those who wish to help young people to think about work, including teachers, mentors, trainers and career counsellors. Once a young person has a goal of a job in mind, the process is just beginning. A logical approach for the learner would be to settle on the goal and then plan on how to achieve it. But most learners do not have a good idea of what opportunities await them out in the real world, and therefore never consider the multitudes of options that they can choose from when they move into the future.

National Skill Development Corporation (NSDC) has supported creation of 37 Sector Skill Councils (SSCs) who have been primarily responsible for identifying and documenting all the job roles in a particular Industry Sector. There are about 3000 job roles identified by these SSCs. The CEMCA team went through this list of 3000 job roles to decide on the 200 most popular job roles based on various parameters. Some of them were as follows:

1. Job role must have been defined with a Qualification Pack by one of the SSCs
2. Job Role may be aspirational by the children of the marginalized communities
3. Job Role may be unconventional for a woman, given the perception of the society

4. Job Role must have a future growth path
5. Job Role should have a pay package starting at a minimum wage.

This kit comprises of –

1. 200 career cards covering 37 Industry sectors, carefully chosen from over 3000 Job Roles defined by Sector Skill Councils formed under the National Skill Development Corporation (NSDC)
2. 40 Self-awareness cards based on John Holland's RIASEC Model that help the young adults introspect their personal


preferences and understand their occupational personalities

3. 15 games documented in an Activity Guide to be used by facilitator who plays these games with the young adults in groups of 30-40 over 6-8 months

This kit is based on the principles of “Activity Based Learning” and creates a pull from the learner. None of the sessions are delivered in a lecture mode and it forces the young adult to indulge in self-discovery based on John Holland's RIASEC scores for Occupational Personalities.

Few sample cards are as follows :

112 Wastewater Treat. Plant Tech.
Sector : Green Jobs



Attributes : Able to take measurement, Interpret data, Problem solving

Function	: Service
NSQF Level	: 4
Preferred Education	: Class XII
Physical Fitness	: Moderate
People Skills	: Moderate
Machine/Tool Skills	: High

Entry Level Salary	: ₹10,000
Salary in 5 Years	: ₹40,000
Places to Work	: Wastewater Treatment Plant
Aspire to be:	: Plant Supervisor

Job Description : Operate & maintain industrial & housing societies' wastewater treatment plants

160 Character Designer
Sector : Media & Entertainment



Attributes : Excellent life drawing & acting skills, Creative, Imaginative

Function	: Production
NSQF Level	: 5
Preferred Education	: Class XII
Physical Fitness	: Moderate
People Skills	: Moderate
Machine/Tool Skills	: High

Entry Level Salary	: ₹14,000
Salary in 5 Years	: ₹44,000
Places to Work	: Media Companies
Aspire to be	: Art Director

Job Description : Design character pack including the looks, expressions, poses, gestures, turnarounds, personality traits of characters for a production

Heritage Skilling leading to “Community Empowerment”



Geeta sees herself as the only woman at the work-site but it doesn't bother her much. She has learnt her expertise in decorative arais and has been working on it for past five years. "Need is the mother of innovation and this is what happened with me. I lost my husband just after three years of my wedding. I was very young and was pregnant. It broke me completely, there was no bread earner in the family except me. I have studied till class 4th only but I didn't give up," said Geeta.

Geeta had to shift to other place and that was a turning point of her life. "I always wanted to learn something new which could enhance my capacity and motivate me to think. I used to manage my living with minuscule jobs but when I got to know of my mentor who worked at heritage sites, I grabbed the opportunity of learning. I got trained under him and I am so happy that I am doing the work which I enjoy." Although her community and

family doesn't support her and she often faces comments from her neighbours but nothing deters her confidence. "I need to bring up my baby which is the key focus of my life now. Given an opportunity to learn further, I will definitely join," says Geeta.

This is story of Geeta who has been associated with Kaushal Bhaav as a trainer for past one year. **Kaushal Bhaav Skill Solutions Pvt Ltd.** is a socially conscious startup organisation working towards formalising the intangible knowledge in traditional/sustainable building practices through skilling in India. They partner with profit, non-profit organisations and government agencies on imparting skill training, ensuring sustainable equitable growth.

India is known worldwide for its ages old traditions, intangible knowledge, arts, crafts and ingenuity of indigenous

architecture and structures. The operational life of these structures cannot be measured as even after existence of 300 odd years the existence of these structures is undoubtedly not-debatable. There is a need to conserve, preserve and formalise such intangible knowledge before it loses its identity amidst advancement of technology and modernisation.

Pain Point Addressed

Kaushal Bhaav addresses pain points of the market oblivion, factors that influence project delivery and sustainability;

- A) Loss of intangible knowledge of traditional building practices
- B) No access to competent and certified workforce
- C) No access to Traditional/vernacular building skills based on Industry demand
- D) No efforts in mainstreaming sustainable building solutions.

Kaushal Bhaav focuses on the following:

- 1) Creating importance of skilled and certified workforce at Heritage Sites
- 2) Integrating the industry with the key customer to have access to employment, basic amenities, Housing and Financial Inclusion
- 3) Validating the Industry demand of more than 30,000 skilled and certified workforce through Industry inventory data and endorsements
- 4) Integrating Labour Market Information portal to access labour market, skills and industry work inventory, that will have different users
- 5) Developing comprehensive training mechanism, lucrative employment opportunities and behavioral change mechanism for youth to enrol

Heritage a New Paradigm

In order to understand the peculiarity of heritage properties and ancient

architecture and map occupational demand and need in the market, Kaushal Bhaav conducted research work on heritage structures namely "Heritage a new Paradigm - an immediate LMI Solution". The research talked about the skill gap and skill need in the heritage industry for heritage masons and reflected huge demand in the market both nationally and globally. This was pre LMI phase where Kaushal Bhaav conducted the first ever research on heritage sector, identifying the skill gap. This was first of its kind research ever conducted in India which mapped requirement of more than 50,000 skilled and certified heritage mistris only in Rajasthan. Based on total market oblivion, and the rich heritage resources of India, this sector has a huge employment generation capacity.

On basis of zonal topography classification which is applicable at national as well as global level and to meet the demand for specific skills of a high order, Kaushal Bhaav Skill Solutions developed a dynamic qualification pack (National Occupational Standards) operable at two levels namely Junior Heritage Mistri, and Heritage Mistri, which have been accredited by DGT, Ministry of Skill Development and Entrepreneurship, in India.

In post LMI phase, Kaushal Bhaav is working with Rajasthan Skill & Livelihoods Development Corporation (RSLDC) to conduct the skill development training of Junior Heritage Mistris (JHM) in Jaipur. Kaushal Bhaav has annual target to skill 1350 JHM in 2018 out of which 270 have already been trained in Rajasthan and Kerala. The skill development program of Junior Heritage Mistri is a flagship program of RSLDC under which 110 JHM have secured placement with key industry players. Many of the trained people have been earning more than Rs. 22,000/- per month. This has not only helped them attain status of trained and certified heritage masons but have also enhanced their family income with over 25%.

Training Specifics

Besides technical specifics, the training has deep embedded components on

personal protection equipment and safety. The organisation not only emphasizes on personal safety and right clothing at work but also inculcating the habit among the trainees during practical sessions.

Kaushal Bhaav aims to bring in strategic shift from unorganised to organised sector through salary patterns, as we all understand that construction sector is highly unorganised where people work on daily wages. Kaushal Bhaav has signed MoU with its industry stakeholders to recruit people on salary basis rather than daily wages.

It is also working on behaviour change among the trainees to get accustomed and realise the significance of being in a job rather than looking out for daily wage.

Besides this, Kaushal Bhaav KBSS has developed processes for lasting impact through dynamic training and learning solutions as a strategic lead in developing a comprehensive standardised and demand based qualification pack in accordance with the focus audience, to integrate a holistic approach towards industry driven

skill development and capacity building. This includes:

- A) Concept on quality and relevance in skill development within a particular sector to derive a curriculum for a specific occupation in the industry
- B) Comprehensive and dynamic process involving a range of stakeholders in the development of learnings and skills
- C) Developing competence in accordance with occupational standards implied to skilling at national and international levels, paving way for high potential employment.

Kaushal Bhaav has taken prestigious projects with different agencies and individuals from the field of engineering, architecture and conservation.

The organisation is committed to work towards heritage management and working towards mainstreaming hearing and speech impaired people through skill development training and employment.



Harsahay



Gulab Chand

Before Training:

- Unemployed for more than 13 weeks in a year
- Rs. 450 / day wage
- Less than 75K/ year family income

Training:

Assessed and certified Junior Heritage Mistri under NCVT

After Training:

- Rs. 22-23K/month – With Rajputana Builders to work at Heritage sites for 5 months
- Family income increased by 25%
- 6342 – 8670 sq. ft. work of repair and restoration

About Author:

Laxman Shankar, Founder- Shankar is a new media expert, with experience of more than a decade in development sector. Over the period of 13 years, Shankar has worked with many socially conscious organisations on various development issues through conducting trainings, capacity building and entrepreneurial development programmes for farmers in Orissa, Karnataka, Maharastra, West Bengal and Kerala. Besides this, Shankar specialises in engaging strategies that involves diverse audiences like grass root communities, corporate, policy makers, media, general masses and civil society organisations.

Forthcoming Events

SME Convention Expo 2018 at NSIC, Okhla New Delhi

Ministry of MSME is organising International SME Convention 2018 from 22nd - 24th April, 2018 in New Delhi. 150 International Delegates representing 30 Countries are participating and exhibitors include sustainable solutions for SMEs alongwith selected SMEs, Technology Centres, Tool Rooms and Industry Departments from all over the country.

The International SME Convention 2018 is a platform for intensive business discussion, progressive interaction and trade association between progressive entrepreneurs from all over the world and offers a special focus on business and trade opportunities in India for International Entrepreneurs. The platform facilitates exchange of relevant business partnerships and trade opportunities for India's Best Small and Medium Enterprises.

All Micro, Small and Medium Enterprises are encouraged to visit the exhibition from 10 am to 6 pm on 23rd and 24th April 2018 at NSIC Ground, Okhla Industrial Area, New Delhi.

For more information visit <http://isc.indiasmeforum.org>.

Career Conclave Event

The Directorate of Education along with UEE Mission Delhi is organizing a Career Conclave Event to be held on 1st & 2nd May 2018 at Hall No. 7 (A-H), Pragati Maidan, New Delhi from 9:00 am to 6:00 pm. The event aims to disseminate information and create awareness among students studying in class X and XII in government schools of Delhi about the various opportunities available to them in higher education and employment. CEMCA has been invited to provide valuable career related information which could be beneficial for many young people in Delhi.

26th AMIC Annual Conference – India 2018

Theme : Disturbing Asian Millennials: Some Creative Responses

This conference will examine the disruptions affecting our millennials and how these young people are creatively responding to or coping with disruptive changes and challenges. The conference will also crowdsource from them ideas and strategies in creating and building an alternative or desired Asian community.

For more information visit <https://amic.asia/amic-annual-conference/26th-amic-annual-conference-india-2018/>



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Objectives

To introduce various concepts of Life Skills for engineers like:



Course Details

The Massive Open Online Course (MOOC) include the following Modules in two Levels.

Course structure under Level I

Course structure under Level II

Duration

The duration of the course has been grouped in to two parts:

SIX WEEKS

LEVEL 1

SIX WEEKS

LEVEL 2

Registration

To register, Please go to:

www.lifeskillsmooc.in

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