

CEMCA

Commonwealth Educational Media Centre for Asia New Delhi



Achievement Report

July-December 2019



Asia Footprint

Bangladesh



Brunei



India



Malaysia



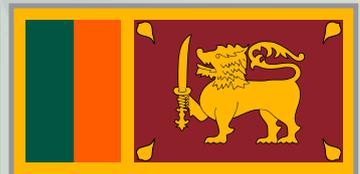
Pakistan



Singapore



Sri Lanka



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New Delhi**

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Abbreviations



ASD:	Australian Skill Development
CEMCA:	Commonwealth Education Media Centre for Asia
CIQA:	Centre for Internal Quality Assurance Cell
DDE:	Directorate of Distance Education
EVGC:	Educational and Vocational Guidance Counsellors
JSDM:	Jharkhand Skill Development Mission Society
MIB:	Ministry of Information and Broadcasting
MHRD:	Ministry of Human Resource Development
NAAC:	National Accreditation & Assessment Council
NBA:	National Board of Accreditation
ODL:	Open and Distance Learning
ORMAS:	Odisha Rural Development & Marketing Society
TOT:	Training of Trainers
TNOU:	Tamil Nadu Open University

Overview



The 70th General Assembly of the United Nations in 2015, adopted 17 Sustainable Development Goals (SDGs) which are known as the Global Goals or the 2030 Agenda for Sustainable Development. Out of these, the fourth **SDG (SDG 4)** is to: **“Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all”**. This statement is focused on lifelong learning opportunities for all; means to achieve this laudable challenging goal is equitable, quality and inclusive education for all. This emphasis has been appropriately interpreted by Commonwealth of Learning (COL) that set its agenda as **‘learning for sustainable development’**. With this mission statement, COL brought learning to the centre stage of the educational processes. It is the quality of learning that determines nature and degree of development and sustainable development depends upon the quality of lifelong learning for all.

Commonwealth Educational Media Centre for Asia (CEMCA), established in 1994 under the auspices of COL, serves the education and training needs of the Commonwealth Member States of Asia (Bangladesh, Brunei, India, Malaysia, Sri Lanka, Pakistan and Singapore). In line with COL, CEMCA made a transition from “Learning for Development” to “Learning for Sustainable Development” to align itself to the post-2015 SDGs. The 2015-2021 strategic plan of CEMCA has emphasized more institutions and organizations to implement Open Distance Learning and Open Educational Resources systems and practices or significantly improve them, enhancing quality learning opportunities particularly for marginalized communities.

This achievement report is in addition to the 2018-19 annual report. It provide highlights of CEMCA's work in the last six months (July 2019 till December 19).



Education



Activities

Assessment and Accreditation of Open and Distance Education Institutions

University Grants Commission, India notified mandatory Assessment and Accreditation for a University offering programmes in ODL mode in 2017. Commonwealth Education Media Centre for Asia organized a one-day meeting on ‘Mentoring Open Universities for Assessment and Accreditation’ in August 2019 for the Vice Chancellors of the Indian Open Universities.

The meeting was attended by, Prof. V. S. Prasad, Former Director, National Accreditation & Assessment Council (NAAC), Prof. Nageshwar

Rao, Vice Chancellor Indira Gandhi National Open University, Prof. K. K. Aggarwal, Chairman National Board of Accreditation (NBA), Dr. B. K. Bhadri from Ministry of Human Resource Development (MHRD) GOI, Dr. Avinchal Kapur, Joint Secretary; Distance Education Bureau- University Grants Commission, the Vice-Chancellors and representatives of 14 State Open Universities, Prof. Manjulika Srivastav, Director, Centre for Internal Quality Assurance Cell (CIQA) IGNOU and Mr. B.S. Ponnudiraj, Deputy Adviser, NAAC.

Recommendations

- Manual developed by NAAC can be translated into Hindi.
- Advocacy of Assessment and Accreditation is important.
- Training Manual for Assessors to be developed.
- Capacity Building programmes to be conducted for Assessors.
- CEMCA offered to mentor the Open Universities for Accreditation.

Similarly, CEMCA planned a one -day meet for Directors of Directorates of Distance Education (DDE) from Dual Mode Universities on “**Feedback and Mentoring for Assessment and Accreditation**”. The Objectives of the Meeting

were to discuss and take feedback on the manual developed by National Task Force for Accreditation of Dual Mode Universities having DDE (Manual at <http://www.naac.gov.in/images/docs/Manuals/Draft-Dual-Mode-University-Manual.pdf>).

The meeting was attended by eighteen Directors from the State of Bihar, Delhi, North East, and West Bengal.

NSOU Meeting



“ Directors of all the Directorates who attended the meeting, expressed that the clause of 3.26 on a 4-point scale for Dual Mode Universities should be reviewed by concerned authorities as it will impact distance education system. ”

Programme for Academic Counsellors

Commonwealth Educational Media Centre for Asia in collaboration with School of Vocational Studies, Netaji Subhas Open University (NSOU), West Bengal is supporting a project titled **“Increase Access and Improve Institutional Capacity for Sustainable Development through Vocational Education & Training”**. Workshop on

“Academic Counselling for Distance Learners of NSOU” was organized in September 2019 as one of the three-year project activities with an objective to orient the academic counsellors of the university to cope up with the teaching-learning situations in 21st Century. 58 Academic Counsellors (37 female and 21 male) participated and were trained.

OER Policy and Online Programmes for TNOU

CEMCA in collaboration with Tamil Nadu Open University (TNOU) organised a three-day Capacity Building Workshop on Adoption and Implementation of Institutional Open Educational Resources Policy for University teachers and academicians in November 2019. The workshop

was facilitated by Prof. Mustafa Azad Kamal from Bangladesh Open University and Senior Programme Officer (Education), CEMCA. Thirty-Eight (9 Female and 29 Male) University teachers and academicians participated in the workshop. CEMCA supported TNOU in policy dialogue for



drafting the institutional OER policy. Registrar, Controller of Examinations, Librarian, Technology Head, Syndicate Members, Heads of School of Studies and few others participated in the meeting. The draft institutional OER Policy for TNOU is prepared and circulated for comments from the faculty members and academics of the University.

42 faculty members of TNOU were trained in design and development of online courses in November 2019. The training programme was inaugurated by the Vice Chancellor, Prof. K. Parthasarthy and presided over by Director CEMCA. TNOU has established the Centre for Online Learning as Department of Higher Education, Government of Tamil Nadu has initiated and announced the launch of online

programmes in the State. Workshop included; Instructional Design for Online Courses, working on MOODLE, Identification and Creating Videos, Assessment in Online Programmes and Discussion Forums. University has decided to work on the following eight certificate courses and launch through SWAYAM in July 2020:

- Introduction to Tamil Movies
- Indian Embroidery
- Maritime Business
- Crop Farming
- Old Age Care
- Tamil Culture
- Terrorism and National Security

Skills



Skill Training of Vocational Trainers in Jharkhand

CEMCA provided support to Jharkhand Skill Development Mission Society (JSDMS), Jharkhand to build the capacity of the vocational trainers working in different centres. CEMCA engaged ASD Education Pvt. Ltd. to provide training and certification. As per the understanding with JSDMS, 60 vocational trainers have been trained, in different batches followed by two phases of Training of Trainers (TOT). The curriculum

for the first phase of TOT consisted of basic and crucial ASKs (Attributes, Skill, and Knowledge) required as an Indian Vocational Skill Trainer. Total of 51 vocational trainers (16 female and 35 male) from major sectors like Automotive, Apparel, Beauty and Wellness and Construction have been trained. Some of them are going through the field implementation with effective mentorship and supervision.



Knowledge Management



Documentary on Community Radio: Step-by-Step Procedures and Policies of Govt. of India

CEMCA in collaboration with the Ministry of Information and Broadcasting (MIB), Govt. of India, launched a documentary on Community Radio (CR) in the 7th Community Radio Samelan

in August 2019. Documentary aims at the step by step process of setting up community radio stations in India. The film was released by Secretary, MIB, Govt. of India.



Career Conclave – 2019

CEMCA participated in the third edition of a five-day Career Conclave organised by the Directorate of Education, GNCT in October 2019 at Thyagraj Sports Complex, New Delhi.

CEMCA helped the students, understand the different types of Vocational/Skill based job

opportunities through Activity Based Career Guidance & Career Counselling sessions. More than 6000 students visited the CEMCA stall. The interactive sessions and activities were highly appreciated by Educational and Vocational Guidance Counsellors (EVGCs), teachers and students. More than 110 school representatives

Career Conclave



requested CEMCA to organise a workshop for their counsellors to help the students understand

the job opportunities in Vocational and Skills sector.

Workshops on Community Radio as a Tool for Community Development in India

Two workshops, one in New Delhi and another in Chennai was organised on Community Radio as a Tool for Community Development. Objective of both the workshops was to sensitise the Community Radio stations to leverage the possibilities in using Community Radio for Education and Skills. In Delhi, representatives of

more than 35 Community Radio Stations from Haryana, Himachal Pradesh, Punjab, Rajasthan, Uttarakhand and Uttar Pradesh attended the workshop. In Chennai, there were participants from 42 Community Radio stations from Andhra Pradesh, Karnataka, Kerala, Tamil Nadu and Telangana and the Union Territory of Puducherry.

Recommendations

- Develop a common experience-sharing online platform/repository for Community Radio stations
- Organize workshops on content-specific community programmes for Community Radio stations.

Workshop on Community Radio Awareness

Ministry of Information & Broadcasting, GoI, requested CEMCA to organise Community Radio Awareness Workshop. Objective of the workshop was to create awareness about Community Radio Policy and Support Schemes. The focus was the Dark Areas and the Aspirational Districts identified by Niti Aayog, GoI. Workshop was conducted at

Ahmadabad in December 2019. More than 40 participants attended the workshop from various NGOs of Gujarat and Madhya Pradesh. Step by Step film developed by CEMCA was projected for the participants. Many NGOs requested CEMCA to support them in setting up of CRs.



CEMCA is supporting Dr. Babasaheb Ambedkar Open University, Ahmedabad in developing Institutional Policy on Open Educational Resources (OER). Two-day workshop was conducted by Dr. Sanjaya Mishra, Education Specialist: eLearning, COL and was held in the Open University on 12-13th December 19. The workshop was participated by more than 30 faculty members where they learnt about Open Educational Resources and created a draft OER Policy. Faculty members worked in groups to develop a strategic plan to implement the draft OER policy. The draft policy and the strategic plan were presented by the group members.

Funded Projects



European Union Switch Asia Bamboo for Sustainable Development

The Commonwealth Educational Media Centre for Asia in partnership with the Foundation for MSME Clusters, Small Industries Development Bank of India and the Copenhagen Business School is implementing the project “Promote Bamboo MSME Clusters for Sustainable Development” partially funded by the European Union under its SWITCH Asia Programme. The overall objective of the project is to promote Bamboo as Sustainable Resource and generate green jobs. The project is designed to help local communities and other stakeholders to collaborate for the promotion of green economy, sustainable growth, economic prosperity and poverty reduction in India along with mitigation of climate change.

Towards the above goal, CEMCA has created 13 video modules (list at annexure 1) in Hindi on **Enterprise Development and Financial Literacy**. The videos have been dubbed in four languages i.e. Assamese, Khasi, Mizo and Odia. All these modules are being disseminated through various

platforms (<http://cemca.org.in/resources/audio-and-video#.Xde9fpMzYdU>).

13 Technical video modules (Annexure 1) on Bamboo covering the technical aspects of Bamboo as an opportunity for entrepreneurship for mobilizing the communities for exploring these entrepreneurship opportunities are being developed by CEMCA. These modules will cover technical processes related to Bamboo plantation, harvesting, treatment, pre-processing of Bamboo for various types of products and final processing techniques of products covering handicrafts, lifestyle, housing, furniture, construction, kitchen utilities and Bio-mass fuel. Videos will be dubbed into 5 languages for dissemination in the project states.

CEMCA is working with Community Radio Stations for developing audio modules on various aspects of Bamboo in regional languages to reach out to communities. 9 CR stations in four states have conducted a survey to understand the need in their respective areas and are planning the audio modules depending on the survey results.

**EUROPEAN UNION (EU) SWITCH-ASIA “BAMBOO4SD”
FINANCIAL AND BUSINESS LITERACY CAMPAIGN**

Skill Training of Vocational Trainers of Odisha

CEMCA supported the capacity building of vocational trainers in Odisha through its existing collaboration with Odisha Rural Development Marketing Society (ORMAS). Australian Skill Development Pvt. Ltd. is the training partner. From July till November, 118 vocational trainers of Odisha have been trained. The training covered various activity based contents such as: work effectively with Indian Skill system, team work, problem solving, continuous improvement conflict, developing the training program, training

needs analysis, reasonable adjustment, training context, modes & methods, individual & group learning plan, learning styles (visual, auditory & kinaesthetic), formative assessments, learner characteristics etc. Training also covered- building relationship, maintaining relationship with learner, training organization policy & procedures for maintain learner records, evaluating feedback by self & by others. All the vocational trainers are evaluated and certified as master trainers to provide further training.



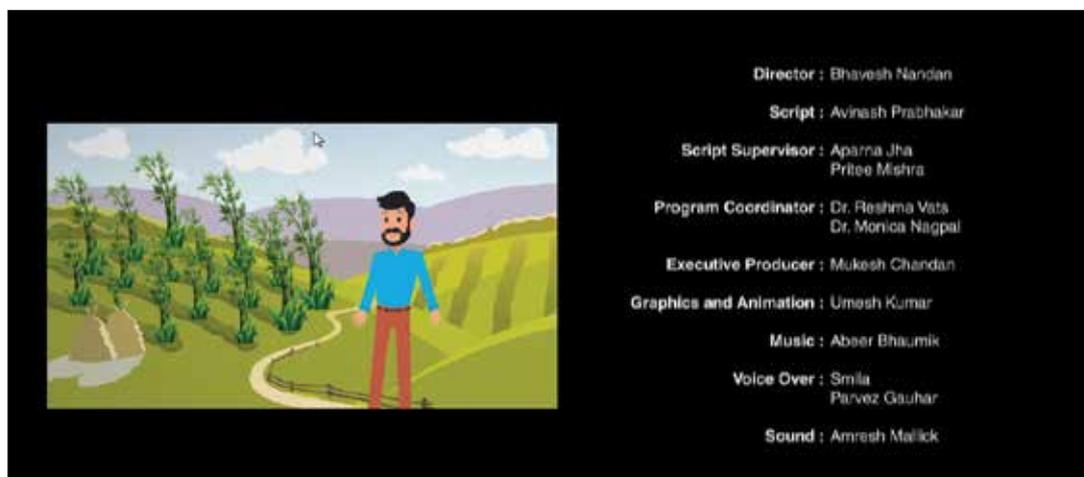
Annexure 1



Promoting Bamboo MSME Clusters for Sustainable Development

Title of Films *	
Film 1	Motivation to become an Entrepreneur
Film 2	Various players / stakeholders of Supply Chain of Bamboo based Industries
Film 3	Market Survey to identify Business Opportunity
Film 4	Creating a Business Plan specific to Bamboo related Enterprise
Film 5	Understanding and Evaluating various risks related to Bamboo based Enterprise
Film 6	Credit Rating – What & How to Maintain?
Film 7	How to apply and service Bank Loan
Film 8	Government schemes relevant to MSME in Bamboo Sector
Film 9	Income & Expense
Film 10	Basics of Banking
Film 11	Insurance & Risk Management
Film 12	Investments
Film 13	Financial Planning

* All films are developed and uploaded. (<http://cemca.org.in/resources/audio-and-video#.Xde9fpMzYdU>)



Title of Films *	
Film 1	Potential of Bamboo as a Sustainable Product
Film 2	Lifestyle & Craft with harvesting-post harvesting, pre-processing and final Product Processing
Film 3	Processing of Bamboo Furniture
Film 4	Bamboo Harvesting and Post Harvesting for all products except Lifestyle and Craft
Film 5	Bamboo Plantation
Film 6	Pre-processing of Furniture, Housing and Construction Material
Film 7	Designing and Prototype of Bamboo Based Project
Film 8	Designing and Development of Bamboo Houses
Film 9	Bamboo as Construction Material
Film 10	Bamboo Kitchen Utilities
Film 11	Waste Material and Bio-Fuel Management
Film 12	Bamboo as Packaging Material
Film 13	Compliances for Export Quality Production of Bamboo

@ Films are being developed.





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