

COMMONWEALTH EDUCATIONAL MEDIA CENTRE FOR ASIA, NEW DELHI

Minutes of the Eleventh Meeting of the CEMCA Advisory Council held at 10:00 A.M on Wednesday, September 28, 2011 at Penang, Malaysia.

The following were present:

Sir John Daniel, President & CEO, Commonwealth of Learning.	Chairperson
Prof. Asha Kanwar, Vice President, COL	Dy. Chairperson
Mr. Upamanyu Basu, Director, MHRD, Government of India.	
Dr. Upali Sedere , Sri Lanka.	Member
Professor Dr. Nazir Ahmed Sangi Vice Chancellor, Allama Iqbal Open University, Pakistan	Member
Dr. S.S. Jena, Chairman, NIOS, India	Member
Dr. Daniel Tan Tiong Hok Director, Centre for Educational Development, Nanyang Technological University, Singapore	Member
Dr. B.S. Bhatia Former Director, DECU, ISRO, Ahmedabad, India	Member
Dr. R. Sreedher, Director, CEMCA	Member
Mr. R. Thyagrajan Head, Admn. & Finance, CEMCA	Secretary

Mr. Upamanyu Basu , Director, MHRD, Government of India, attended as the nominee of Government of India in place of Shri. Amit Khare, Joint Secretary, ICC, Department of Higher Education, Ministry of Human Resource development, Government of India.

Prof. V.N. Rajasekharan Pillai, VC, IGNOU, Dr. Zarida Hambali, Director, Academic Development Management Division, Department of Higher Education, Ministry of Higher Education Malaysia, members, could not attend the meeting.

Sir John Daniel welcomed the members and requested them to introduce themselves formally.

After the formal introduction of the members, Sir John Daniel complemented the excellent performance of the CEMCA team for the fifth successive year and for its achievements in securing additional funding, for conducting the programmes sponsored by Ministry of Information & Broadcasting and Department of Science & Technology, Govt. of India, and International agencies such as, UNICEF. He further appreciated that CEMCA has been assigned an important project by the Ford Foundation in the current year, 2011-2012. He informed that CEMCA has had carried out the task as assigned by the COL well and acquitted creditably in the expansion of the reach of Community Radio in India. He stressed the fact that the Government of India had chosen CEMCA for organising the 1st Sammelan of Community Radio Stations. However he felt that CEMCA could not carry out its mandate in Pakistan due to the prevailing political situation and its efforts to extend operations in Brunei Darussalam have not been successful. However, the performance in other countries has been excellent with definite outcomes achieved.

The achievement has been possible due to the incessant and vigorous efforts by the leadership and staff of COL. The Chairman added that CEMCA, with a small component of 7 staff members, has been successful in meeting challenges and delivering results and making its presence felt in the Commonwealth Asian region.

Thereafter, the agenda items were taken up for discussion as follows:

Item No. 1 Confirmation of the Minutes of the Tenth meeting held on November 30, 2010.

The minutes of the Tenth meeting were confirmed as no comments were received from the members.

Item No. 2. Action taken on the decisions in the Tenth meeting

Dr. Sreedher presented the Action Taken Report and informed as under:

(i) Request to help AIOU enhance the specifications of Eduframe.

The project was closed as no progress could be made due to the prevailing political situation.

(ii) Documentation of Multi Media Quality Assurance Tool Kits and use of these tool kits by the people at lower level.

Multi Media Quality Assurance Tool Kits have been translated into Gujarati and Telugu. Further it is proposed to translate in various languages.

(iii) To conduct 4 more State level consultations on Community Radio Awareness.

Action has been completed.

- (iv) **Initiation of Capacity Building Exercises for bigger open schools to achieve better results.**

Being done and Governance added.

- (v) **EasyNow to go as a model to the participating countries as a project and the project leader enabling the project.**

It is being used by University of Malaya. In India and Bangladesh civil societies' are also using it. The report is placed before the council.

- (vi) **Translation of EasyNow in local languages in Singapore, Malaysia and Sri Lanka with the help of those countries.**

Activities in Sri Lanka are in slow motion due to lack of interest in partners.

- (vii) **Conduct of minor study to find out why the people are not able to use EasyNow, identifying the bottlenecks and the factors inhibiting use for taking remedial measures.**

Dr.Gayathri Jayathilake's report has already been placed in the website.

- (viii) **To support IGNOU to upgrade its Certificate Course in Community Radio to a Post graduate Diploma course in Community Radio.**

As response was not forthcoming from IGNOU the budgeted amount was shifted to YCMOU for a skill based programme for transport drivers which use all medium including the community radio.

- (ix) **Malaysia to be approached to implement the Quality Assurance guidelines in India. CIET to involve more private partners for content creation. COL may consider involving New Zealand, Canada and some other countries in the initiatives. The Distance Education Council and NAAC in India to be approached to take initiative to implement the guidelines.**

A special session on QAMLM was organised at Penang during AAOU with a view to achieve the above goal.

- (x) **AIOU to collaborate with CEMCA and to adopt courses and work on I Radio and like a core group to be constituted to work jointly in different areas.**

Not yet implemented.

- (xi) **Extension of CEMCA Awards for the best ODL student in Information and Communication technologies or Electronic media and Mass Communication studies to 10 more institutions in the region.**

Apart from earlier identified institutions NIOS has been added. Communication has been sent to other ODL institutions- Responses awaited.

(xii) 150 Scholarships offered for the “certificate Programme in Community Radio” launched by the IGNOU.

Scholarships were given to 92 students of IGNOU. 5 girl students of NIOS were given Scholarship.

The Chair thanked Dr. Sreedher for the positive action taken report and invited Dr.Sreedher to present Director’s report.

Dr. Sreedher presented the Director’s report through a power point presentation. Dr. Sreedher informed the members that CEMCA proposes to extend the programme on management Development and Good Governance for distance learning universities too. Further he informed that OER for under graduates course in Economics and a skill development programme for Mumbai University are in progress. He mentioned that the EasyNow has been implemented by different institutions including the University of Malaysia. He agreed that the CEMCA had achieved more than what has been planned in some areas and moderately in other areas. He further gave thrust to the fact that the external funding has exceeded the programme funding and this stood as evidence for the confidence that the external agencies had on CEMCA. Dr Sreedher also informed the members about the longitudinal studies undertaken by Prof Venkaiah, Prof Ishpita and Dr Gayatri Jayathilake.

There after Sir John Daniel welcomed the members to express their views and emerging issues which they wanted to highlight.

Dr. S.S.Jena, while appreciating the performance of the CEMCA, particularly in respect of its activities in relation to Assam open school, desired that the material developed could be shared so that all the open schools in the country could use them. Further he suggested that the efforts should be made to develop material that would have the cutting across effect for the advantage of all open schools. He hinted that NIOS was ready to share the available material with other willing open schools.

He further added that the CEMCA has done a good job in creating awareness of Community Radio concept in the country as could be seen the increase in number of functional community radio stations during the last two years. He was of the opinion that CR stations should develop educational programme and CEMCA should do capacity building activity towards this direction. In addition the CEMCA should help the open schools in developing educational video programmes.

The Management Development workshops should be continued for enhancing the efficiency of personnel of different Open Schools. There are 16 open schools and the training should be conducted for all these schools.

Dr.Sreedher informed that the material developed for Assam State Open School had local specific content. This was done keeping in view the sensitivities involved in presenting history of a particular state. He informed that other aspects stated by Dr.S.S.Jena had been included in TYP.

Prof.Upali Sedere, stated that a bridge course in English Language would be of a great help to Sri Lanka and the Open University of SriLanka could be involved in developing the bridge course. He informed the council that EasyNow is being utilised and it is a big success in his country. He desired that an umbrella organisation for open schooling is required.

Prof. Sanghi, Pakistan, had stated that a workshop on EasyNow could be arranged for creating better awareness. Similarly he desired that the Iradio concept could be tried in Pakistan. He further stated that CEMCA could undertake activities for building the capacity of the people in use of EasyNow and Iradio.

Since there was a problem of organising meetings in Pakistan, Prof. Sangi, offered to provide both space and staff for setting up a sub-centre of CEMCA at AIOU with support of COL.

Dr. Sreedher informed that in operationalising the I Radio the road block is faced in the form non availability of bandwidth with the host stations and also dependence on certain free software which allows only minimal reach. Hence CEMCA has been engaged in providing centralised facility to host 'i' radio in 10 different institutions in India and Bangladesh. The success of the concept could provoke them to have the facility on permanent basis. Government of India is keenly observing the trend and may pitch in to support later.

Dr. B.S.Bhatia, while expressing the satisfaction on the performance of CEMCA during the year under report, desired that the efforts should be made to popularise the Quality assurance tool kit by approaching the NASSCOM, Distance Education Council and NAAC. Further he informed that the capacity of open schools in developing animation programmes could be thought of and use of mobile phone in disseminating the knowledge needed to be explored.

Dr. Sreedher informed that the tool kits have been provided to DEC/NAAC and other universities. Some of them like Malaysia and Sri Lanka are using them,

Shri. Upamanyu Basu, representative of the GOI stressed that the three issues brought before the Focal Point meeting of COL should be suitably incorporated in the activity plan of CEMCA.

Dr.Daniel Tan Tiong Hok, desired that compilation of programmes available with different CR stations should be done and made available in the form of catalogue. Such catalogues could give information about the contents of each programme. This was suggested keeping in view that duplication of efforts could be avoided.

Sir John Daniel opined that Life Long Learning for farmers is doing a deal of greatness to world farmers. Hence it was always preferable to keep the specific contents for specific reasons and specific culture. Besides whatever the wishes expressed should be located in the context of CEMCA.

Prof. Asha Kanwar, expressed that the CEMCA has achieved commendably in some areas like the Community Radio Sector and moderately in some other areas. She further informed that CEMCA should adopt the programmes keeping in view that Learning Logic Model 2012-15.

Sir John Daniel wished to record the appreciation of the Advisory Council for the commendable effort made by Dr. Sreedher. He wished Dr. Sreedher good luck as he would be demitting the office in June 2012.

The Chairman in his closing remarks wished CEMCA the very best for the next year.

The meeting ended with a vote of thanks to the Chair.

Action items

Commonwealth Educational Media Centre for Asia, New Delhi			
<i>Action list on the decisions taken in 11th meeting of CEMCA Advisory Council held on September 28, 2010 at Penang, Malaysia</i>			
Item No.	Action item	Time line	Responsibility
1.	To help the new open schools in developing SLM and share the developed materials with others	January 2012	New Programme officer/Consultant
2.	To undertake capacity building activity for new functional community radio stations including the one at NIOS so as to enable them to develop programmes	January 2012	Ms.Rukmini Vemraju /P.O
3.	To help open schools in developing programmes with animation	February 2012	Dr.Sreedher/Director/consultant
4.	To conduct Management Development programme/Good Governance programme for other open schools/ ODL universities	April 2012	Mr.R.Thyagrajan.
5.	To help Sri Lanka to develop a bridge course in English	May 2012	New Programme Officer/Consultant
6.	To conduct capacity building activity in Pakistan on Community Radio/ I-radio	February 2012	Ms.Rukmini .Vemraju/ P.O
7.	To approach NASSCOM/DEC/NAAC for popularisation and adoption of tool kit on Quality Assurance in multi media	January 2012	Dr.Sreedher/Director
8	To compile the programmes developed by different CR stations and bring out a data base for dissemination to all stake holders and also to avoid duplication	April 2012	New programme officer/Consultant.
9	CEMCA awards for community media to be expanded	April 2012	Mr. R.Thyagrajan
10	CR certificate course to be adopted in other languages	March 2012	Dr. R. Sreedher/ Director
11	CEMCA should engage macro institutions rather than engaging with individual institutions . CEMCA should play a major role in policy formulations with the governments	May 2012	Dr. R. Sreedher Director
12	CEMCA may play a significant role in OER movement in the region and also with MHRD India	January 2012	Dr. R. Sreedher / Director
13	To perform a catalytic role in regards to vocationalisation of school education.	April 2012	New programme officer/Consultant.
14	To perform a clearing house role for quality content in community radio	April 2012	Dr. R. Sreedher / Director
15	To perform a catalytic role in ushering and open learning society	May 2012	Dr. R. Sreedher / Director
16	To explore the possibility of establishing a sub-centre in Pakistan on the pattern RETRIDOL Model	June 2012	COL /Dr. R. Sreedher
17	To experiment with new technology to ODL along next level	June 2012	New programme officer/Consultant.