

1 CREDO: THE COUNTRYWIDE CLASSROOM

Preamble

The rapid expansion of the television infrastructure has made it possible to take TV programmes to almost any location in the country, if appropriate reception equipment is installed. The UGC is aware of the vital role that a powerful medium like TV can play in the field of education. Recognising this potential of TV, the U.G.C., through the Countrywide Classroom project, seeks to use the now-vast TV network to take high-quality university level education to even the most remote parts of the country. Thus, colleges students (and others) in small towns or remote places will have through Tv - access to the best teachers and high-quality audio-visual material.

Objectives

The broadcasts will aim to upgrade, update and enrich the quality of education, while extending its reach. They will attempt to overcome the obsolescence of the syllabus and present the latest advances in all fields, including especially in the newly-emerging ones. The programmes will seek to arouse the interest of the viewers, to whet their appetite, and to broaden their horizons. The aim is to stimulate and not to satiate.

Approach

The programmes will not be based on or restricted to the syllabus. Instead, they would seek to provide new insights, bring in new findings and take students on vicarious tours of places and laboratories they would never see. Inter-relatedness of various disciplines, and of developmental problems, would be highlighted, so that the sum is greater than a total of the parts. While the programmes will convey information, greater stress will be laid on the processes of converting information into knowledge and - hopefully - knowledge into wisdom. Thus, motivation, innovation, creativity and analysis will be guiding elements. The pleasures of discovery, of inspiration and revelation, of hitting on a solution will be highlighted, as will the importance of searching, probing and questioning.

Programmes will seek to fully exploit the potential of the media, especially:

- * immediacy, for bringing to viewers the latest and exciting new findings.

- * omnipresence, for taking the viewers to "where the action is": a research laboratory, a hospital, a village or a conference.

- * animation and special effects, to help clarify concepts, highlight inherent structures or invisible processes etc.

- * visual power, for a vast variety of things, including demonstrations of all types.

- * intimacy, to involve the viewers and make them a part of the voyage of discovery, of wonder and of enquiry.

Presentation

The programmes will have, as an underlying thread, the unity of the various disciplines. Thus, even though an individual programme may be on a specific subject, it will be informed by a multidisciplinary approach. The interrelationship of things - and of problems and solutions - will be highlighted, as well as processes. These will have precedence over mere information transfer.

Target Audience

The primary target audience will be undergraduate college students studying in colleges located in small towns and rural areas. Other college students and teachers will be a secondary audience - to be kept in mind, but whose needs will not dictate programme content and approach. Separate and specific programmes may, however, be made for teachers.

A large and interested non-student population will certainly view the programmes. The existence of this audience must also be noted.

The project was planned to study whether the content of the programmes transmitted fulfilled the objectives mentioned in the credo.

DEPARTMENT OF EDUCATION
CENTRE OF ADVANCED STUDY IN EDUCATION
FACULTY OF EDUCATION AND PSYCHOLOGY
M. S. UNIVERSITY OF BARODA



Phone: 65565
Lokmanya Tilak Road,
BARODA 390 002

No. CASE/

2

Date:

To,
The Director
E. M. R. C.
Poona University,
Pune

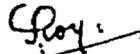
Dear Sir,

This is to request you to grant permission to my Ph.D. student Miss Snehlata Hiriyur to carry out a pilot study at your Centre. Her topic is the production and utilisation of Countrywide Classroom Programmes. The pilot study will enable her to assess the workability of her tools particularly for the production aspect. I hope you will extend your co-operation in this regard.

I would like to assure you that data gathered by her will be used exclusively for research purposes.

Thanking you,

Yours sincerely,


(S. Roy)

Professor of Education / Co-ordinator,
Centre of Advanced Study in Education,
Faculty of Education & Psychology
Baroda

DEPARTMENT OF EDUCATION
CENTRE OF ADVANCED STUDY IN EDUCATION
FACULTY OF EDUCATION AND PSYCHOLOGY
M. S. UNIVERSITY OF BARODA

32 9566

Phone

Lekmanya Tilak Road,
BARODA 390 002



No. CASE/

3

Date :

To,
The Principal,

Dear Sir/Madam,

This is to request you to grant permission to my Ph.D. student Miss Snehlata Hiriyur who is working on the Production and Utilisation of the Countrywide Classroom Programmes. To assess the workability of her tools a pilot study has to be carried out. So I request you to let her know if the students in your college watch the Countrywide Classroom (U.G.C.) programmes, so that she can come to gather data for her pilot study.

I hope you will extend your kind coeoperation in this regard.

I would like to assure you that data gathered by her will be used exclusively for research purposes.

Thanking you,

Yours sincerely,

(Dr. S. Roy)

Professor (U.G.C. Hon.)
Centre of Advanced Study in Education

4 Experts form Mass Media

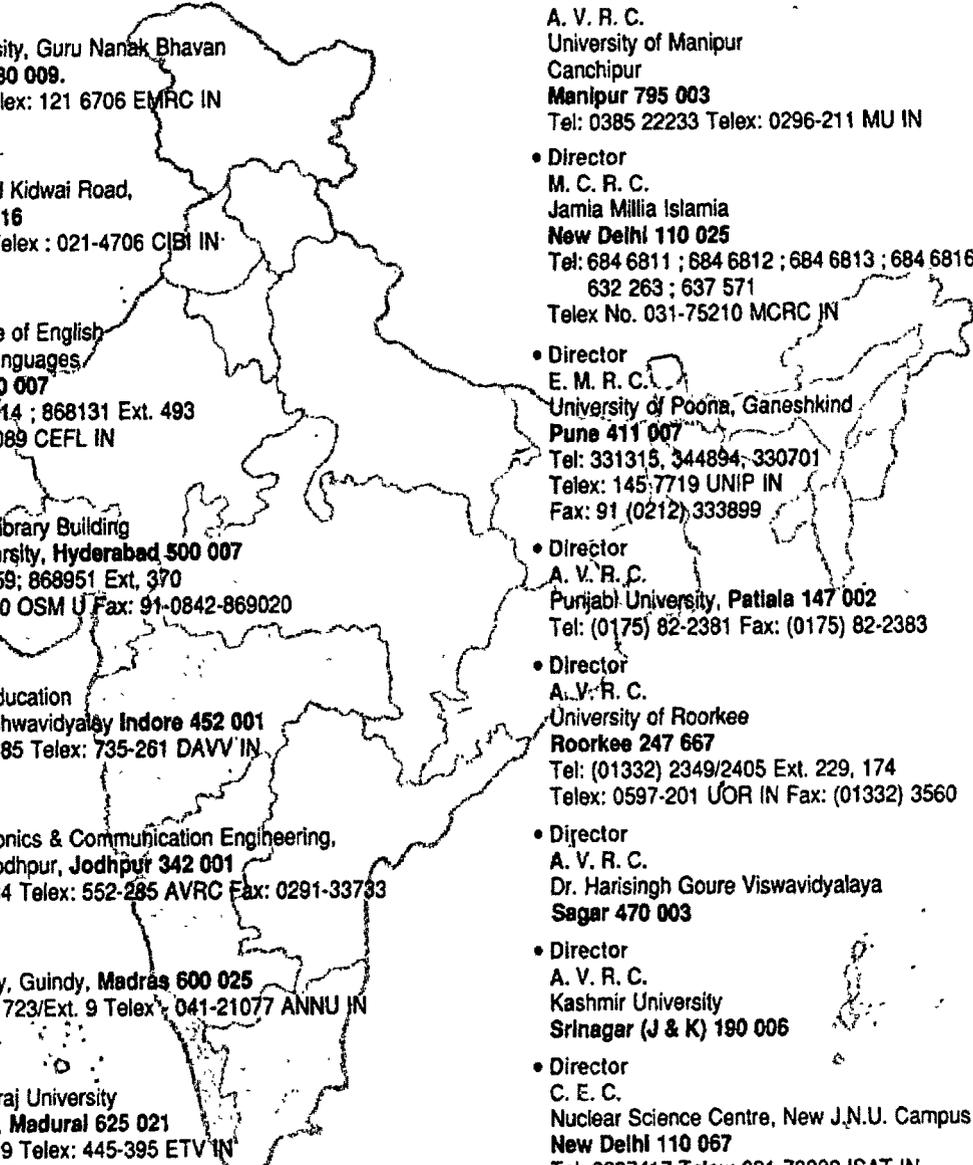
- 1) Research Officer ~~at~~ the EMRC.
- 2) Producer at Indian Space Research Organisation Development and Communication Unit, Ahmedabad.
- 3) Research Scientist of Development and Communication Unit, ISRO, Ahmedabad.
- 4) Director of the Consortium for Educational Communication, Delhi.
- 5) Research Scientist of Mudra Communication, Ahmedabad.

5 List of Experts from Education

The designation of the experts interviewed have been given here.

- 1) Former Head of Centre of Advanced Study in Education, M.S. University of Baroda.
- 2) Director of Navodaya Vidyalaya.
- 3) Associate Professor at the Medical College, Baroda.
- 4) Professor at the Department of Education, South Gujarat University, Surat.
- 5) Lecturer at the Department of Education, South Gujarat University, Surat.
- 6) Lecturer at the Department of South Gujarat University, Surat.

6 LIST OF THE EMRCs/AVRCs

- 
- Coordinator
E. M. R. C.
Gujarat University, Guru Nanak Bhavan
Ahmedabad 380 009.
Tel: 462409 Telex: 121 6706 EMRC IN
 - Director
E. M. R. C.
76, Rafi Ahmed Kidwai Road,
Calcutta 700 016
Tel: 44-0108 Telex: 021-4706 CIBI IN
 - Coordinator
E. M. R. C.
Central Institute of English
and Foreign Languages
Hyderabad 500 007
Tel: 0425 868314 ; 868131 Ext. 493
Telex: 0425 7089 CEFL IN
 - Director
A. V. R. C.
IInd floor OU Library Building
Osmania University, Hyderabad 500 007
Tel: Off - 868859; 868951 Ext. 370
Telex: 425 7090 OSM U Fax: 91-0842-869020
 - Director
A. V. R. C.
C/o Dept. of Education
Devi Ahilya Vishwavidyalay Indore 452 001
Tel: 0731-466685 Telex: 735-261 DAVV IN
 - Director
E. M. R. C.
Dept. of Electronics & Communication Engineering,
University of Jodhpur, Jodhpur 342 001
Tel: 0291 33734 Telex: 552-285 AVRC Fax: 0291-33733
 - Director
A. V. R. C.
Anna University, Guindy, Madras 600 025
Tel: (044) 2351723/Ext. 9 Telex: 041-21077 ANNU IN
 - Hony. director
E. M. R. C.
Madurai Kamaraj University
Palkalai Nagar, Madurai 625 021
Tel: 0452 85419 Telex: 445-395 ETV IN
Fax: 0452 85205
 - Director
A. V. R. C.
University of Manipur
Canchipur
Manipur 795 003
Tel: 0385 22233 Telex: 0296-211 MU IN
 - Director
M. C. R. C.
Jamia Millia Islamia
New Delhi 110 025
Tel: 684 6811 ; 684 6812 ; 684 6813 ; 684 6816 ; 684 6832 ;
632 263 ; 637 571
Telex No. 031-75210 MCRC IN
 - Director
E. M. R. C.
University of Poona, Ganeshkind
Pune 411 007
Tel: 331315, 344894, 330701
Telex: 145-7719 UNIP IN
Fax: 91 (0212) 333899
 - Director
A. V. R. C.
Punjab University, Patiala 147 002
Tel: (0175) 82-2381 Fax: (0175) 82-2383
 - Director
A. V. R. C.
University of Roorkee
Roorkee 247 667
Tel: (01332) 2349/2405 Ext. 229, 174
Telex: 0597-201 UOR IN Fax: (01332) 3560
 - Director
A. V. R. C.
Dr. Harisingh Goure Viswavidyalaya
Sagar 470 003
 - Director
A. V. R. C.
Kashmir University
Srinagar (J & K) 180 006
 - Director
C. E. C.
Nuclear Science Centre, New J.N.U. Campus
New Delhi 110 067
Tel: 6897417 Telex: 031-73322 ISAT IN