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Educational Multimedia Research Centre (EMRC) of UGC and its Centers: An Introduction

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1.0 Introduction:

The Consortium for Educational Communication which is popularly known as CEC is one of the Inter University Centre, which has been set-up by the University Grants Commission of India. It has been set-up with the main aim of addressing the needs of the Higher education through the use of convenient and powerful medium of television along with the proper use of ICT (Information Communication and Technology). UGC started the countrywide classroom programs in the year 1984 by realizing the power and potential of television which acts as a means of educational knowledge dissemination. For production of such programs, Educational Multimedia Research Centers have been set-up at 6 (six) Universities of India. In 1993, CEC emerged as a nodal agency to guide, coordinate and facilitate such educational production at the national level.

2.0 Methodology :

In this study, an attempt has been made to make aware about 22 (Twenty two) Educational Multimedia Research Centers which have been set-up by UGC across India. The study is mainly based on the collection of secondary data from different reference books, websites etc.

3.0 Objectives of the Study :

The main objectives of the study are:

- a) To know about the role of EMRC in disseminating knowledge across the common people.

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- b) To discuss about the importance of setting up of 22 EMRC centers across India through its aims and objectives.

4.0 Discussion :

4.1 Objectives of EMRC:

- Production of educational programs (especially video and audio) and related support materials and setting up of appropriate facilities for this.
- Research related to optimizing the effectiveness of the programs.
- Providing a forum for the active involvement of academic and other scholars in the creation of appropriate educational programs.
- Studying, promoting and experimenting with new techniques/technology that will increase the reach and/or effectiveness of educational communication

4.2 EMRC:

The UGC has set-up Educational Multimedia Research Centers in various universities and institutions in the country with the objectives to produce in-house quality educational programs for electronic media. The Centers are engaged in production of Video & Multimedia based programs. CEC and the Media Centers have more than 500 trained manpower & state-of-the-art equipments. CEC is one of the largest repositories of Educational Video Programs, which are being produced by its Media Centers, numbering more than 17,000. At present, about 1000 video based programs and almost same number of e-Contents based on UGC model curriculum, are being produced annually by the Media Centers. These programs are being telecast on VYAS Higher Education Channel. CEC in its media center circuit is having 22 centers across the country. They are:- EMRC- Ahmedabad, EMRC- Anna University; Chennai, EMRC-Bhubaneswar, EMRC- Calicut, EMRC- Delhi, EMRC- Devi Ahilya Vishwavidyalaya; Indore, EMRC- Dibrugarh, EFLU- Hyderabad, EMRC- Osmania University; Hyderabad, EMRC- Magadh University; Bodh Gaya, EMRC- Imphal, EMRC- Jodhpur; Rajasthan, EMRC- St. Xavier's College (Autonomous); Kolkata, EMRC-Lucknow, EMRC- Madurai Kamaraj University, EMRC- Manasagangotri; University of Mysore, EMRC- Patiala, EMRC- Pondicherry University, EMRC- Pune, EMRC- Roorkee, EMRC- Dr.Hari Singh Gaur Central University and EMRC- University of Kashmir.



i) EMRC- Ahmedabad:

EMMRC, Gujarat University is one of the fore-runners among the 17 Multimedia Centers established all over the India by the University Grants Commission (UGC), which are known as EMMRC, with the objective of generating quality higher educational software. EMMRC is also engaged in the production of e-content programs and Edusat activities.

ii) EMRC- Anna University, Chennai:

The Center is one of the 22 media centers in India, established in 1985 as Audio Visual Research Centre (AVRC), by the University Grants Commission with an objective of disseminating knowledge in the field of Science and Technology to society through Educational Television (ETV) programs using electronic media. It began its program production in the year 1987. The Centre is concentrating on program production on syllabus-oriented lecture series in various subjects for undergraduate students. The Centre has produced a number of programs in various subjects like Physics, Chemistry, Mathematics, Computer Science and Engineering, Philosophy, Chinese Language, Japanese Language, History and Documentary, etc which are: Documentary programs-476, Video lecture programs-1363, e-content programs-234 and e-content under NME ICT-624. Multimedia e-contents have also been developed in various subjects like Physics, Chemistry, Mathematics, Philosophy, Chinese Language, Japanese Language and History. Now, the Centre is concentrating

on producing e-content material in Computer Science and Engineering.

iii) EMRC- Bhubaneswar:

EMMRC, NISWASS is the 18th media centre to be established by UGC in the country to produce educational television programs to be telecast on Gyandarshan and the 24 hour higher education channel Vyas and also to develop e-content multimedia programs for web based education for NME-ICT and for the upcoming Virtual University.

iv) EMRC- Calicut:

EMMRC at the University of Calicut is the only Centre of its kind to be set-up in Kerala with the full assistance of the University Grants Commission. The Centre was sanctioned during the IXth Plan, became operational in September 1998. As envisaged by the UGC, the Centre has been set-up as a non-vocation academic department with the primary objectives of (i) producing audio-visual programs for the UGC Countrywide Classroom (CWC) for broadcast on Doordarshan network and (ii) conducting research in the hardware and software aspects of audio visual technology. The centre is producing e-content programs for the 9(nine) allocated subjects- Mathematics, Epigraphy, Education, Philosophy, Library Sciences, Theatre Arts, Fine Arts, Multimedia and Bioinformatics under the CEC-NME-ICT project. In addition, the Centre functions as a node of the UGC's Edusat network and also contribute to the training to University/College teachers in e-content development. The centre is also conducting training programs, seminars and workshops for student and teaching communities.

v) EMRC- Delhi:

The Mass Communication Research Centre was established in 1982 (it started functioning in 1983) by Anwar Jamal Kidwai, the then Vice Chancellor of Jamia Millia Islamia University. To strengthen the foundation of university-based media education, the UGC has set-up program production centers in different universities. The first such centre was set up at the MCRC. As a result, apart from being a teaching institution, the MCRC became a leading production centre of educational programs.

vi) EMRC- Devi Ahilya Vishwavidyalaya, Indore:

Educational Multimedia Research Centre, Devi Ahilya University is located at Indore. Devi Ahilya Vishwavidyalaya, Indore was established in 1964 by an Act of legislature of Madhya Pradesh. The University is recognized by the State Government and the University Grants Commission, New Delhi. The major facilities are:- state-of-the-art professional audio and video studios exemplary in central India, equipped with industry standard Audio-Video recording facilities, professional grade editing suites like DPS Velocity, Matrox, Avid and FCP etc., multimedia studio backed-up by 24x7 EDUSAT connectivity, fully equipped IT Lab, multimedia Lab & Library full of media related books and journals, production of educational TV Programs and e-Contents, broadcast through EDUSAT and Gyanwani Radio, Bachelor and Master level Electronic Media Courses and Ph.D. Program in Electronic Media?.

vii) EMRC- Dibrugarh:

The centre was first incepted on Oct, 2012. It is first in Assam and second in the North-East to be opened by UGC to create educational program that will be telecast through Vyas Channel, Gyan Darshan and DD Bharati. It will have the opportunity to show rich biodiversity, cultural mosaic, ethnicity, natural resources, food habits, textiles and other important aspects of the region through its programs to students of higher education as well as people of other parts of the country. Audio/ Video Studio is in process of construction. The process of 25 sanctioned post of recruitment is going on.

viii) EFLU- Hyderabad:

The Centre is one of the first four pioneering Media Research Centers which was established in 1984 by the University Grants Commission, at CIEFL (now EFLU), for production of educational television programs for UGC-CWCR, to be telecast on Doordarshan

ix) EMRC- Osmania University, Hyderabad:

The main objective of the Centre is to produce the syllabus based e-learning (e-content) programs in the subjects allotted by CEC, New Delhi, on online virtual

learning for the benefit of the UG and PG students under NMEICT Project of MHRD, Govt. of India. In first phase, it started producing e-content programs in Economics. In the second phase, it will be producing e-content programmes in Public Administration, Physics and Social work. The Centre also produces educational video programmes for UGC's CWCR for telecast on DD-1, Gyan Darshan, and 24 hours Higher Educational "Vyas Channel". The video programs produced by the Centre, have won many national and international awards.

x) EMRC- Magadh University, Bodhgaya:

EMRC, Magadh University was incepted in the year 2012-13. Audio/ Video Studio is in process of construction. 25 (twenty five) sanctioned post of recruitment process is going on.

xi) EMRC- Imphal:

The EMRC, formerly Audio Visual Research Centre; Manipur University, was established in 1989 with full assistance from UGC. The educational programs produced by this centre are intended to upgrade, update and enrich the undergraduate syllabus. It is one of the 17(seventeen) such Media Centers attached to the Universities/ Institutes in the Country and the only Media Centre in the North-Eastern states of India. The Centre has so far produced 115 ETV programs since 1990 till now. The Centre has so far won 14 awards in UGC-CEC Educational Video Competition since 1997. Some of the award winning productions are "Tupis' Nanas", "Moibung", "Food Chain", "Imphal Battle", Meitei Women", "Nupi Keithel", "Dancing Hands", "Learning First Aid-II", Pitchfork Bifurcation", "Women form the cloud", "Feathered Guests-II", "Goshem", "Chilli" and "Waiyu of Chothe".

xii) EMRC- Jodhpur, Rajasthan:

The Audio Visual Research Centre (AVRC) project was sanctioned by the UGC in the year 1985. Since then, the centre has been actively engaged in producing Educational Video films, Learning Objects Repository (LORs), E-Contents and Utilization of EDUSAT Satellite Interactive Terminal installed at the Centre. On the basis of the performance evaluation, the UGC upgraded the Centre from AVRC to EMRC (Educational Media Research Centre) in 1991, which became Educational

Multimedia Research Center in September 2004. This Centre is contributing in the promotion of higher education through application of multimedia technology and Information Communication Technology. EMRC Jodhpur has so far produced 1668 Educational video films and many films produced by this Centre have received appreciation and awards at the National level. The Centre developed 931 Learning Objects Repository in question-answer form. Under NME-ICT project, EMRC Jodhpur has produced 240 E-Contents under Phase-I on the Commerce subject and 262 E-Contents produced under Phase-II. The work of national viewership survey on UGC/CEC Vyas Higher Educational Channel was carried out by the Centre through Research Investigators at different places of Rajasthan.

xiii) EMRC- St. Xavier's College (Autonomous), Kolkata:

Established in August 1986, EMRC Kolkata is the only media centre hosted by an undergraduate college. Home to a dedicated group of professionals, the centre produces educational television programs and multimedia courseware based on undergraduate syllabus, besides uploading lectures-on-demand and academic interactions through multicast facilities of the EDUSAT platform. With a production experience of 25 years, having created nearly 2000 ETV programs and bagged 57 National Awards, EMRC Kolkata has been acknowledged as the Best Media Centre between 1997 and 2004. It still keeps on setting benchmarks in quality and productivity for others to emulate. It is one of the frontrunners in e-content development under NME-ICT.

xiv) EMRC- Lucknow:

The Educational Multimedia Research Centre has been established in Lucknow with a view to promote knowledge in the key front areas of Science and Technology and Humanities. Set-up in the serene surroundings of Babasaheb Bhimrao Ambedkar University, it is one of the few centers of the region and can tap the immense intellectual capital of the region in the form of e-content development.

xv) EMRC- Madurai Kamaraj University:

The EMRC Madurai Kamaraj University was established as Audio Visual Research Centre (AVRC) by UGC in 1986. Based on the performance, the centre

was upgraded as Educational Media Research Centre in 1991 and is under Non-Plan of the UGC. The centre was re-designated as Educational Multimedia Research Centre in 2005. It is one among the 19 media centers established all over India which produces high quality Educational Television programs. The main aim is to reach out the students at the National level with quality higher education through UGC Countrywide Classroom Programs. The Center has so far produced around 600 ETV programs and it is telecast over Doordarshan, Gyan Darshan and Vyas-the Higher Educational channel of UGC. The programs produced at this centre have also won 2 National level awards in various capacities. Apart from this the Center has conducted 7 National level research studies including the national level live teleconferencing experiment and live talkback experiment.

xvi) EMRC- Manasagangotri, University of Mysore:

The EMRC was established in 1996 as Audio Visual Research Centre at the University of Mysore. The name of AVRC has been changed to EMRC on August 2004. It is the only institution of its kind which has been established by the UGC in the entire State of Karnataka. Presently, the Center has established a Virtual Education Studio to facilitate in conducting interactive classes to the students of off-campus centers. This Center was inaugurated by Dr. Jabbar Patel Chairman, Governing Body, CEC, Dr. Tilak R Kem, Director, CEC, Dr. Dev Swarup, Joint Secretary, UGC, Prof. V G Talawar, Vice Chancellor, University of Mysore, Dr P.S Naik, Registrar, University of Mysore during the CEC Video Competition award Ceremony held in Mysore. With this unbeaten record, EMRC is marching further in the field of communication by making all the programs available to the students on the World Wide Web also. Its purpose is to make the viewers to believe the four functions of Television – Education, Instruction, Entertainment and Empowerment. The EMRC is currently involved in producing e-content for the following subjects at UG level: Geography, Statistics, Sericulture, Tourism, Food Technology and Vocational courses (20 subjects).

xvii) EMRC- Patiala:

It is one of the 22 Centers throughout the country with CEC as its nodal agency, which is Inter- University Centre of the UGC. The Center was established

as Audio Visual Research Centre (AVRC) in 1989 by the UGC-CEC at Punjabi University, Patiala under the Country-Wide Classroom (CWC) Project for the pan-Indian and global audience. The Centre is presently funded by the UGC and MHRD for producing enrichment, educational video lecture and e-content programs for broadcasting these through educational channel on Doordarshan and Internet streaming commanding a viewership of more than 25 million students. The Centre is equipped with a large state-of-the-art studio with chromo facility, latest technology broadcasting equipment and high-powered multimedia workstations to produce educational video content, LORs and e-content programs. Besides this, the Centre also conducts research related to the creation, dissemination and evaluation of educational content.

xviii) EMRC- Pondicherry University:

The Media Centre was established in 29th March, 2008. The Centre is a self-sufficient autonomous production centre with all the required facilities for producing documentaries, educational video films including generating e-content materials. The programs are sanctioned by the Pondicherry University. CEC has telecast some of its educational programs.

xix) EMRC- Pune:

EMRC Pune is one of the pioneering centers, which produced maximum number of 2146 Educational Television Programs till December 2011 and bagged 60 national and International awards and 300 programs were telecast on Doordarshan Marathi Sahara Channel. It has three studios constructed in 1991, state-of-the-art broadcast equipments and infrastructure with trained professional Technical crew. The Center conducted many national seminars, helped Doordarshan and other Central & State Government Departments in broadcasting and other audio visual productions and conducting training programs for TV Production. The officials of this Center have been working on several advisory and consulting committees of other Universities, CEC and UGC.

xx) EMRC- Roorkee:

EMRC Roorkee is privileged to be situated in India's Premier Technical

Institution and is the only media centre situated in Indian Institute of Technology. It is one of the oldest centers all over India established by the UGC. The Centre has most favorable environment for academic pursuit, research & development activities. It provides a Forum for active involvement of academics and other scholars in creation of appropriate educational programs. The Centre has Produced 750 Educational Programs and has won National Awards over the years. With the collaboration of Common Wealth of Learning, the Centre has trained international students from various countries in producing the educational programs.

xxi) EMRC- Dr. Hari Singh Gaur Central University, Sagar:

EMRC is a research and production centre for production of TV program and e-Content modules. The centre is fully funded by UGC under Non-Plan. The centre is equipped with broadcast quality video production equipment. The centre is located in the Heartland of India and picturesque campus of Dr. Hari Singh Gaur Central University Sagar (M.P.) and is actively contributing in packaging and dissemination of knowledge among the students. Apart from the core educational programs, the Centre has been regularly contributing the programs related to the regional culture & folk traditions of Madhya Pradesh. The centre has produced over 540 films, including 12 Award winning films. The centre has also developed 50 e-Contents, 200 LOR's. The centre has actively participated in virtual multimedia workshops and online courses in collaboration with CEC and IIRS, Dehradun. This centre is best known for the production of Hindi and Sanskrit based programs.

xxii) EMRC- University of Kashmir:

EMRC is a research and production centre for production of ETV films and e-Contents. The centre is fully funded by UGC under Non-Plan. The centre is equipped with latest broadcast quality video production equipment, multimedia platform and a vibrant virtual classroom. The centre is located in serene and picturesque campus of University of Kashmir and is actively contributing in packaging and dissemination of knowledge among the students. The centre strives to liberate education from the confines of a classroom. The centre has produced over 700 films, including 8 Award winning films. The centre has also developed 140 e-Contents, 240 LOR's, besides conducting virtual classroom operations. The centre

has actively participated in virtual multimedia workshops and online courses in collaboration with CEC and IIRS, Dehradun. The centre has been awarded a Certificate of Appreciation for promotion of ICT in teaching learning process at University of Kashmir.

5.0 Conclusion:

As all the Centres have been discussed in detail, but to properly set-up an Education Multimedia Research Centre, the following technical infrastructure is needed and is important for its smooth functioning. They are:

1. **Technical facilities-** Sony XDCAM Corder PDW-510(Two), Disc Recorder PDW - 1500, Camcorder HC-340+PVV-3P (two), Portable VTR BVW 50P, Tripod (two), LCD Projector , Professional Disc Recorder PDW-1500(three), Sony Studio Camera CA - D50 (Two), Vision Mixer BVE 800, Sony Switcher BVE - 600, Audio Mixer MXP -290.
2. **Editing set-up-** Linear Editing BVE-600, PVW-2650, 2800 (one), Non Linear Editing - DPS Velocity (Two), Non Linear Editing - Online Express
3. **Graphics-**Graphic Work Station, Multimedia Platform.
4. **Betacam Recorder-** Betacam Recorder - PVW2800 (two), Betacam Recorder - PVW2650, Betacam Recorder - PVW2000.
5. **EDUSAT Interactive Classroom-** Multimedia PC (three) with VLC-7.0 Net meeting, 3CCD DVCAM Camera, Studio Camera, AG DVX 102B, VGA to PAL Converter (two), Digital Video Camera, Digital Audio Video Mixer MX-70.

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