



SWAYAM-SWAYAM PRABHA: OPPORTUNITIES AND CHALLENGES

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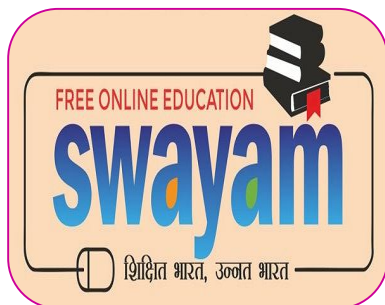
ABSTRACT:

The Government of India has taken into account the recommendation of the council of Digital Government strategies as entrusted in the OECD 2013 Ministerial Council Meeting for improving the online learning programme. So, Government put more emphasis on Information and Communication Technology (ICT) for delivering various kinds of public utility services in which the next attempt is to be taken to provide education through online mode. India is second most populous country of the world with about 1.21 billion population. In India we have only 36000 degree colleges and 800 Universities which is not sufficient to serve this large number of population. So, Government of India put more emphasis on imparting education to each and every citizen and even to the remotest corner of the country by using online platform with the help of ICT. In which "SAWAYAM" and "SAWAYAM PRABHA" is first ever online platform launched by Government of India on July 9, 2017 to serve 1.21 billion population of the country. In this paper an attempt has been made to analyze the benefit of Swayam and Swayam Prabha to the citizen of country and the challenges faced by Government of India in implementation of the same.

KEYWORDS: OECD, Swayam, Swayam Prabha, ICT, Remotest Corner, Online Platform, Imparting.

1. INTRODUCTION:

Information and communication technology play vital role in each and every sector of the society especially in education. Government put more emphasis on Information and Communication Technology (ICT) for delivering various kinds of public utility services in which the next attempt is providing education through online mode. India is second most populous country of the world with about 121cr. of population. In India we have only 36000 degree colleges and 800 Universities which is not sufficient to serve this large number of population. So, Government of India put more emphasis on imparting education to each and every citizen and even to the remotest corner of the country by using online platform with the help of ICT. On 9 July 2017 Government of India took a digital initiative by launching "SAWAYAM" and "SAWAYAM PRABHA" online learning platform for imparting education to remotest corner of the country. **Study Webs of Active Learning for Young Aspiring Minds (SWAYAM):-** Swayam is a digital initiative spelled out by Ministry of Human Resource Development, Government of India. SAWAYAM offers courses ranging into hundreds including those which are generally taught at school, college and university level. It provides online study material to students at free of cost and the Swayam courses are provided via digital classroom with the help of internet and satellite connectivity. Swayam also plays



a major role by providing vocational courses for those who want to study while continuing their job. All courses of Swayam are free of cost only price is charged for issuing certificates. Swayam course is offered by India's top most institutions like IIM Bangalore, Madras, Kanpur, Guwahati, Delhi, IGNOU, University of Delhi, JNU, IIM Calcutta, IITs Bombay, IIS, and NCERT etc. Swayam offered several courses up to post-graduate level. **SAWAYAM PRABHA:** - Government of India launched a group of 32 direct to home (DTH) for telecasting of high quality educational programme 24x7 days of the week. The DTH channel covers the topic relating to Higher Education, School

Education etc. In the higher education level (i.e. graduation level and post graduation level) topics relating to arts, science, commerce, performing arts, social science and humanities, engineering, technology, law, medicine, agriculture etc. are covered.

2. OBJECTIVE OF THE STUDY:

- I. To study the concept of Swayam and Swayam Prabha.
- II. To study the opportunities of the programme available for the people of the country.
- III. To study the challenges being faced by Govt. of India in implementing of the Swayam and Swayam Prabha.

3. ANALYSIS OF OBJECTIVES:

I. SWAYAM: Swayam uses highly structured information technology platform provided by National Informatics Centre (NIC) for facilitating and hosting all courses taught in class room from Class-IX to post- graduation that can be accessed by anyone from anywhere at any time. The main aim of the Swayam is to provide interactive courses prepared by the excellent faculty of the countries institution these courses are available without incurring any cost. More than one thousand specially chosen teachers across the country has been participated in preparing Swayam courses with their expertise experience. The Swayam courses are available on swayam.gov.in website in four quadrants viz. video lecture, specially-prepared reading material which can be downloadable, self assessment test through test and quizzes and an online discussion forum for clearing the doubts. For the purpose of making the Swayam courses excellent seven national co-coordinator have been appointed by the government of India they include UGC for post graduation education, National programme on Technology Enhanced Learning(NPTEL) for engineering, Consortium for Educational Communication(CEC) for under-graduate education, National Council of Educational Research and Training(NCERT) & National Institute of Open Schooling(NIOS) for school education, Indira Gandhi National Open University(IGNOU) for out of the school students and Indian Institute of Management Bangalore (IIMB) for management studies. Swayam is a platform which is capable of hosting two thousand courses (2000) in eighty thousand hours (80000) of learning.

❖ **Opportunities of the Swayam to the people of India:** As per Department of higher Education (Ministry of Human Resource Development, 2015) Swayam cover the following:

- a. Swayam contents different types of courses covering different streams like science, commerce, arts, social science, performing arts, engineering, technology, law, medicine and agriculture in higher education domain. Candidates enroll themselves for examination conducted by Swayam by paying a certain amount as examination fees and if he/she qualify the examination then he/she will awarded with a certificate of the respective course.
- b. Swayam offers skilled based courses covering both the higher secondary and post secondary school skills that are presently the domain of polytechnics which is certified by Sector Skill Council of India.
- c. Swayam provides tailored made courses to meet the demands of Choice Based Credit System (CBCS) which is currently being implemented by UGC in undergraduate and post-graduation level of education.
- d. The Swayam curricular prepared in such a manner that can meet the needs of lifelong learners of India and abroad.
- e. The courses hosted on SWAYAM consist of – (a) video lecture, where student watch different education videos related to their courses and clear their concept regarding the course. (b) specially prepared reading material that can be downloadable which help the students for reading everything which they watch during the online video session. (c) Self-assessment tests through tests and quizzes, through which candidates enrich their concept regarding the different type of question and (d) an online discussion forum for clearing the doubts and confusion regarding the subjects.
- f. Government of India takes several steps to enrich the learning experience by using audio-video and multi-media and state of the art pedagogy or technology. In order to ensure best quality content are Produced and delivered, seven National Coordinators have been appointed for enhancing the quality of education provided through Swayam: They are NPTEL for engineering, UGC for post-graduation education, CEC

for under-graduate education, NCERT& NIOS for school education, IGNOU for out of the school students and IIMB for management studies.

g. More than 50 institutions from all over the India have registered themselves for providing online education with the help of their excellent faculty members.

❖ CHALLENGES OF SWAYAM:

- a. **Adaptability:** Switching from traditional classroom and face to face learning to electronic learning in a virtual classroom makes the learning experience entirely different for students. They are resistance to change so they are unable to adapt to the online learning environment, whereas it takes time for them to get accustomed to Course Management Systems (CMS) and the methods of online-based education.
- b. **Technical Issues of internet:** As we know in India only 50% people using internet so, many students are not provided with the high bandwidth or the strong internet connectivity which is main component of online courses and thus fail to catch up with their virtual classmates. Their weak internet connectivity makes it hard to follow the Course Management System and their learning experience becomes problematic.
- c. **Computer Literacy:** In India only 46% people know how to operate a computer, although students are generally tech savvy, and thus able to manage computers well, lack of computer literacy is a major issue among students today for learns online. Many of them cannot operate basic programs such as Microsoft Word and PowerPoint and therefore are not able to handle their files also they have not their own personal computer.
- a. **Time Management:** Time management is a difficult task for online learners, as online courses require a lot of time and intensive work for understanding the different concept. It is mostly become very difficult for the adults who prefer web-based learning programs for their place and time flexibility because they rarely have the time to take the courses due to their various everyday commitments and their own online set up for learn anytime when they are free.

II. **SWAYAM PRABHA:** Swayam Prabha is a group of 32 DTH channels, telecasting high-quality educational programmes on 24X7 using the GSAT-15 satellite every day. There is new content for at least four hours which generally repeated 5 more times in a day, allowing the students to choose the time slot as per their convenience and get education by watching. The two step process is needed for configuring and installing Swayam Prabha channels using set-up box for less than Rs.2000, first step:-Install DD Free Dish as per the direction at: [http://ddindia.gov.in/Technical/Pages/DD-Free-Dish-\(DTH\).aspx](http://ddindia.gov.in/Technical/Pages/DD-Free-Dish-(DTH).aspx) and the second step Set following parameters in the Set-top box for SWAYAM PRABHA Channels a) Parameters for SWAYAM PRABHA channel No.1 to 16: Downlink Frequency: - 11590 MHz Polarization: - Vertical LNB Frequency: - 9750 Symbol Rate: - 29500 Ksps FEC: ¾ and b) Parameters for SWAYAM PRABHA channel No. 17 to 32: Downlink Frequency: - 11670 MHz Polarization: - Vertical LNB Frequency: - 9750 Symbol Rate: - 29500 Ksps FEC: ¾ Only DD Free Dish and Dish TV telecast Swayam Prabha channels apart from them no any other service provider like Tata Sky, Airtel proving such channels. No certificates are issued for watching the Swayam channels for getting certificate a students or citizen need to be registering himself to the Swayam learning app. Any citizen who is a well educated can contact Swayam Prabha department for telecast his lecture or education related programme. The channels of the Swayam Prabha are managed by CEC/UGC, New Delhi, NPTEL, IIT Delhi, IGNOU New Delhi, NIOS New Delhi, QEEE and IIT Madras, NCERT.

❖ Opportunities of Swayam Prabha to the people of India:

- a. The Scope of Swayam Prabha covers all sector of the economy, so the citizen engages in different profession or students engages in different study can get benefit by watching this channel.
- b. As the education is provided through television anyone from any corner of the country improve their skill by learning through doing.
- c. The channels not only helpful for the students but also to the teacher, the shows for the teachers managed by the National Council of Educational Research and Training.
- d. It is cost effective because anyone can get these channels at free of cost by taking DD Free Dish or Dish TV

connection.

❖ Challenges of SwayamPrabha:

- a. Only DD Free Dish and Dish TV telecast channels of Swayam Prabha , so people or learner who want to lean through Swayam Prabha channel need to take the connection of that operator who are providing such channel which is not feasible in present day.
- b. Most of the time the channels are out of service so learners miss their episode.
- c. Installation of Swayam Channel need expert, a man with basic technical knowledge unable to configure the channel.

4. CONCLUSION:

The success of Swayam and Swayam Prabha entirely depends on the quality of course offers to the citizen and also on the relevance and the success of the candidates who are taking this course. Every educational institution that offering learning through Swayam should have separate arrangement for the students who want to learn from these courses. The recent development in telecommunication sector give big boost to this programme, with better internet speed at very affordable price make the programme more advantageous for the Govt. of India because it attracts more enrollments of the candidates. The Govt. is trying to impart quality education in the country, Swayam and Swayam Prabha is one of the crucial steps towards this action. In present time Swayam and Swayam Prabha is in its infant stage it requires lots of changes and improvements like advertisement, campaign in school, colleges, universities, making compulsory telecasting of the Swayam Prabha channels by all the DTH operators and the last and most important is pre-installation of the Swayam application in the newly manufactured Smartphone's in India. The development of this programme mainly depends on the Government, national agencies like NPTEL, CBSE, NCERT, NIOS and UGC and the top most institution of the country. Government should update the Swayam App with more features and make it user friendly so that the app can attract more and more enrollments into the various courses listed in Swayam because the educator of the Swayam App are far better than the other learning app like Unacadmy, BYJU'S, Lurninggo, edX etc.

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- e-kranti : Electronic delivery of services*