



Madhya Pradesh Bhoj Open University, Bhopal

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राजा भोज मार्ग, कोलार रोड, भोपाल (म० प्र०) – 462016

Best Practice #4:

Title of the Practice: Reaching the Unreached: An Experiment of Madhya Pradesh Bhoj Open University to disseminate higher education via state-owned Television Channels

Madhya Pradesh Bhoj Open University's experiment to disseminate higher education via state-owned television channels is an innovative approach to reaching the unreached population. This initiative aims to provide quality education to those with limited access to traditional modes of higher education, such as attending physical classes on college campuses.

Utilizing various audio and video programs enables students to receive lectures and engage in discussions from the comfort of their own homes. The program's primary goal is to make education accessible to those living in remote areas with limited educational resources. This initiative is an excellent example of the effective use of technology to address social inequalities and bridge the education gap. This commendable initiative can potentially transform the lives of millions of students in the state. It is a step towards making higher education accessible to everyone, regardless of location or socioeconomic status.

The Objective of the Practice:

The primary objectives of the initiative Reaching the Unreached are as follows

1. To make higher education accessible to students living in remote areas with limited educational resources.
2. To provide quality education to students who cannot attend physical classes on college campuses for various reasons, such as financial constraints or family responsibilities.
3. To bridge the education gap and promote social inclusion by providing equal educational opportunities to all.

4. To use technology to democratize higher education access and promote innovative teaching methods.
5. To improve the overall educational standards of the state and contribute to the country's economic development by creating a more educated and skilled workforce.
6. To create a sustainable model for disseminating higher education that can be replicated in other states and countries.

These objectives reflect the initiative use of technology to address social inequalities and ensure that education is accessible to everyone, regardless of their location or socioeconomic background.

3. The Context:

The context was unprecedented and unimaginable because of the pandemic, although dissemination of education via Television is not new in India. The constraints/ limitations range from the inaccessibility of the internet by the learners due to myriad reasons.

4. The Practice:

☐ Internet Video Service of Bhoj Darshan University -

University internet video service Bhoj Darshan has been operational since 26 January 2015 and is open for students. Through this service, students can watch video lectures on a computer, laptop, or mobile phone through the Internet. The important features of Bhoj Darshan Seva are the range of its compositions. Through this, the student can study by watching video programs on the Internet at his convenience. About 300 video programs in Bhoj Darshan service Link for students <http://mpbou.edu.in/ada/bhojdarshan.html>.

☐ Bhojvani - Internet Audio Service of the University -

EMPRC Internet audio service (Bhojvani) started on 8 July 2006 and is operational. This was the first attempt at an internet-based audio service for educational use in Madhya Pradesh. In this service, the student can choose audio programs according to his convenience and study through an audio medium. This service is available free to all students and the public without any login password. New audio lectures/programs are created and aired from time to time in Bhojvani. Currently, about 535 audio programs are available in the Bhojvani service link <http://mpbou.edu.in/Bhojvani.html>.

☐ Issuance of press notes to newspapers

University Press notes are prepared and issued to the newspapers on information pertaining to seminars, workshops, training programs, and other events organized by the University from time to time.

□ Photography and Videography work -

Photography and video are done as per the administrative instructions of the programs organized by the university from time to time.

□ Operation of YouTube channel

In order to make various educational visual and audio programs made can be accessed by the students, question paper-wise playlists are uploaded on the YouTube channel from time to time. Till now, 835 programs have been uploaded. This can be viewed by visiting the following link <https://www.youtube.com/@emprempbou>. The other statistics relating to the channel are as follows.

Channel Subscriber: 42,416 Channel Total Views: 25,94,487

Total available video programs - 300 Total available audio programs –535.

Evidence of Success

The University and DD Madhya Pradesh produced more than 250 lectures by concerned subject experts for BA and BSc programs with DD Madhya Pradesh. After all the preparation, these lectures were telecasted daily on DD Madhya Pradesh from March 2019 to June 2019 between 8:00 to 10 PM. DD Madhya Pradesh was asked to re-telecast all 250 lectures that Madhya Pradesh Bhoj Open University had on air. Arrangements were made between November and December 2020 to reduce the impact of the pandemic on students and keep them on track. The repeat telecast was done for the UG-level program of the academic session 2020-21. The office of the Higher Education commissioner of Madhya Pradesh had communicated the principles of all education Institutions to inform the students about telecasting of lectures on DD Madhya Pradesh and make necessary arrangements to attend classes in the community centers for those who have no TV sets.

The decision of the higher education department of Madhya Pradesh to re-telecast all 250 lectures on Doordarshan Madhya Pradesh which Madhya Pradesh had on air for the students, was a very thoughtful and appreciated step to engage students in the educational process through non-personal interaction during the pandemic.

Problems Encountered and Resources Required:

The problems encountered ranged from the constraints pertaining to the availability, accessibility, and affordability of learners residing in the remotest areas of the state of Madhya Pradesh.

The resources required to implement the practice primarily include an uninterrupted power supply and robust Internet facility to every nook and corner of the state. To adopt Best Practice in its true sense, the university aims to disseminate the knowledge to its learners on a regular basis and cover all the programs in both languages.

Notes (Optional)

From the Educational perspective, the university derived the benefits of teaching through Television to its students were:

- ☐ Expanded and enriched classroom learning experiences for its students created a genuine interest in the subjects taught.
- ☐ more accessible learning with audio-visual aids, and
- ☐ Better engagement of students with learning more than the other means of education delivery.

The challenges during the pandemic ranged from the issues of the availability, accessibility, and affordability of the learners. The efforts of Madhya Pradesh Bhoj Open University in imparting teaching/Knowledge dissemination through Television is a best practice to reach the Unreached and promote higher education in the ODL system.

The covid-19 pandemic has been one of the most significant challenges for the educational system, which affected more than 90% of the world's student population. UNESCO 2020 report on internet-based learning reveals the significant divide between and within countries. Less than 50% of the students belonging to low and middle-income categories have access to the Internet.