

Promotion of SWAYAM MOOCs

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MHRD

Government of India

Ministry of Human Resource Development

Why Digital Education ?

- **70 years of Independence**
- **Competing Demands on Resources - Excellence & Equal Access**
- **GER - 25 % (Chandigarh - 54 %; Bihar - 14 %)**
- **Brick & Mortar Model-**
 - **Next 20 years - Every Month - 6 Univ & 270 Colleges**
- **Technology - Fine balance to achieve both Excellence & Equal Access**

Positive EcoSystem

- **Demographic Dividend**
- **Millennials - By 2020**
 - **36 % of population; 61 % of Internet users; 78 % of Online shoppers**
- **Internet Penetration**
 - **60 cr smartphones**
 - **50 cr internet users**
- **Lifelong learning instead of Learn, Earn and Retire**
- **Future of Work**



Objectives

- Anyone, anywhere, anytime learning
- Learning at no cost
- Equity in access to quality education

Implementation

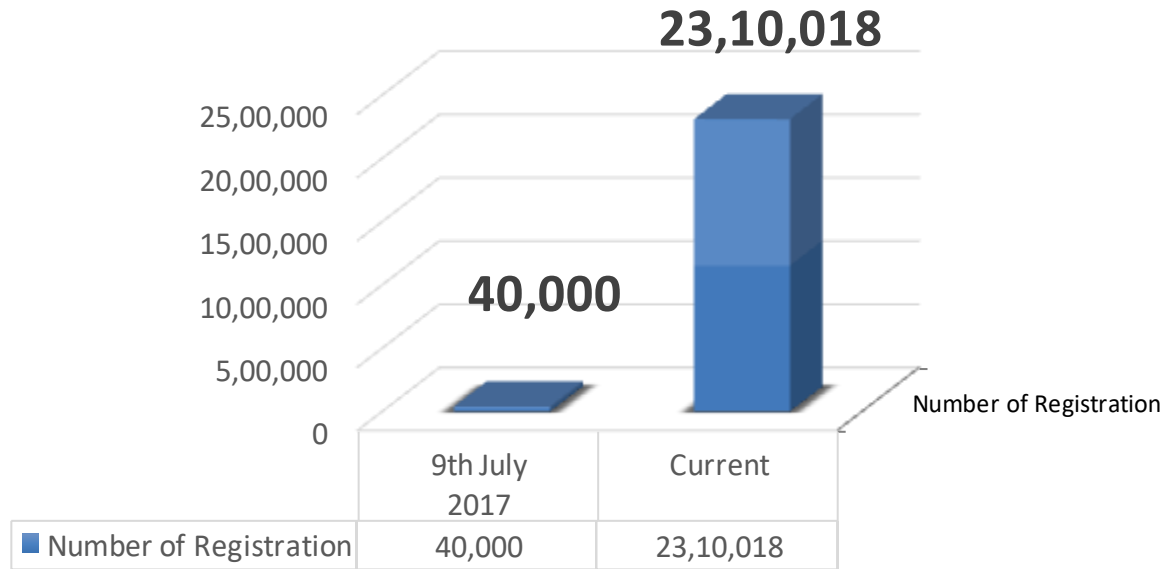
- Launched on 9th July 2017
- 9 National Coordinators – (NPTEL/UGC/CEC/IIMB/IGNOU/NCERT/NIOS/AICTE/NITTTR)

Regulation

- UGC: *Credit transfer Framework through SWAYAM*
- Guidelines for quality maintenance in courses June 2017
- Under Career Advancement Scheme (CAS) of UGC, Creation of MOOCs or training through MOOCs is one of the eligibility criteria for promotion

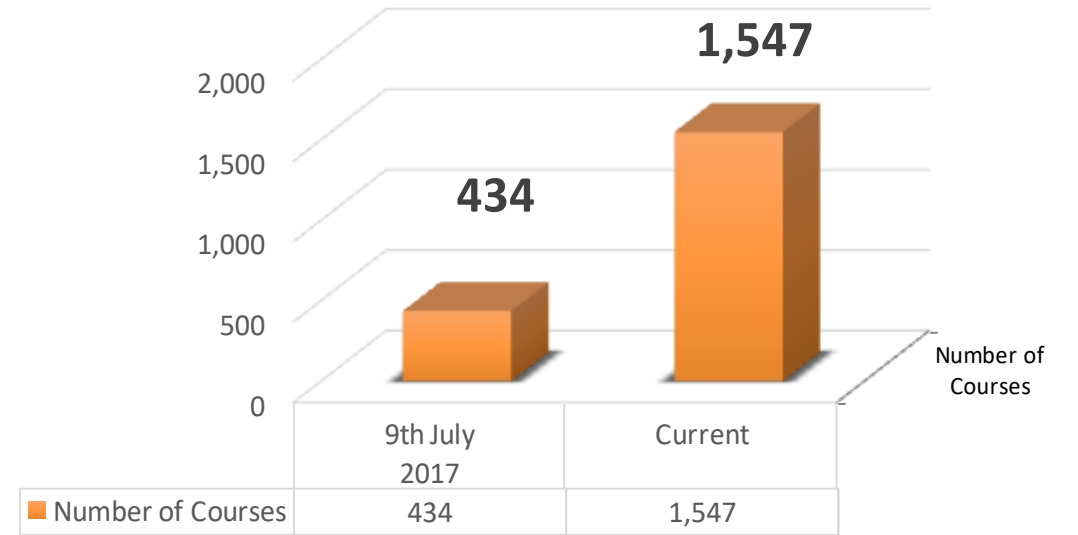
Speedy Progress

Number of Registration



■ Number of Registration

Number of Courses



■ Number of Courses

SWAYAM :

- **106 Universities / Institutions approved SWAYAM courses.**
- **Courses from more than 50 Universities**

..... National Law University-Delhi , IGNOU , JNU , Delhi University, University of Calicut , Punjabi University , Manipur University, University of Kashmir , Savitribai Phule Pune University, Maharaja Sayajirao University of Baroda , Calcutta University , Osmania University, Madurai Kamaraj University

- IITs - 7
- IISc Bangalore
- IIM B
- NITTTRs- 4
- NCERT
- NIOS

How to use SWAYAM MOOCs

- **Changing role of Teacher – Facilitator**
- **SWAYAM courses as substitute for some Regular classroom courses**
- **Use SWAYAM courses for extra credits**
- **Use SWAYAM courses in Blended mode**
 - **The faculty could blend the SWAYAM course with the classroom course**
 - **Support the SWAYAM course with laboratory facilities in the college/university**

Promotion of MOOCS :

- **Informal Promotions**
- **Formal Promotions / Marketing**
- **Use of Social Media**
- **Through Industry and Institutional Network**

- **Informal Promotions (by faculty):**
 - **Use personal & professional conversations**
 - **Colleagues in other geographical areas**
 - **Influencers and professional associations**
 - **Alumni Networks and students**

Formal Promotion (by Universities/ Institutions)

- **Institutional magazines, Newsletters and Bulletins**
- **Campus Notice Boards , Posters etc**
- **Community publications, Intranets, Mailing lists**
- **Holding Workshops, Seminars and talk Shows**
- **Local Chapters with strong student faculty participation**
- **On homepage of institutions/Universities**
- **Publicize in traditional media like newspapers and TV commercials**
- **Use TVCs and Radio jingles produced by UGC**

Use Social Media (by Faculty & Universities/ Institutions/students):

- **Promotion on online communities / forum on related subject areas,**
- **Asking influential individuals / to share through social networks**
- **Use of Social Media networks i.e Twitter, Facebook ,Instagram etc with verified accounts, with proper hashtags, keywords.**
- **Blogs and Articles in related forums..**

Industry and Institutional network:

- **Partnership with Industry for skill specific courses**
- **Prepare Courses for Industrial trainings**
- **Inviting Industry persons to talk about skill courses**
- **Special lectures by Industry experts**
- **Courses on hot topics of Industry**



Thank You