

GOVERNMENT OF INDIA
MINISTRY OF HUMAN RESOURCE DEVELOPMENT
DEPARTMENT OF HIGHER EDUCATION

LOK SABHA
STARRED QUESTION NO. *22
TO BE ANSWERED ON 05.02.2018

Swayam Prabha

*22. SHRIMATI SUPRIYA SULE:
SHRI DHANANJAY MAHADIK:

Will the Minister of HUMAN RESOURCE DEVELOPMENT be pleased to state:

(a) whether the Government is aware that educational channels launched under the 'Swayam Prabha' scheme are available only on Doordarshan as private channels have refused to air them;

(b) if so, the details thereof and the reasons therefor;

(c) whether the Government has taken any steps to make available such educational channels through mobile app and if so, the details thereof;

(d) whether the Government has appealed to cable operators and telecom companies to air such educational channels for the benefit of students and if so, the details thereof along with the response of the cable operators and the telecom companies in this regard; and

(e) the other steps taken by the Government to popularise the educational channels launched under 'Swayam Prabha' scheme?

ANSWER

MINISTER OF HUMAN RESOURCE DEVELOPMENT

(SHRI PRAKASH JAVADEKAR)

Part (a) to (e) A Statement is laid on the table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (e) OF LOK SABHA STARRED QUESTION NO. 22 ASKED BY SHRIMATI SUPRIYA SULE AND SHRI DHANANJAY MAHADIK REGARDING SWAYAM PRABHA

(a) to (e) The (32) DTH Channels launched under “SWAYAM Prabha” have been transmitting high quality educational content on 24X7 basis. The content is prepared by the best teachers in the Country. The channels cover requirements of classes 9th and above till post-graduation for wide-ranging disciplines covering: engineering, management, accountancy, science, practicing arts and humanities. These channels are uplinked to GSAT-15 satellite through the Bhaskracharya Space Application Centre at Gandhinagar.

For ensuring that these channels reach to the maximum persons, Minister for HRD convened a meeting with all DTH and cable operators, and invited them to carry these to their subscribers, without seeking any financial support from Government. Accordingly, the following carriers have agreed to/ started carrying the SWAYAM Prabha channels, thereby reaching more than 22 Cr subscribers.

Name	Category	channels	Subscriber base (in Lakhs)	Status
DD Free dish	DTH	All	220	Operational
DDC	Cable	All	1	Operational
Hathway	Cable	Teacher Education (Channel No. 26)	85	Operational
Dish TV	DTH	All	140	Operational
Airtel TV app	ISP	All	200	Planned in next 30 Days
Jio TV app	ISP	All	1600	From 26 th January
Total			2246	

Minister for HRD held a meeting with the Vice Chancellors of all universities, with the objective of working out action plan for taking the digital learning forward. Based on the action plan finalised in that meeting, 187 universities and 1196 affiliated colleges have set up facilities to receive the SWAYAM Prabha channels in their institutions. 1,454 classrooms have been provided facilities for receiving SWAYAM Prabha channels in the classrooms, so that the flip classroom model can be used to enrich the learning. You Tube is hosting all the archives of the lectures free of cost, so that anyone who missed a lesson can use that facility to catch up.

Apart from this, an advertisement campaign through Social Media is being done.
