Significance of NME through ICT in Higher Education: e-PG Pathshala and MOOCs

MS. Poonam Singh*
Ramesh Kumar Sharma**

Abstract

Education is the key to all the barriers and to find out this key that will clear all the hurdles now, we have moved towards the digital keyboard. In 2016, Indian Prime Minister, Shri Narendra Modi launched one of the most prestigious platforms Massive Open Online Courses (MOOC), 'Swayam' which is hosting over 2,000 courses for up to three crore students across the country.

In today's time, the learning model differs a lot from the conventional instructive methodology as it acquaints understudies with e-learning materials to use them for the top to bottom homeroom conversations and hands-on exercises to fortify learning. These activities have encouraged the prominence of new-age instructional methods, enabling understudies with self-learning capacities through e-learning devices just as the appropriation of experiential learning answers for an all-encompassing learning experience. A portion of the practices that are changing the Indian training framework as of now and will keep on doing.

The paper focuses on analyzing some of the key e-learning resources and governments initiatives such as MOOC, e-PG Pathshala, UGC-SWAYAM. This study is based on secondary data collected from online platforms and previous studies.

Keywords: *ICT, E-learning, Online Education, NME, e-PG Pathshala, UGC-SWAYAM, MOOCs.*

*   Visiting Faculty, VSJMC, VIPS Delhi & Assistant Editor, BW Business world, India
**   Associate Professor, VSJMC, VIPS Delhi, India
     Email:- ramesh.kumar@vips.edu

INTRODUCTION

The novel coronavirus has given us the reason to embrace the new technology or new methods in the existing system. There is no denying that all of us are afraid to experiment in a first go. However, accepting the new wave is the right decision for every sector. Every crisis has its pros and cons, so the COVID-19.

When Honorable Prime Minister Narendra Modi launched one of the most prestigious platforms Massive Open Online Courses (MOOC) 'Swayam' which was hosting over 2,000 courses, 2,50,000 hours content to over three crore students across the country **(Data source)**. Now, the number of student's enrollment is on the rise. The national stage MOOC is intended to achieve the three cardinal norms of India's Education Policy: access, worth and quality. Since its beta launched in July 2017, the platform has enlisted more than 10 million students. At the rate it's developing, in a couple of years, SWAYAM could turn into the world's biggest MOOC supplier, offering courses in a wide assortment of orders from esteemed Indian organizations, for example, IITs and Central Universities.

This progress is exceptionally impacted by the quick advancements in data and correspondence advances (ICTs) everywhere throughout the world. The presentation of ICTs in the advanced education has significant ramifications for the entire training process particularly in managing key issues of access, value, the executives, effectiveness, teaching method and quality. Simultaneously the ideal use of chances emerging because of dissemination of ICTs in advanced education framework introduces a significant test for higher instructive establishments. Right now, paper tends to the chances and difficulties presented by coordination of ICTs in different parts of advanced education in the present situation.

These days, the learning model is completely not quite the same as conventional instructive methodology as it acquaints understudies with e-learning materials to use them for the top to bottom homeroom conversations and hands-on exercises to fortify learning.

Is it accurate to say that we are truly going advanced? Truly, indeed, we have become an altogether innovation-driven nation, be it banking, retail, auto part or education.

Innovation is probably the greatest factor affecting the Indian education situation today. We see it as advanced substance and homerooms, online appraisals and cloud-based stages, increased by the exponentially developing Internet and cell phone infiltration. This mix of innovation in instruction, which is offering stimulus to activities, for example, online instructor preparing and incorporated learning, is required to proceed at a quick pace all

through the nation.

These activities have encouraged the prominence of new-age instructional methods, enabling understudies with self-learning capacities through e-learning devices just as the appropriation of experiential learning answers for an all-encompassing learning experience. A portion of the practices that are changing the Indian training framework as of now and will keep on doing so are as per the following.

For a computerized sound stage to advance versatile learning in India, there is a need to embrace a sound advanced learning model that can help the students by giving scholastic guide and additionally persuading them to build up a between disciplinary inclination for more prominent mechanical combination.

The paper focuses on analyzing some of the key e-learning resources and governments initiatives such as MOOC, e-PG Pathshala, UGC-SWAYAM, mooKIT (Open-source MOOC Management Software), IITBX, ApnaCourse, etc. to comprehend their e-learning model and to distinguish the parameters which are demonstrative of versatile realizing and what more can be coordinated to guarantee that the students are furnished with complete comprehension of inductive, deductive and disclosure based learning.

NME THROUGH ICT:

The National Mission on Education through Information and Communication Technology (NMEICT) has been considered as a Centrally Sponsored Scheme to utilize the ability of ICT, in training and learning procedure to help all the understudies in Higher Education Institutions in at whatever point wherever mode. This was required to be a critical mediation in redesigning the Gross Enrolment Ratio (GER) in Higher Education by 5 rate centres during the XI Five Year Plan period.

The three cardinal guidelines of Education Policy viz., access, worth and quality could be served well by offering system to all schools and universities, giving negligible exertion and moderate access-cum-figuring contraptions to understudies and educators and giving extraordinary e-content freed from cost to all understudies in the country. NMEICT incorporates every one of the three segments. The Mission has two huge sections: giving system, close by game plan neglects to devices, to foundations and understudies; Content age.

It looks to connect the computerized isolate, for example, the hole in the abilities

to utilize registering gadgets to instruct and learning among urban and country instructors/ students in Higher Education space and enable those, who have up to this point stayed immaculate by the computerized upset and have not had the option to join the standard of the information economy. It intends to concentrate on suitable instructional method for e-getting the hang of, giving the office of performing tests through virtual research centres, on-line testing and accreditation, on-line accessibility of instructors to guide and tutor students, use of accessible Education Satellite (EduSAT) and Direct to Home stages, preparing and strengthening of educators to viably utilize the new strategy for showing learning and so on.

To understand more about NME through ICT, we have interviewed top-notch education leaders to understand the mission and its value for our skilled people.

Let's talk about the new waves in of the digital technology or digital era that has changed the way we think, write, talk, walk and more. How far we have reached in digitalisation if we talk about a particular sector. What was the need of an hour? To get a better idea about the same, dig out some facts from the past.

NEW FORMS OF PRODUCTION AND BRANDING IN THE DIGITAL WORLD:

Till about a decade ago, a YouTuber did not exist, even though YouTube did since 2005. It was not just grammatically incorrect but notionally incomprehensible. Today, it is not just a thriving profession and a legitimate career goal for young people, with an audience that runs in millions but also an alternative form of receiving news and entertainment, learning and addressing socio-political issues, changing interpersonal relationship structures, of the times, especially using the sketch, skits, and stand-up comedy. Largely seen as a 'millennial' channel, Google statistics suggest that this is largely a myth. (1) Yet, there is no definitive, qualitative data yet on the demography of YouTube or social media users, singularly in the Indian context. The revolution has occurred not just in terms of the content and form of the message delivered but also the model of revenue generation: In Marxist terms, the birth of a new means of production. Many such YouTube starts to earn as much as Rs 3-4 lakh a month.(15) Revenue is generated through advertising, using Goggle AdSense, wherein the artist earns as much as 55% of the earnings; the cost-per-click model. There is also the cost-per-view model that comes into effect if a viewer swatch even half the duration of the advertisement. Often the channel approaches video uploaders with a monetisation plan after their work garners substantial views. In India, the average RPM (revenue per thousand impressions) for YouTube is $6-7. (3) In the case of bigger online-only companies – example All India Bakchod (AIB) and The Viral Fever(TVF)—brand integration and sponsorship is a

major component in their profitability.

Another significant aspect of the digital video sub-culture is the tutorial genre (Udacity, Udemy, Byju's, Coursera, Future Learn, edx, etc.) which is rendering conventional skill-learning and teaching obsolete. From learning a new language of coding to recipes or guitar lessons to motivational speeches and even medical advice, there are tutorial videos for almost every occasion. Unlike educational institution systems, degree qualifications and other veracious proof of expertise are not factors that determine the educator's reliability. The pragmatism of their approach pushes their scores. To that extent, it's not just the accessibility of the form of communication but also the choice of content and mode of explanation that is making a marked impact. For instance, videos that focus on science experiments, on YouTube and Facebook, that can be conducted at home as opposed to videos explaining why a particular element combusts when it comes in contact with water, are likely to find more takers, despite outlining the same principle of chemistry.

Even when it comes to primary and graduate-level education, e-learning website, apps and the proliferation of massive online open courses (MOOCS) have been gaining wider acceptance over the last decade. The idea behind the Indian government's SITE and school education television endeavours during the 1960s and 70s are interestingly, are now finding expression as teaching aids posited in an entirely new mass medium.

Besides YouTube, there are a host of digital video content curation platforms that have mushroomed in India since the 2010s that cover news, entertainment and everything in between.

As per KPMG's report, the Indian market for over-the-top video service providers was worth Rs 21.5 billion ($296 million) in the financial year March 2018. And by the year 2023, it's expected to grow 45% annually through 2023. However, the novel coronavirus has put the entire world on hold. On the other hand, the use of the internet and technology has seen a surge by between 50% to 70%, according to some statistics.

Is this new media, therefore, a threat or an extension of traditional structures? There is evidence to suggest that it is both. US-based Netflix launched in India in 2016 and has been a game-changer in the industry primarily because of the spate of international film and series it offers as well as the ''original' shows and cinema it produces. It India, the series Sacred Games has been the most popular and polemical contribution and Netflix is fast becoming the preferred medium for creative artists and consumers because of the freedom it offers (however, that is subject to change given the shadow of censorship being cast in

this direction (2)) and the catapult into global exposure it guarantees. Amazon Prime Video works along similar lines with a larger repository of Indian-language content than Netflix. Hotstar, a wholly Indian (Star India) online streaming platform that began operations in 2015, follows a hybrid model to the effect that it encroaches on Hindi television territory in a more direct manner. Not only is its library larger on account of fewer copyright clashes with US television/film networks, the simultaneous and sometimes advance streaming of current television series, sporting events and news features is what is making television programming redundant. The caveat, though, lies in the relatively limited reach of the online platform and the well-entrenched TV viewing habits of the general populace. Therefore, even Netflix advertisements are broadcast on television, especially during prime time. Contrarily though, it is the representation of urban life and the 'new Indian' youth-oriented mindset in the form of web series, spoof videos and satires using the cultural lexicon of the 21st-century quintessential Indian city dweller that is seen as a divergence from mainstream television and insures the success of the work produced.

A report by the Internet and Mobile Association of India (IAMAI) revealed that the number of Internet users stood at 481 million in December 2017, an increase of 11.34% over December 2016.

Urban India with an expected populace of 455 million as of now has 295 million utilizing the web. Country India, with an expected populace of 918 million according to 2011 enumeration, has just 186 million web clients forgetting about possible 732 million clients in rustic India.

With 225 million monthly active users (MAUs) on mobile phones alone, YouTube has penetrated 80% of India's Internet user base, Google data revealed in March 2018. https://economictimes.indiatimes.com/tech/internet/internet-users-in-india-expected-to-reach-500-million-by-june-iamai/articleshow/63000198.cms?from=mdr

THE BUSINESS OF 'INFLUENCE'

In studying the politics of cliques or the social dynamics of any informal group, it can often be noticed that there is one or a set of key individuals who are the decision-makers and it's their behaviour that affects the functioning of others around them. On social media -- Facebook, Twitter and Instagram—this power play is out in the public arena, and this has led to brand builders cashing in on the strategy of 'influencer' marketing. It can be understood as everyday-celebrity endorsements. As a worldwide community stage for sharing any or all aspects of a user's life, Facebook (and by extension Instagram) has been able to establish a

culture of aspiration: the lives of certain people are either the subject or envy or emulation. It is urban modelling 2.0 because firstly, it occurs at a lateral level since all participants on social media have the same degree of agency and social interaction is a two-way process unlike television, films or fashion which has hitherto, provided the subjects on whom the audience model themselves. Secondly, social media influencers, post about food, fashion and travel as intrinsic to their lifestyle and personality which makes it count as an authentic experience for the people following, who in many cases, personally know the endorser. Thus marketers believe that any product shown to be used or recommended by an influential person on social media will most likely be purchased by consumers. Many influencers are earning in anywhere between a few thousands to a few lakhs working with brands.

But there are pitfalls to this approach as well, as a backlash has been building up these social media icons. (4) Many industry executives feel like they are being taken 'for a ride' as influencers are now making exorbitant demands and also endorsing rival products. Moreover, many of their 'followers' have turned out to be artificial chatbots. There are more than 1 million internet based life influencers all around and that number is expected to rise aggressively as this field has end numbers of career options with no obstacles to the starting point. (4) This is set to change with companies bringing in a stringent selection process using algorithms, contracts with non-compete clauses to streamline the process and even assess the quality of content posted by the influences that are mostly in the 20-something urban social class.

Social media influence also works in ways when not mediated by brands consciously. A few years ago, a Facebook post about an old man, bruised by circumstances and abandoned by family, who sells puppets in New Delhi (with the specified location) went viral. Consequently, many people flocked to purchase his creations in what was indeed a heartwarming gesture. The impact may have been short-lived but then there is a growing trend of video features that explore 'unknown' or 'the best in the city' food joints and other local boutique offerings which put the said businesses on customers' radars.

The nature of fame on social media can be dangerously ephemeral because of its very nature. It is omnipresent, non-discriminatory, and ever-expanding. The same factors that allow an individual a heightened status are also the cause of its dissipation. Increasingly, thus, it can be observed that traditional rules of business are being brought in to professionalize this arena to tackle the problem of plenty leading to a survival of the fittest order. Paradoxically, the level-playing field of social media is now being governed by tenets of the conventional advertising and brand management industry while television/film stars are using social media

to connect with people in a more direct, free-for-all manner. As a result, they don't seem as inaccessible as they used to earlier. Unlike other media, digitally establishing yourself is not the challenge, staying relevant is. For production entities or performers of any kind who are restricted to this media exclusively, the edge lies in the open channel of direct communication with the people directly assimilating their work; an opportunity not afforded to their offline counterparts.

CONCLUSION

National Mission on Education through Information and Communication Technology (ICT) seeks to spread out the reach of technology so it can connect with over 18000 colleges in India including each of the departments of over 400 universities/deemed universities and institutions. This initiative has been taken to full-fill all the technical barriers/gaps so it can connect or provide connectivity on the cusp of every corner.

To complete this mission that will provide connectivity and digitization to all nooks and corners, it shall explore the network of BSNL/MTNL and other providers, in the best possible ways to give availability using Very Small Aperture Terminal (VSAT), Very Personal Network (VPN) and EduSat channels.

It intends to bridge the digital divide - the gap between to access modern information and communications technology, so they can use computing devices to teach among urban and three rural teachers/learners in the education domain and empower those, who don't have any idea about or their life is completely untouched by the digital revolution. The people who haven't been able to be in the mainstream of the knowledge pool. By taking such initiatives, they can use ICT in the best way to provide education to all corners of the country.

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