



Dr. B. R. AMBEDKAR OPEN UNIVERSITY

Prof. G. Ramreddy Marg, Jubilee Hills, Hyderabad - 500 033.
Centre for Internal Quality Assurance (CIQA)



Best Practice

**ESTABLISHMENT OF ELECTRONIC MEDIA
RESOURCES AND RESEARCH CENTRE**

B R A O U

ABOUT THE UNIVERSITY

The University, initially known as Andhra Pradesh Open University, was set up on 26th August 1982 through an Act of the A.P. State Legislature (APOU Act 1982). Subsequently, the University was renamed as Dr. B.R.Ambedkar Open University on 26 October, 1991 by the Government of Andhra Pradesh. The establishment of this University, the first of its kind in India, heralded an era of affirmative action on the part of the Government of Andhra Pradesh to provide opportunities of higher education to all sections of society to meet the changing individual and social needs. The University offers services to defense personnel, prison inmates and learners from remote and tribal areas who are not having access to education. All the programmes offered by the University are recognised by the University Grants Commission, New Delhi. The motto of the University is "EDUCATION FOR ALL". The university is adapting all the latest ICTs regarding teaching, learning and evaluation to reach the unreached.



- ♦ Enrichment of on-going academic programmes.
- ♦ Competency building through education and training programmes. Interactive individual-based teaching learning processes.
- ♦ Reliable and credible student evaluation systems.
- ♦ Result-oriented, accountable and transparent administrative and logistic support systems. and
- ♦ Research, innovation, training and networking for system development and staff development.



Dr. B. R. Ambedkar's social philosophy of education as a means of creating an egalitarian society is the vision of this University. Access to relevant, quality education and training programmes for diverse sections of society with a focus on hitherto deprived sections at lower costs by using the modern technologies in teaching-learning processes as well as in administrative and support services is the goal of this University. The University programmes aim at making education and training instruments for living and for making a living.

ESTABLISHMENT OF ELECTRONIC MEDIA RESOURCES AND RESEARCH CENTRE



The Audio-Visual Production and Research Centre (AVPRC) was founded in 1983 as a division of the Material Production Directorate. This was established as a separate full-fledged directorate in 1993 to oversee the production of audio, video, and radio classes, as well as the running of Tele-lessons for the benefit of University students. In 2022, the AVPRC has been renamed the Electronic Media Resources and Research Centre (EMR&RC). Dr. BRAOU's EMR&RC organizes Teleconferences, which are the first of their kind in India and have never been tried by any other Open University in the country to date. EMR&RC is the University's main e-resource center, which creates and broadcasts audio-visual programming via All India Radio, Doordarshan, and other satellite channels such as Mana T.V. and SAP Net. Apart from that, the center documents all University programs such as seminars, conferences, memorial lectures, and so on as a data bank for future use.



The Objectives of the practice

- To reach the unreached via technology mediated educational programmes.
- To organize transmission of educational programmes
- To upgrade, update and enrich the quality of education through electronic media and
- To research the application of educational technology in distance education.

The Context

The fundamental notion of Open Distance Learning (ODL) is that it is a method of education in which instructors and learners do not have to be present in the same place or at the same time. The distance of students from their instructors and fellow students has offered several options to BRAOUL for filling instructional gaps. Face-to-face learning environments allow students to learn from their classmates, listen to their instructors' voices, find answers, and have their questions cleared at the moment. Such an atmosphere is not envisioned in the ODL educational system. Recognizing the importance of two-way communication between teachers and students, as well as peer group interaction in a learning environment, the University made systematic efforts in its early years to establish some kind of connectivity in its educational planning and course design. The University has embraced a multi-media approach to educational instruction, reflecting the vision and mission goals, and has begun particular action plans as a result. A series of academic exchanges together with students' experiences – in teaching and learning – has led to the development of learner-friendly instructional study material. The study material was developed with the support of subject experts, and the implementation of face-to-face counselling sessions for UG (24



sessions) and PG (16 sessions) courses on Sundays for the convenience of students enabled effective instruction. There is also a provision for tutor-marked tasks so that students may prepare for final exams. The use of electronic media, encompassing radio, audio, and video lessons, as well as the organization of teleconferences with the assistance of All India Radio, Doordarshan, Mana TV, Sap net, and others, aided in providing technology-mediated education to students, bridging the gap between teachers and students and connecting students with the institution.

The Practice

The University has begun to implement new media in its teaching practices as part of its educational planning. A sequence of talks between subject experts and professional media personnel that took place in the early years resulted in thorough planning of educational software development, which included anchoring, dubbing, screenplay authoring, editing, and presenting. Electronic media was viewed as a technical tool for improving the existing





educational system. Technology-mediated education gave an opportunity and occasion for educational change to be implemented. The production of radio programs, audio, and video cassettes, and making them available to students improved their learning, reduced their sense of distance from their teachers, helped students feel connected, allowed students to access the learning materials as often as needed, and engage in learning at their own pace, with instant playback, rewind, and pause options, and reduced the number of frequently asked questions from students.



The delivery of notes or printed material was the only medium of instruction in the early stages of distance or correspondence education. Against this backdrop, Dr. B. R. A. O. U. has deviated from the usual and carried out a multi-media strategy for offering higher education through distance mode. The organization's attempts to incorporate electronic media into education culminated in the creation of radio and audio classes for supplementing print information. The teachings aired and broadcast by electronic media,



i.e., radio, audio, and teleconferences, were valued by students and the general public for their use in their academic lives. As a result, the University has used the potential given by technology to benefit its students. The teleconferences were interactive, allowing for two-way discussion between the student and the teacher/resource person. This provided more opportunities for learning and teaching, as well as more effective learning than studying alone.

The participants' social interaction was encouraged through the teleconference programs. Students who were unable to take part in the teleconferences or listen to the radio broadcasts were given audio cassettes so they could examine the material at their leisure. Broadcasting courses were seen to be crucial in breaking down learners' isolation. Thus, broadcasting and telecasting courses aided students in understanding and swiftly integrating the subject while also providing pupils with a much-needed psychological lift and a sense of belonging to an organization. Audio-visual aids are considered supplementary devices by which the teacher clarifies, establishes, and correlates concepts and develops interpretative ability and appreciation.





Evidence of Success

Several studies were conducted and some of the reviews of Dr. BRAOU's teleconference programs are presented hereunder:

1. Prof.V.Venkaiah (2006) published a paper, 'Role of Teleconferences and Telelessons instructional strategy of Dr.BRAOU – A Study of Access and Utility'. The Study revealed that 70% of the students found the teleconferences helpful.
2. Dr.P. Madhusudhan Reddy (2006) published a paper, 'Interactive Video Tele Conferencing programs in Dr. BRAOU: Retrospect and Prospect'. The study revealed that IVTC programs were satisfactory to the learners.
3. A study was conducted on teleconferences and tele-lessons by Prof. V.S. Prasad and Prof. Venkaiah in 2005, where it was found that the interaction from the students is more in DD-8 programs





than in Mana TV. This is due to coverage of D.D. Network in terms of coverage of geographical areas. These teleconferences of D.D. were found to be highly satisfactory by the learners.

4. Dr.D. Udayani submitted a thesis, 'Use of Audio & Video Technologies – A Case Study of Dr. BRAOU'. The study was conducted in 2005. As per the study, 58% of students viewed the teleconferences and felt satisfied with the course content.

It is evident from the above analysis that Dr.BRAOU has been widely using technology since its inception and they are integral to the teaching-learning process. Interactive technology initiatives are undertaken from time to time to meet the instructional needs of the students.



Problems encountered

1. Most of the teleconference programs are confirmed one or two days before the live telecast. Hence the quality of the program may be compromised.
2. Some experts come with good formats like graphics and this affects the program, as EMR&RC does not have enough budget



for these formats. The rates of remuneration are low and are not sufficient to be paid for the professionals as well as to incorporate graphics. The cost of production needs to be enhanced if EMR&RC has to incorporate graphics in teaching.

3. Teleconference program schedules are not available in advance to the students. The schedules have to be sent in advance to students and this requires financial and human resources.
4. The clash in timings of the teleconference programs with the counseling sessions needs to be addressed, EMR&RC requires more budget allocation to take prime time to telecast/broadcast Dr.BRAOU programs.
5. Most of the teleconferences are simple and in lecture and discussion mode due to a lack of visuals. They are not very appealing to the target group.
6. Lack of proper coordination between academic faculty and the EMR & RC team in preparing the Action plan of EMR&RC in advance hampers the quality of teleconference programmes.





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Recognised by University Grants Commission, New Delhi.

PROGRAMMES ON OFFER - 2023-24

(A) Bachelor's Degree Programmes			(D) Diploma Programmes		
B.A. - Bachelor of Arts (English, Telugu & Urdu Medium)	Course Duration 3 years	Tuition Fee Rs. 2,700/- Ist Yr. 2,500/- IIrd Yr 2,500/- IIIrd Yr	Diploma in Marketing Management (English Medium)	Course Duration 1 year	Tuition Fee Rs. 8,000/-
B.Com - Bachelor of Commerce (Telugu & English Medium)	3 years		Diploma in Financial Management (English Medium)	1 year	8,000/-
B.Sc. - Bachelor of Science (English, Telugu & Urdu Medium) (Lab. Fee Rs. 1000/- for each Science & Psychology Subjects)	3 years		Diploma in Human Resource Management (English Medium)	1 year	8,000/-
(B) Master's Programmes			(E) Certificate Programmes		
M.A. English, M.A. Hindi, M.A. Telugu, M.A. Urdu, M.A. Economics, History, Political Science, Public Administration, Sociology - (Telugu Medium)	Course Duration 2 years	Tuition Fee Rs. 5,300/-1 year 5,000/-2 year	Diploma in Operations Management (English Medium)	1 year	5,200/-
M.A. Journalism and Mass Communication (English Medium)	2 years	5,300/-1 year 5,000/-2 year	Diploma in Business Finance (English Medium)	1 year	5,200/-
M.Sc. Mathematics & Applied Mathematics (English Medium)	2 years	7,800/-1 year 7,500/-2 year	Diploma in Writing for Mass Media in Telugu	1 year	5,200/-
M.Sc. Botany, M.Sc. Environmental Science (English Medium)	2 years	7,500/-1 year 7,500/-2 year	Diploma in Environmental Studies (Telugu Medium)	1 year	4,000/-
M.Sc. Physics, M.Sc. Zoology, M.Sc. Psychology (English Medium)	2 years	15,300/-1 year 15,000/-2 year	Diploma in Human Rights (English Medium)	1 year	4,000/-
M.Sc. Chemistry (English Medium)	2 years	15,300/-1 year 15,000/-2 year	Diploma in Women's Studies (English Medium)	1 year	4,000/-
M.Com. (English Medium)	2 years	7,800/-1 year 7,500/-2 year	Diploma in Culture & Heritage Tourism (English Medium)	1 year	5,200/-
(C) Professional Programmes (Post Bachelor's Level)			(F) Research Programmes (Ph.D in)		
M.B.A. - Master's Degree in Business Administration (English Medium)	Course Duration 2 years	Tuition Fee Rs. 15,300/-1 year 15,000/-2 year	Certificate Programme in Food and Nutrition (Telugu Medium)	Course Duration 6 months	Tuition Fee Rs. 1000/-
M.B.A. - (Hospital and Health Care Management) with AHIER, KIMS & DET (English Medium)	2 years	15,300/-1 year 15,000/-2 year	Certificate Programme in Literacy & Community Development (Telugu Medium)	6 months	2100/-
Master's Degree in Library & Information Science (MLISc) (English Medium)	2 years	1,20,000/-	Certificate Programme in NGO's Management (Telugu Medium)	6 months	2100/-
Bachelor's Degree in Library & Information Science (BLISc) (English & Telugu Medium)	1 year	10,300/-	Certificate Programme in Early Childhood Care & Education (English Medium)	1 year	5,400/-
Bachelor's of Education (B.Ed - ODL) (Telugu Medium)	1 year	5,300/-	(F) Research Programmes (Ph.D in) English, Hindi, Education, Economics, History, Political Science, Public Administration, Sociology, Commerce, Mathematics, Physics, Chemistry and Environmental Science (English Medium)		
Bachelor's of Education (B.Ed - ODL) (Telugu Medium)	2 years	40,000/-			
Bachelor's of Education (B.Ed - Special Education - ODL) (English & Telugu Medium)	2 ½ years	40,000/-			

BRAOU CALL CENTRE NO : 18005990101



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