Commonwealth Educational Media Centre for Asia
In response to needs expressed by the Commonwealth countries of the Asian region for a more effective utilization of educational media resources for Distance Education, the Commonwealth of Learning (COL) established Commonwealth Educational Media Centre for Asia (CEMCA) in the year 1994. CEMCA, under a host country agreement signed between COL and Government of India (GoI) in 1998, has its headquarter in New Delhi.

CEMCA serves as the regional unit of the Commonwealth of Learning, Vancouver, Canada. CEMCA promotes the meaningful, relevant and appropriate use of ICTs to serve the educational and training needs of Commonwealth member states of Asia.

Objectives: The strategic objective of CEMCA is to promote co-operation and collaboration in the use of electronic media resources for distance education.

The specific objectives are to:

• Serve as a regional electronic media resource centre.

Mission: To assist governments and institutions to expand the scale, efficiency and quality of learning by using multiple media in open, distance and technology-enhanced learning.

• Facilitate effective exchange of information on educational media resources between educational and media organisations in the region.

• Promote greater use of electronic media in the delivery of distance education programmes.

• Promote linkages between CEMCA and other organisations to enhance the availability of educational media resources region-wide.

• Facilitate access to training in the development and use of electronic media resources for distance education.

• Serve as an information centre on educational technology.

With a focus on media-enabled learning for development, CEMCA is working actively in two major sectors – Education and Livelihoods & Health.

The education sector helps countries improve the scope, scale and quality of teaching and learning at all levels through the use of new educational...
communication technologies to extend and improve their educational systems.

The livelihoods and health sector helps communities improve their livelihoods and health by using appropriate technologies to enhance skills, share knowledge and develop new economic opportunities.

During this Three-Year Plan (2012-15), CEMCA will:

- support the articulation of policies that promote the development, adoption and use of Open Educational Resources (OER);
- collaborate with quality assurance bodies to ensure the development and effective deployment of quality multimedia materials;
- design and create systems and models for sustainable community media initiatives;
- empower women in media literacy, health, democracy and leadership;
- create and support a network of clearinghouses for content exchange through multiple platforms, formats and media; and
- support research on emerging technologies, including use of mobile devices for effective use by open and distance learning (ODL) students.

**Programme Initiative: Education**

CEMCA believes that an empowered citizen builds an empowered nation and the road to empowerment leads through the acquisition of knowledge. Reflecting the priorities of the stakeholders, this sector’s focus is on Open Schooling, Teacher Education and Higher Education.

**Open Schooling**

Open Schooling is being increasingly recognised by governments as a viable solution to lack of qualified teachers and schools. Open schooling enables mainstreaming of learners through accessible, flexible and quality assured curriculum. It enables out of the school learners disengaged from formal system of education to earn qualifications to better their chances for quality life. For us open schooling refers to:

- the physical separation of the school-level learner from the teacher, and
the use of unconventional teaching methodologies and information and communications technologies (ICTs) to bridge the separation and provide the education and training.

CEMCA’s open schooling activities include, but not limited to:
- Capacity building for material and system development
- Promoting quality assurance
- Use of Open Educational Resources
- Use of ICTs for improving teaching and learning

In the recent years, CEMCA has assisted the following institutions (indicative only):
- National Institute of Open Schooling, India
- National Institute of Education, Sri Lanka
- Assam State Open School
- Gujarat State Open School

**Teacher Education**

Availability of qualified teachers is essential to attainment of Education for All (EFA) goals and Millennium Development Goals (MDGs) by 2015. Using ODL, teacher training institutions can expand their access and increase supply of teachers in both primary and secondary schools. Considering the importance of teacher education in countries like Bangladesh, India and Pakistan, CEMCA has introduced activities in the area of teacher education in the current Three Year Programme (TYP) during 2012-2015.

CEMCA’s focus in the area teacher education includes, but not limited to:
- Capacity building for teacher educators to integrate ICTs
- Promoting blended learning for teacher education
- Facilitating continuous professional development of teachers using ICTs

**Higher Education**

Equitable access to quality higher education in a country is widely recognized as essential for economic growth, research and innovation. Recognizing this, Asian countries are not only engaged in developing appropriate policies, but also investing in improving access.
to ICTs. CEMCA as a leader in the use of ICTs in higher education has been experimenting with use of audio, video, multimedia and online technologies to increase access to quality learning materials.

In the recent years, CEMCA has assisted the following institutions (indicative only):

- Indira Gandhi National Open University, India
- Uttarakhand Open University
- Consortium for Educational Communication, University Grants Commission, India
- Wawasan Open University, Malaysia

Programme Initiative: Livelihood and Health

A major challenge in development is improving the livelihoods and health of millions of people. With the use of appropriate technologies, ODL can scale up quality learning in a cost-effective manner to help disadvantaged and resource-poor communities increase their productivity. Considering the priorities of the stakeholders in Asia, this sector’s focus is on Technical and Vocational Skills Development (TVSD) and Healthy Communities/Community Media.

CEMCA’s activities in higher education include, but not limited to:

- Quality assurance of multi-media learning materials
- Promoting Open Source technologies for teaching and learning
- Capacity building for use of OER, and instructional design
- Development of courses in multiple media for use in distance education
- Strengthening Open Universities and dual-mode distance education institutes to use ODL
**Technical and Vocational Skills Development**

Recognizing the importance of skill development in nation building and developing favourable socio-economic conditions for economic growth, the Shanghai Consensus (2012) recommended governments to expand access to TVSD opportunities, adopt flexible pathways for accumulation, recognition and transfer of individual learning. Technology-enhanced, flexible and blended approaches to TVSD can contribute to sustainable development.

CEMCA’s activities in TVSD include, but not limited to:
- Promoting flexible curriculum development
- Capacity building for use of ICTs for teaching and learning
- Development of courses in OER

In the recent past, CEMCA has assisted the Yashwantrao Chavan Maharashtra Open University to develop a course on Road Transportation.

**Healthy Communities**

Health is wealth. Good health is a prerequisite for learning, earning a livelihood, raising children and contributing to the community and its development. In order to support development of empowered knowledge societies, CEMCA's activities in this area use media/technologies, especially Community Radio (CR) for learning about health and building healthy communities. While the focus is on using CR, Internet and mobile technologies, CEMCA's endeavour is to increase access to learning opportunities for all, especially healthcare workers through community-based groups.

CEMCA’s activities in health community area include, but not limited to:
- Advocacy and awareness building for use of Community Radio
- Supporting policy development and review
- Capacity building for developing learning programmes
- Developing sustainable models for CR
In the recent years, CEMCA has assisted in the following (indicative only):

- Supporting the development of content exchange platform for audio programme (Ek Dunia Anek Awaz)

- Development of an online system for processing of application forms for CR stations in India (for Ministry of Information and Broadcasting)

- Organised over 30 CR awareness workshops

- Assisted 7 CR stations in Bangladesh and over 80 in India

**CEMCA's Focus on Technology-Enabled Learning**

CEMCA's main focus is on appropriate use of educational media technologies for learning and development. With the advancement of technologies, it is now possible to provide access to quality learning resources and teachers in both synchronous and asynchronous manner. Use of technology has made traditional distance education systems to be more interactive and responsive. CEMCA's endeavour is to promote awareness about appropriate technologies, and build capacities of individuals and institutions to use and integrate technologies in teaching and learning.

CEMCA promotes the use of appropriate technologies, but not limited to:

- Audio, video, radio (including CR and web-radio) and television
- Interactive multimedia
- Interactive television
- eLearning
- mLearning
- Web 2.0 technologies

In the recent years, CEMCA has assisted in the following (indicative only):

- Use of Open Source software for development of multi-media resources

- Use of web radio for streaming of live audio programmes

- Capacity building for developing content using WikiEducator
## CEMCA Logic Model

### Vision
To be the foremost agency in Commonwealth Asia that promotes media enabled learning for development.

### Core Strategies
Partnerships, capacity, materials, models, and policies

<table>
<thead>
<tr>
<th>INITIATIVES</th>
<th>OUTCOMES</th>
<th>IMPACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open Schooling</td>
<td>Increased access to quality learning and new opportunities through open schooling</td>
<td>A substantial and equitable increase in the number of citizens in Commonwealth Asia acquiring the knowledge and skills for leading productive and healthy lives through formal and non-formal open and distance learning opportunities</td>
</tr>
<tr>
<td>Teacher Education</td>
<td>Teacher education institutions adopt blended approach to ICT integration in continuing professional development</td>
<td></td>
</tr>
<tr>
<td>Higher Education</td>
<td>Higher education institutions use emerging technologies and practices to support ODL policies, systems and quality materials development</td>
<td></td>
</tr>
<tr>
<td>eLearning</td>
<td>More governments, institutions and civil society organisations use eLearning and open educational resources (OER) for teaching and training in formal and non-formal environments</td>
<td></td>
</tr>
<tr>
<td>Gender</td>
<td>More partners adopt gender-inclusive approaches and strategies to promote gender equality</td>
<td></td>
</tr>
<tr>
<td>Technical and Vocational Skill Development</td>
<td>Increased access to quality technical and vocational skills development through flexible and blended approaches, particularly for the informal sector</td>
<td></td>
</tr>
<tr>
<td>Community Media/ Healthy Communities</td>
<td>More and better learning opportunities for women in media literacy, health, democracy and leadership through systems and models for sustainable community media</td>
<td></td>
</tr>
</tbody>
</table>
**Mission**

To assist governments and institutions to expand the scale, efficiency and quality of learning by using multiple media in open, distance and technology-enhanced learning

**PERFORMANCE INDICATORS**

**Open Schooling**
- Three new and three existing open school in the region expand access to learning opportunities
- Three new industry linked courses developed using OER are offered by partner institutions

**Teacher Education**
- Five institutions adopt ICT Teachers' blended learning model for continuous professional development

**Higher Education**
- Ten institutions adopt OER based eLearning to improve quality of education
- 50 teachers in higher education institutions trained in training of trainers (TOT) mode to develop OER-based online courses and offer training to 500 teachers to use OER
- Ten institutions adopt quality assurance mechanism for OER based content

**eLearning**
- One online industry linked course for rural women offered
- 30 community radio stations (CRS) use content exchanged through multiple platforms, formats and media
- Two new TVET courses available in OER
- Two new TVET courses for informal sector launched

**Gender**
- Improved enrolment of girls for secondary level open schooling
- 100 professionals trained in TVSD of which 50% are women, who use their skills to generate income.

**Technical and Vocational Skill Development**
- Two institutions implement blended and technology-enhanced learning to provide access to skills development
- Two new TVSD courses developed and offered by open and distance learning institutions
- 100 professionals trained of which 50% are women, who use their skills for improved livelihoods

**Community Media/Healthy Communities**
- 20% increase in the number of CRS supported by CEMCA
- 100 community women empowered in media literacy, health, leadership, and democracy to develop community learning programmes
- Increase in the number of stakeholders using content exchange platforms to share programmes in different formats and media
- Nine CRS adopt sustainable models and showcase best practices
Awards and Scholarships

To encourage individuals and institutions, CEMCA has constituted several national and international awards, scholarships, internships, attachment and fellowships. The awards and scholarship schemes are under constant review and will be extended to other universities in the current TYP (2012-2015).

Awards

CEMCA awards for the best ODL student in Information and Communication Technologies or Electronic Media and Mass Communication studies are presented to students of Open University of Malaysia (OUM), Malaysia, Indira Gandhi National Open University (IGNOU), India and Krishna University, Andhra Pradesh, India. At IGNOU, the woman student in an ICT related course is also given CEMCA award.

Scholarships

Scholarships are offered to students of Indira Gandhi National Open University (IGNOU) enrolled in the Certificate Programme in Community Radio and best performing students of National Institute of Open Schooling (NIOS) in various streams of study.

Internships

This is targeted at young and early career scholars in India to receive quality work experience in application of educational technologies and understand issues related to international development agenda in Asian perspective. Internships are available for a maximum of six months.

Attachment/Fellowships

This is aimed at supporting mid-career teachers in ODL institutions to undertake research in a topic within the scope of CEMCA’s field of competence. Attachment period may range for a period of 2-8 weeks at CEMCA, while research fellowships are available for short action research that can be completed from researcher’s own organization.
CEMCA Community Radio Facilitation Centre (CCFC)

With the support of the Ford Foundation, CEMCA has initiated a project entitled “Enabling Media Access for Community’s Self Expression”. The thrust of the project is to provide CR movement in India the required support and interventions through CCFC, capacity building and advocacy. The CCFC assists communities to apply for CR license and help navigate the process of establishing a CR station. Apart from a unit at CEMCA, a branch has also been created at the premises of MIB. It has trained several grassroots members in the licensing process, and assisted over 175 applicants in various stages of licensing.

Web: www.cfcindia.net  Toll Free: 1800-11-6642

Partnerships and Collaborations

Building partnership is a core strategy for undertaking activities at CEMCA. To work as partner and collaborator for activities and projects, CEMCA has signed Memorandum of Understanding (MoUs) with several national and international organizations. Some of the key partners in CEMCA activities are: UNICEF, Ford Foundation, National Council for Science and Technology Communications (NCSTC), Govt of India, Ministry of Information and Broadcasting (MIB), Govt of India, Maulana Azad National Urdu University (MANUU), and National Institute of Open Schooling (NIOS).

In the recent years, CEMCA has signed MoUs with the following organizations (indicative only):

- Indira Gandhi National Open University
- Yashwantrao Chavan Maharastra Open University
- Uttarakhand Open University
- Assam State Open School
- National Institute of Open Schooling, India
Publications

CEMCA brings out newsletters, monographs and toolkits for sharing of best practices with its stakeholders. While the EduCommAsia is a quarterly newsletter with a magazine format, and information there in are sourced from various experts, contacts and sources, the monographs and toolkits are outputs of specific activities undertaken by CEMCA and are products of rigour and quality that are usually validated by expert peer review. CEMCA also brings out multimedia CDs to enhance learning from media.

Some of the popular publications are:


• Women’s Literacy and Information and Communication Technology: Lessons that experience has taught us (2006)

• Quality Assurance of Multimedia Learning Materials

• Compendium of Community Radio Stations in India, 2nd Edition (2012)

• Abiding Voices: Sustainability of Community Radio in India (with the support of UNICEF) (2012)
Some of the Videos and Multimedia produced by CEMCA include:

- Educational Multimedia (A multimedia learning CD)
- A series of Video on “Civil Paths to Peace”
- Multimedia Resource Kit for Children with Special Needs (with National Trust)
Where We Work

We work in the following countries:

- Bangladesh
- Brunei Darussalam
- India
- Malaysia
- Maldives
- Pakistan
- Singapore
- Sri Lanka

Governance

The Advisory Council of CEMCA functions as an advisory body of COL on CEMCA affairs and is responsible for broad policy formulation in the programme areas. Besides, it monitors and evaluates CEMCA's progress and suggests ways and means to improve the performance. The Advisory Council meeting takes place once in a year keeping in view the exigencies of business and the need to rotate amongst the members in the region. Chaired by the President and CEO of the Commonwealth of Learning, the Advisory Council has a representative of the Govt of India, six experts on ODL, one expert on communication technology, the Vice President, COL, as Deputy Chairperson, Director, CEMCA Ex-officio Member and Head (Administration & Finance), CEMCA as Secretary.
The Commonwealth of Learning (COL) is an intergovernmental organisation created by Commonwealth Heads of Government to encourage the development and sharing of open learning/distance education knowledge, resources and technologies. COL is helping developing nations improve access to quality education and training.

Headquartered in Vancouver, Canada, COL is the world’s only intergovernmental organisation dedicated solely to promoting and delivering distance education and open learning, and is the only official Commonwealth agency located outside Britain.

Fully operational since 1989, COL is financially supported by Commonwealth governments on a voluntary basis. It responds to Commonwealth needs through in-country and regional programmes and initiatives.

The Commonwealth of Learning helps governments and institutions to expand the scope, scale and quality of learning by using new approaches. COL promotes policies and systems to make innovation sustainable and works with international partners to build models, create materials, enhance organisational capacity and nurture networks that facilitate learning in support of development goals.

Access to learning is the key to development.

See www.col.org.
Commonwealth Educational Media Centre for Asia
13/14 Sarv Priya Vihar
New Delhi 110016
India
Tel: +91-11-26537146, 26537148
Fax: +91-11-26537147
Web: www.cemca.org