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सचिव

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सत्यमेव जयते



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शिक्षा मंत्रालय

Ministry of Education
उच्चतर शिक्षा विभाग

Department of Higher Education
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127 'C' Wing, Shastri Bhawan, New Delhi-110 001

D.O. No 16-17/2013-TEL (part I)

Dated: 12th December, 2023

Dear Colleagues,

As you may be aware that SWAYAM Prabha is an initiative under NMEICT scheme of Department of Higher Education, Ministry of Education. SWAYAM Prabha provides high quality educational channels through DTH (Direct to Home) across the length and breadth of the country on 24X7 basis and hence is an important to address the digital divide for students.

2. Recently the no. of channels under the SWAYAM Prabha initiative has increased from 22 to 40. The content for these channels is prepared by different MoE agencies viz. CEC/UGC, IITs, IGNOU and are available at PG and UG level covering various courses under diverse disciplines such as Arts, Science, Commerce, Performing Arts, Social Science and Humanities, Engineering, Technology, Law, Agriculture, Health Science, Design, Apparels etc.

3. To make SWAYAM Prabha more accessible to students, a SMS/Watsapp facility has been integrated with the schedule. This would help to disseminate information about schedule for various subjects. The SMS facilities is supported through an AI engine working on the SWAYAM Prabha portal to ensure that the information is organized & shared with the students in a structured way.

4. We believe that this intervention would support the goal of making quality education accessible in regions with low digital/internet access. Hence, it is requested that all the Universities and colleges across the country are informed about this intervention, so students can be aware about such facility and be largely benefitted with this.

5. A banner sharing key information for the same is enclosed, which ideally should be put-up in all higher educational institutions especially in rural or internet challenged areas.

6. You are requested to direct all concerned universities/institutions/colleges regarding same. Further you may also share the banner and information regarding SWAYAM Prabha through social media/other traditional media and encourage Universities and colleges to do the same.

7. I also look forward to any suggestions you may have on further improving the SWAYAM PRABHA Programme.

With regards,

Encl: As above.

Yours sincerely,

(K. Sanjay Murthy)

Education Secretaries of all States/UTs.

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