

STATE COUNCIL OF EDUCATIONAL RESEARCH AND TRAINING (SCERT) HARYANA

INVITATION TO CSRS AND PHILANTHROPIC ORGANIZATIONS

Invitation to CSRs and Philanthropic Organizations for Providing Digital Content for Government of India's DIKSHA platform under PM eVidya Programme

BACKGROUND

The unprecedented situation created due to the spread of COVID-19 pandemic has changed the way children access quality education. Education is now also being accessed digitally. Government is committed to enable anytime, anywhere learning through digital mediums and make it meaningful and effective for the teachers and children across all schools across Haryana. SCERT aims to provide students and teachers with multimodal access to digital education through **DIKSHA as 'One nation, One digital platform'**, one earmarked TV channel per class from 1 to 12 for content dissemination by centre and states/UTs, and extensive use of Radio, Community radio and Podcasts. Moreover, with digital education laying the foundation for learning, it is paramount to ensure the availability of high quality content to our teachers and students, and help enhance their teaching and learning outcomes.

DIKSHA Platform

DIKSHA (Digital Infrastructure for Knowledge Sharing) is a national platform for school education, an initiative of National Council for Education Research and Training (NCERT), under the aegis of Ministry of Education (MoE) to provide high-quality digital content contextualized as per the curriculum to substantially augment the knowledge base of the students and technical skills of teachers. DIKSHA itself was launched by the Hon' Vice President of India on Sept 5th, 2017 and has since been adopted by 36 states/UT's across as well as by CBSE, NIOS and NCERT and by millions of learners and teachers.

Haryana leverages the DIKSHA platform in its own way, as it has the freedom and choice to use the varied capabilities and solutions of the platform to design and run programs for their teachers and learners. DIKSHA policies and tools make it possible for the education ecosystem (educationist, experts, organizations, institutions - government, autonomous institutions, non-govt. and private organizations) as well as application and solution ecosystem, to participate, contribute and leverage a common platform to achieve learning goals at scale for the country.

DIKSHA also enables learning/education at home through innovative state programs, diverse content and materials for learning including digital content such as 2D, 3D, AR/VR, virtual labs etc.; hence leapfrogging the use of technology for the benefit of teachers and learners across India.

Moreover, realizing the urgent need to integrate digital education with on re-opening of schools, SCERT Haryana invites you public/private organizations to contribute K-12 content on free-basis for DIKSHA across a variety of content types.

The National Education Policy (NEP) 2020 with a focus on digital teaching and learning solutions emphasises on developing and disseminating content which drives conceptual understanding in students, thrusts upon critical and creative thinking practice, provides exposure to experiential learning and provisions integration of arts, sports and ICT-content- pedagogy with the traditional pedagogical practices as well.

NEP also lays emphasis on achievement of universal foundational literacy and numeracy in primary schools by 2025 as ability to read and write, and perform basic operations with numbers, is an indispensable prerequisite for all future schooling and lifelong learning.

This EOI is being floated in the context of NEP with the objective to ensure diverse content for learning with competence wherein sourcing of Foundational Literacy and Numeracy (FLN) content is a key priority. Also, animated teacher-led content for higher grades shall be preferred. SCERT's vision is to source a variety of technology-integrated content which caters to holistic teaching and learning needs of teachers and students. The following list enumerates the content categories which have been identified to be sourced on a priority basis for subjects like Mathematics/ Science/ Social Science/ English in Hindi and/ English medium (including both explanatory and practice content):

1. Animated Digital Content for any/all of the - FLN & K-10 grades.
2. Animated Teacher-led Digital Content for any/all of the K-10 grades.
3. MCQ based e-Assessments mapped to videos.
4. Virtual Labs
5. Games for learning
6. Collaborative and exploratory activities
7. Content to enhance critical thinking
8. Other experiential learning content

With this vision, SCERT Haryana invites you to be a part of this initiative and contribute high-quality digital content for DIKSHA, TV channels, Radio (FM and Community Radio Stations) and other channels for ensuring coherent delivery of content.

Organizations with:

1. Ready content available to be uploaded on DIKSHA immediately

OR

2. Willing to develop and contribute digital content in a structured format

are invited to become a part of this endeavor and contribute. The content pieces may include the logo of the contributing organization, their funder/partner but no logo/picture aimed for any advertisement whether paid or otherwise can be included in the contents.

The content provided by you would be made available on DIKSHA platform to be used by anyone with DIKSHA App, portal and via other special projects such as UDAAN etc. aimed for remedial purposes or coverage of syllabus. Once your content is provisioned on DIKSHA, as an organization, you will have:

1. Access to comprehensive reports/data which will provide insights on monthly content plays, content pieces with maximum usage etc. The usage patterns provided in the form of dashboards and reports would enable organizations to iterate upon/modify their content (if required).
2. The contributing organization will certainly get an opportunity for brand building at the state level, as the name and logo of the contributing organization will be visible on DIKSHA against each content piece. In addition, for enhancing brand visibility, DIKSHA provides a platform for collaboration opportunities with state education organizations/departments.
3. A written appreciation from state organizations like SCERT/Department of School Education will be provided to the contributing organization, based on pre-defined criteria and parameters. The Contributing organization will also be provided with consumption data reports containing numbers about the contents contributed at regular intervals.
4. Recognize your organization as a content partner for SCERT-led projects like UDAAN, etc., and other such upcoming projects.

On the basis of the no. of content pieces received, their quality and other information provided by you, we would accept or reject valuable contributions made by contributing organizations. Information regarding the same shall be provided to you via an official letter within 7 days of closure of this EOI.