

Indira Gandhi National Open University
Maidan Garhi, New Delhi – 110 068
Centre for Online Education
(SWAYAM PRABHA)

IG/COE/SP/Channel-20/1348

July 28, 2021

Subject: Payment norms for Development of videos for State Open Universities (SOUs) under SWAYAM PRABHA

Dear Sir/Madam,

As you are aware that IGNOU has been entrusted with the responsibility to run 04 DTH SWAYAM PRABHA Channels. In which Channel-20 is allocated for programmes of State Open Universities (SOUs) and Teacher Education. In view of this, IGNOU requested the State Open Universities to contribute the good quality video programmes of their respective universities. These programmes will meet technical specification requirement of SWAYAM PRABHA channel.

Budget Provisions for SOUs have been made to create new content in order to contribute to SWAYAM PRABHA Channel with approval of the Competent Authority.

The Budget for SWAYAM PRABHA Project F.Y. 2021-22 is prepared taking into consideration of the guidelines issued by MHRD, according to which the cost of content creation is @Rs.50,000/- per hour per channel. Apart from video recording, editing etc. by SOUs, IGNOU is also involved in additional activities related to content creation such as handling, coordination, compression, quality check etc. The cost is bifurcated between SOUs and IGNOU i.e. 75% to SOUs and 25% to IGNOU, as per the Table No.1 given below:

Table No. 1		
Content Creation (As per Swayam Prabha approved budget for FY 2021-22)	SOU's (75%)	IGNOU* (25%)
Rs. 50,000/- per hour per channel (on pro-rata basis)	Rs. 37,500/- per hour (on pro-rata basis)	Rs. 12,500/-

*Handling, Coordination, Compression, Quality Check charges etc.

....contd. 2/-

Process of release of funds to SOUs: For release of funds for content creation, process mentioned in following Table 2 may be adopted by the SOUs.

Table no. 2	
Videos to be developed by State Open Universities	<ul style="list-style-type: none">• Module wise content creation payments @ of Rs. 37,500/- per hour will be reimbursed based on submission of the completed module (video) as per Swayam Prabha guidelines on pro-rata basis.• Funds will be reimbursed directly to the concerned SOUs and not to the individual Nodal Officer or content creator.• The Nodal Officer of SOUs will have to provide Utilization Certificate as per Government norms.• Bank details to be furnished by the concerned SOU for payment/ reimbursement for content creation (NEFT format enclosed).

The payment norms would be applicable only for the courses that are produced new/fresh.

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National Coordinator

SWAYAM PRABHA - IGNOU

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