



COMMONWEALTH of LEARNING

Commonwealth Educational  
Media Centre for Asia

## Press Release

New Delhi; December 18, 2013

The Commonwealth of Learning (COL), Vancouver, Canada, established Commonwealth Educational Media Centre for Asia (CEMCA) in the year 1994 to promote the meaningful, relevant and appropriate use of ICTs to serve the educational and training needs of Commonwealth member states of Asia. CEMCA receives diplomatic privileges and immunities in India under section 3 of the United Nations (privileges and immunities) Act, 1947. Since the joining of Dr. Sanjaya Mishra as Director of CEMCA in July 2012, CEMCA has aligned its activities with the COL, and has been strengthening its support to governments and institutions in the region.

### CEMCA's commitments to promote Community Media

CEMCA has been promoting Community Radio in the Commonwealth countries of Asia, more particularly in India and Bangladesh for the last seven years. In the past, CEMCA played crucial role in facilitating setting up of Community Radio stations and helped most of the stations currently in operation in India. In the year 2012-13, CEMCA developed the Community Radio Continuous Improvement Toolkit (CR-CIT) in association with UNESCO Chair on Community Media, University of Hyderabad. This toolkit is being tested in India and Bangladesh.

To engage the Indian youth in Community Radio initiative and emphasize its role in community's self-expression, learning and development, a Video Competition titled '**Community Radio Video Challenge**' is being organised. This competition is open to media students across India. This Competition will aim at promoting understanding & importance of Community Radio as an alternative medium. Students are expected to produce a Video through mobile phone/ camcorder/video camera on the topic "Why Community Radio Matters?". The duration of video can be up to 3 minutes (maximum) and the Last Date of Online Submission is 30 December 2013. It can be in any language. There are about **18 cash prizes**. For details on this please logon to: <http://crvc.cemca.org.in>

The Community Radio Video Challenge (CRVC) is a **first of its kind** joint initiative of the Commonwealth Educational Media Centre for Asia (CEMCA), United Nations Educational, Scientific and Cultural Organization (UNESCO) and Apeejay Institute of Mass Communication (AIMC), New Delhi.

## **Asian Varsities Receive Prestigious Commonwealth of Learning Award**

Krishna Kanta Handiqui State Open University, Assam, India and Wawasan Open University, Penang, Malaysia have been conferred the prestigious international “**Excellence for Institutional Achievement**” award for the year 2011-2013 by the Commonwealth of Learning (COL), Vancouver, Canada. The awards were given by the President of COL Professor Asha Kanwar in presence of the Chairperson of the Board of Governors Burchell Whiteman at a special function of the 7<sup>th</sup> Pan Commonwealth Forum for Open Learning (PCF7) held in Abuja, the capital of Nigeria from December 2 to 6, 2013. COL, an intergovernmental organisation of the Commonwealth countries, committed to spread the reach of Open and Distance Education, examines and recognises the contributions of the ODL institutions of the Commonwealth countries against some parameters and confers the **Excellence in Distance Education Award (EDEA)** in four different categories. To acknowledge the extraordinary contributions made in spreading the benefits of open and distance education to those beyond the purview of conventional education these two universities were conferred this award in the category called “**Excellence for Institutional Achievement**”.

## **Director, CEMCA received Social Scientist Award**

Dr. Sanjaya Mishra, Director, Commonwealth Educational Media Centre for Asia, received the second Prof. G. Ram Reddy Social Scientist Award 2013 in a function held on December 17, 2013 at Dr B R Ambedkar Open University (Dr. BRAOU) Campus, Hyderabad. Prof. G. Ram Reddy Memorial Trust conferred this Award to Dr Mishra in recognition of his contributions to open and distance learning, particularly for promoting the use of technology in education. The Award is given in the memory of Prof. Reddy, the father of distance education in India, and the first Vice Chancellor of Dr. BRAOU and Indira Gandhi National Open University.



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