

# DIGITAL CONTENT DEVELOPMENT INITIATIVES FOR CHILDREN IN INDIA AN ANALYSIS

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# INTRODUCTION

- Digital content development for children aims at recognizing and repackaging existing body of facts and mould to the development level of children's information seeking behavior .
- Serve as a platform for interactive learning through digital mediums.

## OBJECTIVES

- To trace out digital content development efforts for children in India.
- To compare the initiatives done by government, software firms and various organization private and public sector.
- To inform the educational community the valuable resources in this field.

## METHODOLOGY

- The survey of digital contents for children done by searching via Google search engine.
- The collected data is tabulated in a table format and categorized under two heads such as National & statelevel for comparison.

## LIST OF NATIONAL LEVEL PROGRAMS

- Edu Comp
- Edu comp & Zeebo Inc.
- Edu comp in Assam&Gujarat
- Azim Premji foundation
- The Dot-Edu India &T4 project
- Interactive Radio Instruction
- Educational Video programs group teaching &learning
- Digital Library by National Informatics Centre Karnataka
- Discovery Education
- Amerian India foundation digital equilizer program
- E-learning for kids with CII-Shiksha India
- E-learning for kids with Symbiosis centre for distance learning
- Schools india IT solutions
- Content Development for Edusat by RIESI
- A hotlist on India resources
- Malayala manorama
- Kids OLR
- Best Educational Websites in india for children

## LIST OF STATE LEVEL PROGRAM

### Karnataka

- Local content development in schools

### Kerala

- IT@school
- Insight
- Intel learn program
- Skool Kerala
- Victers Channel
- Hibiscus Digital Media pvt.Ltd.

### Tamilnadu

- Chrisranjana Software solutions Pvt.Ltd.
- The Tamil Virtual University.

# NATIONAL LEVEL

## Edu Comp

- One among the best educational companies in India with largest K12 content library of rich 3D multimedia educational content modules .
- Online educational portals are wiziq.com, learnhub.com study places.com and educomponline.com.
- Educomp Smart class, Edureach ,Roots to wings, Millennium Schools, Edulgnite, Math guru Learninghour, Vidyamandirclasses, Educomp, LEAP etc are the important products & services.

## EDU COMP AND ZEEBO INC. A JOINT VENTURE

- First wireless educational platform for children in India.
- Ability to easily download content via 3G wireless networks connected to any TV.
- Provide access to wide range of digital content including the educomp's educational content digital library.
- Provide internet connectivity email, downloadable family oriented games. This will nurtures interaction among children, parents and teachers.
- Zeebo India working with leading publishers and developing third party contents and applications too.

## EDU COMP'S PROJECT IN ASSAM & GUJARAT

- Educomp's ICT division Edureach bagged a multimedia content development project from the government of Gujarat and Assam.
- Develop and install 2D/3D based multimedia content across all schools of Gujarat and develop a web portal for learning management.
- The contents can be updated as per the change of Syllabus.

## AZIM PREMJI FOUNDATION

- A nonprofit organization contributes changes in Indian – education through digital content creation started in the year 2002.
- Created over 100+ master CD titles for the classes 1 to 8 and the same has been translated in various regional languages in India. They are available for free of cost including tribal languages.
- The contents are curriculum oriented, child centered, self paced, interactive and multimedia based.

## The Dot Edu India Technology Tools for teaching & Training (T4) Project, Bangalore, India

- A project done by Education development centre Bangalore has over 558 technology products designed to enhance student learning in Grades 1-5.
- Complemented by extensive teacher training and monitoring services offered for nearly 22 million students in more than 2,51, 673 schools.

## INTERACTIVE RADIO INSTRUCTION.

- Resource for promoting improved teaching and learning practice at the primary level children and working closely with the state governments of Karnataka, Chattisgarh, Madhya Pradesh and Jharkhand.
- IRI provides services like “*learning English is fun*” for primary classes Learn Maths, Science, Social studies, Kannada & English.

## EDUCATIONAL VIDEO PROGRAMS GROUP TEACHING & LEARNING (GTL)

- Multimedia software brings teachers students together to conduct interactive activities around a single computer.
- The GTL Titles include “Animal discovery”, “Ecosystems and habitats” “sanitation and Hygiene learning game “What is Disease”?

## DIGITAL LIBRARY HOSTED BY NATIONAL INFORMATICS CENTRE (KARNATAKA)

- Provides online searchable catalogues for audio video and print formats.
- The DL allows teachers to access dot – EDU India T4 learning materials as well as those provided by government and private public sector providers.
- Resources are available in English, tamil, telungu and Oriya languages. Through DL educational materials developed by International and national organizations can be accessed

## DISCOVERY EDUCATION

- Important services includes Digital Video based learning, High quality digital resources in easy to use forms in all subject areas.
- Discovery Education streaming, Discovery education science, Discovery Education Health are major services offered.
- The discovery Education help over one million educators and 35 million students harness the power of broadband and media to connect to a world of learning.

## AMERICA INDIA DIGITAL EQUILIZER PROGRAM

- Computer aided learning program that is bridging the education and digital divide in Indian economy targeting children in grades 6 and above.
- Primarily funded by Indian Americans and aims to empower, underserved children through technology.
- It provide equipments, training to teachers to incorporate computer in curriculum. Imparts computer and internet education to students .

## E-LEARNING FOR KIDS TO PARTNER WITH CII-SHIKSHA INDIA TRUST

- To spread better and uniform Education to over 800 schools.
- A global non profit foundation that provides free online learning for children 5-12, partnership with confederation of India Industry(CII) Shiksha India Trust, a non profit organization launched during the India Economic summit in 2001.
- Important goals including shifting the paradigm from information Technology to Educational technology in school. The mission offers free, best-in-class software (both online and via CD-ROM) as well as to build a community for parents and educators.

## E-LEARNING FOR KIDS LAUNCHES INDIA CHAPTER WITH SYMBIOSIS CENTER FOR DISTANCE LEARNING

- The vision of SCDL is to create “World Campus” to provide every student with a means of “self paced, self styled” learning any where any time.
- The foundation is creating regional and country chapter around the world to enable more direct outreach to educators, parents and children.

## SCHOOLS INDIA IT SOLUTION FOR SCHOOLS

- A registered trademark company in this sector established on 15<sup>th</sup> December 1999.
- The main aim of the company is to provide online platform for schools, colleges, Universities and other educational institutions.
- Comprising of school search, course material educational information, career guidance and conducting various contests at national level.

## CONTENT DEVELOPMENT FOR EDUSAT BY RIESI (REGIONAL INSTITUTE OF ENGLISH, SOUTH INDIA), BANGALORE.

- RIESI, as a pioneer ELT (English Languages Teaching) Institute imparting in service- training to primary and secondary school teachers.
- The inadequacies in English language learning and teaching can be addressed by satellite based instructor.
- Learners get a fearless enjoyable and conducive learning atmosphere.

## A HOTLIST ON INDIA RESOURCES

- India resource center for school development deals with the General information of India and related facts.
- Information sources on history, Religion, Geography and wildlife, culture reference sources and sites addresses, country profile and literature information are neatly collaborated in this site.

## MALAYALA MANORAMA

- Leading News Paper Company supports children's educational needs all over world.
- Various services such as Manorama online, web tutors, e-news learning resources in English and Malayalam.
- Knowledge adventure CD ROMS, Tell me why, padippura@school zone, kid zone etc enrich the Childs learning and development .
- Recent product namely Manorama e tutor, caters to the educational needs of children studying in classes 1-10 it includes Rich animations virtual labs, Audio explanation interactive test and feedback

## KIDS OLR

- Online resources for children ranging kindergarten to college.
- The services include early childhood entertainment programs.art,music,fun,games ,toys.
- Curriculum based services,internet safety,,language arts,,parent resources,site maps,tutorials.home work help through [kidsciencelink.com](http://kidsciencelink.com).

## BEST EDUCATIONAL WEBSITES IN INDIA FOR CHILDREN

- [Kidswebindia.com](http://Kidswebindia.com)
- [Chandamama.com](http://Chandamama.com)
- [Indian Education.com](http://Indian Education.com)
- [pitara.com](http://pitara.com)
- [Esiksha.com](http://Esiksha.com)
- [Babloo.com](http://Babloo.com)
- [Ekidzee.com](http://Ekidzee.com)
- [India Edu.com](http://India Edu.com)
- [Vidya Online.net](http://Vidya Online.net)
- [Dimdima.com](http://Dimdima.com)

## STATE LEVEL

### Karnataka

- Local content development programme Experiences of three schools in Karnataka November 2005.
- This is a forum of computer based video presentation for children.
- The teacher, mentor, parents and the students group will sit together to set up an action plan and share the work among themselves.
- Once the local content is developed share to neighbouring schools through exhibition, melas etc.
- The three schools participated in this project are GLPS, Agara, GLPS-Somanahalli, GLPS, Velagalaburre, Kolar Distrcit.

## KERALA IT @SCHOOL

- A project of Kerala government, department of General education, set up in 2001, to foster the IT enabled education in schools .
- The services provided to 5<sup>th</sup> to 12<sup>th</sup> standards covering as many as 8000 schools. functions on free software platform.
- Provides the freedom to an individual to study, copy, modify and re-distribute any content ultimately benefit the whole society.
- Important services include infrastructure deployment to school, proper maintenance of hardware equipments at schools, web portal services.

## INSIGHT

- A joint initiative of the Kerala state IT Mission and space aims at empowering the differently abled children through computer, Internet and other ICT tools.
- Find solution to the problems faced by the differently abled, with the help of ICT. Workshops, summer camps with ICT sessions.

## INTEL LEARN PROGRAM

- A collaborative effort by Kerala state IT Mission and intel® education. covers more that 13 districts of Kerala.
- This is a community based education programme improves the educational process outside the formal school setting. Aimed at learners aged 8-16 Years.
- The curriculum addresses ICT literacy which involves use of digital technology communication tools, network to access, manage, integrate, evaluate and create information in order to function in a knowledge society.

## SKOOL KERALA

- Intel® driven initiative in collaboration with IT@ school, Kerala, that brings you highly effective learning resources through modern technologies and device.
- Provides learners and teachers all supporting needs to understand science and maths.
- Provide valuable resources to help students learn and revise for their exams, and to enable students and teachers to explore the difficult areas of these subject.

## VICTERS CHANNEL

- First broad band network on Edusat for schools . Offers interactive virtual classrooms that enable school students as well as the teachers to directly communicate with the subject experts and educationalist.
- Interactive mode is used for video conferencing and other such educational training purpose. The non interactive mode is the complete educational channel aired for 17 hours a day, which caters the students and teachers on a need based manner and on demand.

## HIBISCUS DIGITAL MEDIA PVT.LTD.

- Award winning studio and brand leader in animated children's content in kerala.
- The digital media focuses on creating innovative digital content with its own IP especially in children's educational segment.
- Products & services: Animated CD ROMs, Padavukal(a digital Knowledge base on education & career join with Kerala IT mission.
- Content for haritha keralam, scripts for animation products like manchadi & pupi.

# TAMILNADU

CHRISLANJANA Software Solutions Pvt. Ltd, Chennai.

- School content management system using Php mysql developed for a school KDBS.
- Teachers can create home work, projects, assignments for students in this site .School event snaps will be placed in the gallery section. Alumnae can view their details and events, parents can view details of children. Association and trustee members can create news, upload and download files.
- Provides database management project for children's story writing content management system.

## THE TAMIL VIRTUAL UNIVERSITY (TVU)

- Aims at providing internet based resources and opportunities for the Tamil communities living in different parts of the globe as well as others interested in Tamil
- Helps to acquire knowledge of the history, art, literature and culture of the Tamils.
- Offers academic programme in Tamil language and literature.

**TABLE: DIGITAL CONTENT DEVELOPMENT FOR CHILDREN IN INDIA**

Name of the Agency	Category/owner	Products & Services	Coverage Area	Benefactors	Website
<a href="#">EDUCOMP</a>	Private Educational company	Online Educational resourses,, Web Portal, network of schools, Training centres Content development	All over India	Children ,Parents, Teachers	<a href="http://www.educomp.com">www.educomp.com</a>
<a href="#">Azim premji foundation</a>	Nonprofit organization	Interactive multimedia cds, local content development for schools	India	Students 1-8 ages	<a href="http://www.azimpremjifoundation.org">www.azimpremjifoundation.org</a>
<a href="#">Discovery Education</a>	Subsidiary of discovery communication LLC Discovery	Digital video learning Discovery education streaming plus	India	Schools, teachers, students	<a href="http://www.discoveryeducation.com">www.discoveryeducation.com</a>

KLA National Seminar, 14-16 July 2011, Thiruvananthapuram

<a href="#"><u>AIF'S Digital equalizer program</u></a>	Foundation	Computer aided learning program	India	Children of grades 6 and above	<a href="http://www.aif.org"><u>www.aif.org</u></a>
<a href="#"><u>e-learning&amp;CII -shiksha india trust</u></a>	Non profit organisation	Free best in class softwares, cd roms ,multimedia educational material courses in maths,science,etc,Symbiosis world campus	India	Educational community	<a href="http://www.e-learningforkids.org"><u>www.e-learningforkids.org</u></a> <a href="http://www.shikshaindia.org"><u>www.shikshaindia.org</u></a>
<a href="#"><u>Schools india</u></a>	Educational company	Online platform for schools colleges,parents	India	Children, Teachers Parents	<a href="http://www.schoolsindia.com"><u>www.schoolsindia.com</u></a>
<a href="#"><u>REISI &amp; EDUSAT</u></a>	Regional of ,	Englishcommunications linguistic resources., VCD,English around us ,interactive films	India	Children, Teachers Parents	<a href="http://www.education.kerala.gov.in/national_seminar"><u>www.education.kerala.gov.in/national_seminar</u></a>

<a href="#"><u>Malayala Manorama</u></a>	Mass media	Online educational contents,e-tutor,Multimedia contents	India & Abroad	Children ,Parents,Teachers	<a href="http://www.manoramaonline.com"><u>www.manoramaonline.com</u></a>
<a href="#"><u>KidsOLR</u></a>	kIds online resources	Homework help,entertainment Tutorials,Bibliographic database,web maps etc.	India & abroad	children	<a href="http://www.kidsOLR.com"><u>www.kidsOLR.com</u></a>
<a href="#"><u>Dot-edu(T4)</u></a>	Education development centre,	Tools for teaching and training Student Learning, IRI,GTL	India	Students grades 1-5	<a href="http://www.t4india.idd.edc.org/dot-edu(t4)inriad"><u>www.t4india.idd.edc.org/dot-edu(t4)inriad</u></a>
<a href="#"><u>Local content development Programme</u></a>	Gonernment Project	Forum of computer based video presentation	Karnataka	Schoolchildren	<a href="http://www.azimpremjifoundation.org/pdf/localContent"><u>www.azimpremjifoundation.org/pdf/localContent</u></a>

<a href="#"><u>IT @school</u></a>	Kerala state general education department	Free softwares,ICT learning systems ,Training ,&development	Kerala	Schools,teachers, students	<a href="http://www.itschool.gov.in"><u>www.itschool.gov.in</u></a>
<a href="#"><u>INSIGHT</u></a>	Kerala state IT mission & space	ICTresources,,training, summer camps,developing cognitive abilities	kerala	Differently abled children	<a href="http://www.insightkerala.gov.in"><u>www.insightkerala.gov.in</u></a>
<a href="#"><u>Intellearn programme</u></a>	Kerala state IT mission&Intel education	Computer literacy,critical thinking,community &rural development	13 districts of kerala	Children 8-17 years	<a href="http://www.intel.com"><u>www.intel.com</u></a>
<a href="#"><u>Skool kerala</u></a>	Interactive learning resources via cutting edge	Support schools teachers learners maths	kerala	Students And teachers	<a href="http://www.kerala.skool.in"><u>www.kerala.skool.in</u></a>

KILA National Seminar, 14-16 July 2011, Hiriyanthapuram

<a href="#"><u>VICTERS channl</u></a>	Network on Edusat	Virtual classroom	kerala	Students And teachers	<a href="http://www.victers.itschool.gov.in"><u>www.victers.itschool.gov.in</u></a>
<a href="#"><u>Hibiscus</u></a>	Digital media PVT.LTd.	Animated children's content,CDRO MS,Padavukal, content for harithakeralam	Kerala	Children	<a href="http://www.hibiscusmedia.com"><u>www.hibiscusmedia.com</u></a>
<a href="#"><u>Chrisranjana software solutions</u></a>	Private software company	Content management database management system	chennai	children	<a href="http://www.chrisranjana.com"><u>www.chrisranjana.com</u></a>
<a href="#"><u>Tamil Virtual University</u></a>	Government of Tamilnadu	Academic program for Learning & promoting tamil literature,lang	Tamil Community all over the world	children	<a href="http://www.tamilvu.org"><u>www.tamilvu.org</u></a>

<p><b>Educational websites</b></p>	<p><b>Kidswebindia Chandamama Indiaeducation, pitara,esiksha.com, dindima.com,ekidzee, vidyaonline.net, Babloo.com indiaedu.com</b></p>	<p><b>Articles,games.puzzles, kids corners,Interactive learning sections ,syllabus,examination tips,kids magazines, fiction,tales grammar</b></p>	<p><b>India &amp; abroad</b></p>	<p><b>children</b></p>	<p><b><a href="http://www.kidswebindia.com">www.kidswebindia.com</a>, <a href="http://www.chandamama.com">www.chandamama.com</a>, <a href="http://www.indiaeducation.com">www.indiaeducation.com</a>, <a href="http://www.pitara.com">www.pitara.com</a> <a href="http://www.esiksha.com">www.esiksha.com</a> <a href="http://www.dindima.com">www.dindima.com</a> <a href="http://www.ekidzee.com">www.ekidzee.com</a> <a href="http://www.vidyaonline.net">www.vidyaonline.net</a> <a href="http://www.Babloo.com">www.Babloo.com</a> <a href="http://www.indiaedu.com">www.indiaedu.com</a></b></p>
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## FINDINGS

- Among the 29 cases we considered, 11 national projects, 8 state level & 10 Commercial educational websites are found.
- National Level programs started since the year 1994. State government initiatives especially in Kerala, in the educational sector started since the year 2000.
- The study reveals that governments, nonprofit organizations, private sector institutions shows more or less equal participation in this field.

## CONCLUSION

- Though the search is limited to Google search engine, this can serve as a valid information source to children, parents and educators.
- The children are most benefited in problem solving along with development of digital learning skills needed to strive forward in this 21<sup>st</sup> century.
- Thus the life inside and outside the classrooms are more enjoyable and memorable along with improved academic performance across students

# LINKS

- Educomp - [www.educomp.com](http://www.educomp.com)
- Azim premji foundation – [www.azimpremjifoundation.com](http://www.azimpremjifoundation.com)
- Dot-edu (T4) India – [www.t4india.idd.edc.org/dot-edu](http://www.t4india.idd.edc.org/dot-edu)
- Discovery Education- [www.discoveryeducation.com](http://www.discoveryeducation.com)
- America india foundation digital equalizer program- [www.aif.org](http://www.aif.org)
- E-learning for kids- [www.e-learning.org](http://www.e-learning.org)
- Shikshaindia – [www.shikshaindia.org](http://www.shikshaindia.org)
- SCDL- [www.scdl.net](http://www.scdl.net)
- Schoolsindia IT solutions- [www.schoolsindia.com](http://www.schoolsindia.com)
- RIESI – for EDUSAT- [www.education.kerala.gov.in/national\\_seminar](http://www.education.kerala.gov.in/national_seminar)
- A hotlist on India resources- [www.culturequest.us/hotlistindia.html](http://www.culturequest.us/hotlistindia.html)
- Malayalamanorama- [www.manoramaonline.com](http://www.manoramaonline.com)
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- indiaEdu- [www.indiaedu.com](http://www.indiaedu.com)
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- Intel learn- [www.intel.com](http://www.intel.com)
- Skool kerala- [www.kerala.skool.in](http://www.kerala.skool.in)
- Victers channel- [www.victers.itschool.gov.in](http://www.victers.itschool.gov.in)
- Hibiscus digital media- [www.hibiscusmedia.com](http://www.hibiscusmedia.com)
- Chrisranjana softwaresolutions- [www.chrisranjana.com](http://www.chrisranjana.com)
- Tamil virtualuniversity- [www.tamilvu.org/](http://www.tamilvu.org/)