



ज्ञान-विज्ञान विमुक्तये

प्रा. मनिष र. जोशी  
सचिव

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Secretary



सत्यमेव जयते



भारत 2023 INDIA

विश्वविद्यालय अनुदान आयोग  
University Grants Commission  
(शिक्षा मंत्रालय, भारत सरकार)  
(Ministry of Education, Govt. of India)

F.No.1-7/2018(SWAYAM)

21<sup>st</sup> December, 2023 / 30 अग्रहायण, 1945

**Subject: Incorporation of new feature in SWAYAM Prabha SMS/WhatsApp facility:-reg.**

**Dear Madam/Sir,**

As you may be aware, SWAYAM Prabha is an initiative of NMEICT scheme under the Department of Higher Education, Ministry of Education. This initiative delivers high-quality educational content through Direct to Home (DTH) channels nationwide, 24/7, playing a crucial role in bridging the digital divide for students.

Recently, the number of channels in the SWAYAM Prabha initiative has increased from 22 to 40. Content for these channels is curated by various agencies of the Ministry of Education, including CEC/UGC, IITs, and IGNOU. The content spans both postgraduate (PG) and undergraduate (UG) levels, encompassing a wide array of courses across disciplines such as Arts, Science, Commerce, Performing Arts, Social Science, Humanities, Engineering Technology, Law, Agriculture, Health Science, Design, Apparel, and more.

To enhance student accessibility to SWAYAM Prabha, a new SMS/WhatsApp feature has been incorporated into the schedule. This functionality aims to efficiently communicate information about the schedule for various subjects. The SMS facility is backed by an AI engine operating on the SWAYAM Prabha portal, ensuring that information is structured and shared with students in an organized manner. The UGC sees this intervention as a means to further the objective of providing quality education in regions with limited digital or internet access.

Hence, I urge all Higher Education Institutions to disseminate information about the new SMS/WhatsApp feature initiative among faculty members and students. This way, both faculty members and students can become aware of this facility and reap substantial benefits from it.

A banner sharing key information on the SMS/WhatsApp feature of SWAYAM Prabha is also enclosed, which may be shared via Social Media Channels/handles and displayed on the Notice Board and other important locations inside the institution campus.

With kind regards,

Yours sincerely

(Manish Joshi)

Encl: As above

To,

The Vice Chancellors of all Universities and Principals of all Colleges

वयुधेव कुटुम्बकम्

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