F. No.8-1/2015-TEL
Government of India
Ministry of Human Resource Development
Department of Higher Education
TEL division

Dated 04th December, 2017

Office Memorandum

Sub: Financial Norms for Development of MOOCs for SWAYAM

The financial guidelines for development of MOOCs under SWAYAM had been issued vide O.M. No. 8-1/2015-TEL dated 11th March, 2016. After a detailed interaction with the Course Coordinators held on the 2nd March 2017, a revised cost structure has been worked out based on the actual requirements in the field. These revised cost guidelines have been approved by the SFC in their meeting held on 26th September 2017.

2.   Accordingly, the following cost norms for courses under the SWAYAM would be applicable with effect from the date of issue of the O.M.:

A.   Development of new MOOCs:
Teaching Learning Material(TLM) & On-Camera Presentation

S. No.	Details	Rs Lakh
1	Preparation of the TLM, assessment, presentations, online reference material etc. including transcript - for 40 hours course material	1.50
2	On Camera presentation by SME @ Rs. 5000 per module (30 minutes)	2.00
3	Academic Review with two subject matter experts (for all four quadrant material) @ Rs. 1000 per module (30 minutes)	0.80
4	Technical review by one technical expert @ Rs. 500 per module (30 minutes)	0.20
	Sub-Total payment to SMEs and Reviewers(for 40 hours)	**4.50**

Video Production (Tentative - 40 hours):

S.No.	Details	Rs lakh
1.	Production cost (including cost of studio, set, crew and instructional designer)	5.25
2.	Multimedia or outdoor shooting inputs	1.75
3.	Post production (@ Rs. 5,000 per hour)	2.00
	Sub-Total Video Production Cost	**9.00**

B. Repurposing of existing e-content to MOOCs

Repurposing of the old material shall normally be not encouraged. Only where the material already existing is conforming to the quality guidelines issued on 1st June 2017, repurposing can be done.

The financial norms for repurposing of existing e-content courseware to MOOCs shall be maximum of 6 Lakhs per course (of 40 hours duration). For shorter/longer courses the payment would be proportionate. The National Coordinator (NC) shall make the assessment regarding the quantum of work involved in repurposing and make payment accordingly, subject to the maximum limit.

C. Support to the National Coordinator (NC) per year

S No	Details	Rs lakh
1	Support equipment for preview and consumables	5.00
2	Human Resource (only contractual) - Coordinator @ Rs. 70,000 per month (1) - One Project Associate per 50 Courses- @ Rs. 35,000 per month - One Data Entry Operator-@ Rs.20,000 and one Account Assist.-@ Rs.30,000 ≥ 50 Courses handled by NC.	8.40 As per number of Courses
3	Academic Advisory Board meetings @ Rs.2.00 Lakhs per Annum	
4	Subject Matter Expert Groups (SMEGs) Meeting @ Rs.2.00 Lakhs per Annum	
5	Workshops/Subject (1 workshops/50 persons each/Rs. 4000 per person) = 2.0 Lakhs/5 Course	As per number of Courses

3.   The above cost norms would be applicable from the date of issue and would be subject to the following:

   a. The norms would be applicable only for the courses that are produced new/fresh.
   b. The norms for TLM, On camera presentation and video production are for a 40 hour course (20 hours video and 20 hours of e-text). For courses which are of more/less duration the payment would be proportional.
   c. The National Coordinator (NC) should follow the procedure prescribed in the June 2017 guidelines for selection of courses.
   d. The courses should strictly comply with quality and other parameters prescribed in the June 2017 guidelines. A compliance certificate in this regard should be given for each course by the Course Coordinator (CC).
   e. Before uploading every course on SWAYAM, NC should verify and certify that the course is in compliance with the June 2017 guidelines.
   f. The payment would be made by NC to the Host Institute and not to the CC directly.

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g. The payment would be made only after acceptance of the deliverables by NC.

h. The CC has to give an undertaking that the course has not been submitted to any other agency for funding and has not received funding from any other source.

i. The payment would be made only for courses that would result in award of credit or certificate. The host institute should give the necessary commitment regarding conduct of examination and award of credit or certificate.

j. The receipt of payments by the CC/SME shall be regulated by the norms prevalent in the host institution.

k. The complete IPR of all the courses uploaded on SWAYAM shall be with the MHRD.

4. All the National Coordinators are requested to adopt these norms while sending proposals for release of money for production of courses as per the action plan already approved by the SWAYAM Board.

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