

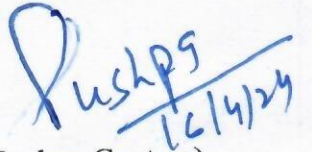
F.No.8-1/2015-TEL
Government of India
Ministry of Education
Department of Higher Education
(TEL Division)

408-C, Shastri Bhavan
New Delhi, dated: 16.04.2024

Subject: SWAYAM Guidelines 2024- Revision of financial norms for developing and delivery of MOOC Courses - reg.

The undersigned is directed to refer to minutes of meeting of 24th SWAYAM Board held on 05.03.2024 wherein revised SWAYAM Guidelines, 2024 has been approved by the SWAYAM Board.

2. Accordingly, the prospective revised financial norms for developing and delivery of MOOC courses of SWAYAM as per SWAYAM Guidelines 2024, are at Annexure for information and necessary action.
3. This issues with the approval of competent authority.


(Pushpa Gautam)

Under Secretary to the Government of India (TEL)
Tele: 2338 5459

To,

All National Coordinators (NCs) of SWAYAM

Copy to:

1. PPS to Secretary (HE), MoE
2. PPS to Joint Secretary (TEL), MoE
3. PPS to Director (EduTech), MoE

Annexure

A. Budget for MOOC Development				
S.No.	Category	Parameter	Criteria	Amount (INR)
1	Course Development	Content development	As per standards and if 100% developed	12,00,000
1.1		Module/Content Plan		
1.2		TLM		
1.3		Animation & multimedia (AVGC)		
1.4		Assessment Structure		
2		QC to review on above components	QC Certificate	1,50,000
3	Performance Based Incentives for new courses only	Registration/ Courses Enrollment	If course enrollment is in the top 25 percentile of any NC, with enrollments between 2000-5000, INR 50,000/- will be paid and if the enrollments is more than 5000 for the respective course INR 1,00,000/- will be paid.	100,000
4		Assessment Adoption	Among the top 25 percentile courses based on enrollment, if at least 50% of the total enrolled pupil have given the assessment and Minimum 1 Live class is taken by the Course coordinator	56,400
5		Student feedback collected by MoE through technology partner	On a scale of 1 to 10*, if the course gets rating greater than 5 and below 6, INR 14,100 will be paid, if the course gets rating greater than 6 and below 7.5, INR 28,200 will be paid, if the course gets rating greater than 7.5 and below 9, INR 42,300 will be paid, and if the course gets rating greater than 9, INR 56,400 will be paid.	56,400
		Total at MOOC creation level		15,62,800

B. Budget for Content/Course Upgradation			
S.No.	Category	Charges	Net Amount (INR)
1	Translation* (Speech to Speech)	1.7 lakhs per language (as per current norms) Language translation is at a flat rate of INR 8500/Hour/Language and the net amount is capped at INR 1.7 Lakh per Language which will be inclusive entire course development i.e. Module, TLM, Animation & multimedia and assessments.	1,70,000
2	AVGC**/Repurposing/Upgradation	Up to 6 lakhs per course (3000/minute; Up to 200 minutes in 40 hours course)	6,00,000
	Total for Translation, Upgradation and Repurposing		7,70,000

C. Budget for Rerun of Courses		
1	Course Delivery charges for rerun	1,38,915