

**E-Content
Development
Policy /Guideline**



**Sardar Vallabhbhai Patel University of
Agriculture and Technology, Meerut-250110
U.P. India**

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S.V.P. Uni. of Agri. & Tech.
Meerut-250110 (U.P.)

SARDAR VALLABHBHAI PATEL UNIVERSITY OF AGRICULTURE & TECHNOLOGY

Guidelines/Policy for E-Content Development

The Context


SVPDAT proposes to encourage development of e-content to facilitate enhanced learning environment. It is proposed to harness the Information and Communication Technology (ICT) in University's learning eco system. The 'Teaching-Learning-Knowledge triad' will be further facilitated and empowered by these e-content guidelines. This will also feed into and become an integral part of the University's Academic Management System (AMS) and ICAR-Agri-DIKSHA Portal. E-contents (as is well known) are Electronic Content or Digital Content. These are produced and stored electronically rather than in print and are the result of electronic publishing (e-publishing). These are viewed onscreen and not on paper and these can be transmitted over a computer network such as Internet. These guidelines outline the e-content development and transmission/dissemination these are expected to bring a new dimension of creativity in University's learning ecosystem.

General Guidelines to Authors/Editors

1. A covering page should describe the Name, Designation, Address of the Organization, Topic of the content, and a Declaration.
2. An author/editor/creator can submit any number of e-learning materials preferably on the subject(s) they are teaching/experts.
3. Each e-learning material should cover one topic related to the unit/syllabus.
4. The e-learning materials can be submitted either in English or Hindi version.
5. It is advised to provide the content with examples rather than merely reproducing the bookish information.
6. A summary should be given at the end of the each content.
7. The content should be grammatically and typographically error free.
8. Plagiarism of the content/material should be self-checked as per the ICAR/ UGC norms.
9. The pdf content should be in 1.15 line spacing, 12 font sizes, and in Times New Roman font.

Types of E-Content Encouraged By University

- Digital Textbooks
- Textual and Pictorial Presentation
- Workbooks
- Multimedia Presentations
- Articles
- Scripts
- Lecture notes
- Software


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- Videos
 - Audios
 - Utility templates (Microsoft office tools, Google workspace tools)
- (List is suggestive. Departments may make relevant additions)

Expected Features of E-Content

E-content is expected to focus on the following features:

- E-content should investigate the implications of new forms of social networking, knowledge sharing and knowledge building.
- E-content should encourage the learner in an effective manner.
- E-content should attract the attention of the learners.
- E-content should eliminate the inconsistency among the learners through effective material.
- E-content should enhance the knowledge level of learners in which it leads to creative thinking
- E-content should include web links so that it gives the future ideas on the basis of given links and references.

(List is suggestive. Departments may make relevant additions)

Permitted Forms of e-Content

1. Assembled form
2. Created form

1. Assembled E-content:


Assembled E-content constitutes compiled and assembled contents from several resources and books with due care taken for Copy Right & Intellectual Property Rights (IPR). **Here the author/editor will be main content provider. Content assembled will be given credit as compiled by and edited by (as applicable).**

2. Created e-content

Content developed by the author/editor using various resources, as well as his/her own work. Here the author/editorship will be of the content creator. The content developer has to provide the written material in standard module form.

Preservation of e-content

Preservation of e-content is as important as developing them. University will provide storage space:-


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Online preservation

- Cloud storage space
- University Website

Offline preservation

- Compact disks
- Digital Video disks
- Memory sticks (used in digital camera)
- USB Flash Drives
- Smartcards
- University Server

Important features for preparing e-content

E-content should be developed considering following approaches:

Annotation

The annotation is the (ranging from 200-300 words) brief description of the e-Content.

E-Text/E-Tutorial

Content Writer is expected to write detailed write-up on the topic of module as per content structure in a simple language enriched with multimedia supplements, wherever applicable. Topic should be presented in systematical and logical manner for independent learning consisting of:

- Self-check exercises
- Examples & Applications from day to day life, if needed
- Illustrations (Images, Maps, Graphics etc.)
- Appropriate web links wherever required
- Summary

(List is suggestive. Departments may make relevant additions)

Generally Expected Format

- Title
- Name of the E-Content Writer
- Objectives
- Learning Outcomes
- Disclaimer
- Subject Mapping/Structure
- Subject Content(Typed in text format for download)
- Summary
- Text Case studies (if Applicable)
- Frequently asked questions (FAQ's) with regard to content of the module.

- Video and audio (if needed)
- Assignments
- Assessment/Evaluation
- References
- Suggested Readings
- Glossary of terms used in the E-Content
- Web Links
- Contact details

(List is suggestive. Departments may make relevant additions)

Where ever necessary or useful chunking of content may be resorted to i.e. content may be divided into module, unit, and granule.

Training and Orientation

The development of e-content requires the fundamental knowledge. Some of the faculty may not be adequately oriented for development of e-content. University will organize necessary training/ orientation programs for the same. These programs will attempt at addressing the following:

- Basic computer skills (Off line e-content)
- Web skills (Online e-content) and so on.

E-Classes

Faculty is holding online Classes. They are encouraged to convert these lectures in to e-content. These can subsequently be made available online and hosted like other e-content.

MOOCs

Faculty is encouraged to create MOOCs. Such content creation should strictly comply with norms laid down by ICAR/ UGC.

Compliances

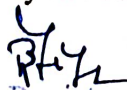
Copy Right/ Intellectual Property Right one-Content shall be long to the Author/Editor/ Creator. However, university along with Author/Editor will have the unrestricted right of sharing it. Compliance of income tax / any other applicable tax on royalty/or revenue generated by sharing of e-content will solely the responsibility of the author/editor.

Copy Right/ IPR Violation

If there are any copy right or IPR violations than Author/Editor/ creator will be fully responsible for any such violations. **SVPUAT will remain indemnified from any civil or criminal liability**

Approval of e-Content

Only those e-content which are approved by the below given committee will be permitted


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for publication.

1. OIC/Head of Department/Director/Coordinator of the concerned Department/ Research Stations/ KVK(Head))
2. Two senior most Professors/Associate Professors/Assistant Professor or their equivalent of the concerned Department/ Research Stations/ KVK/Human resource having knowledge of ICT field nominated by chairperson. Faculty of relevant subject (minor subjects as listed in ICAR PG curriculum) may be included if sufficient faculty in concerned subject is not available.
3. Wherever necessary external expert of specific super specialization may be included to participate through online mode.

The author/editor will provide the final draft of e-content at least one week prior to evaluation meeting. The committee will evaluate the content in its first meeting and ensure that due care has been taken by the author/editor in compliance to this policy. The author/editor will be communicated about the changes required and asked for resubmission. Content after resubmission as deemed fit by the committee will be permitted for publication or further revisions till satisfactory report from the committee.

Revised Editions

Like print contents e contents are also having scope of revised editions. Every subsequent change in content will again be placed against approval committee and subsequently be published as revised editions.

Cataloging

The concerned department/ Research Stations/ KVK will maintain catalog of e-Contents published by them. Any changes in catalog must be brought to the notice of OIC IT cell within a month. Every e-Content must have either a departmental publication number (Department Outward number can be used) or ISBN/ISSN.

This policy can be revised as per the need or as and when deemed fit by the competent authority of the university.

References: Lucknow University, ICAR



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