trends in high-end audio production and broadcasting the world over. The DAT format gives a sound quality comparable to the compact disc and does not suffer from generation loss and other defects common to analog recording.

The technical facilities installed in Sanchar Kendra are expected to have a production capacity of 200 video and 425 audio programmes per year on a single shift basis. Apart from catering to IGNOU's internal media production needs, the centre will also be able to take up production assignments for other institutions in the country.

The entire complex is centrally air-conditioned and fitted with latest communication facilities. In the central area of the four cornered structure as well as on the outer periphery, green lawns and landscaping have been planned to enhance the creative atmosphere within as well as to create an aesthetic appeal.

A comprehensive policy framework to enable the centre to cater and function as a national facility which can be tapped by several institutions across the country is being formulated.

9.3   LIBRARY AND DOCUMENTATION DIVISION

The IGNOU Library system consists of a Central Library at IGNOU Headquarters and Libraries at the Regional and Study Centres. The Study Centre Libraries are primarily for the use of students and Counsellors. In 1995-96, the Library has procured 2558 books for the Central Library and 2450 books for the Regional and Study Centres.

Books

a.   Central Library

The Central Library has 52,219 volumes. The language-wise break-up of the collection is represented in the Table below:

S.No.	Language-wise break-up	No. of Books		Total Nos. as on 31-3-96
		as on 31-3-95	Added during 95-96	
1.	English Books	34,480	1,813	36,293
2.	Hindi Books	5,662	344	6,006
3.	Other Books	9,519	401	9,920
	Total	**49,661**	**2,558**	**52,219**

b. Libraries at Regional and Study Centres.

During 1995-96, 2450 books were supplied to the Libraries of 16 Regional Centres and 244 Study Centres. The total number of books supplied to the Regional and Study Centres are:

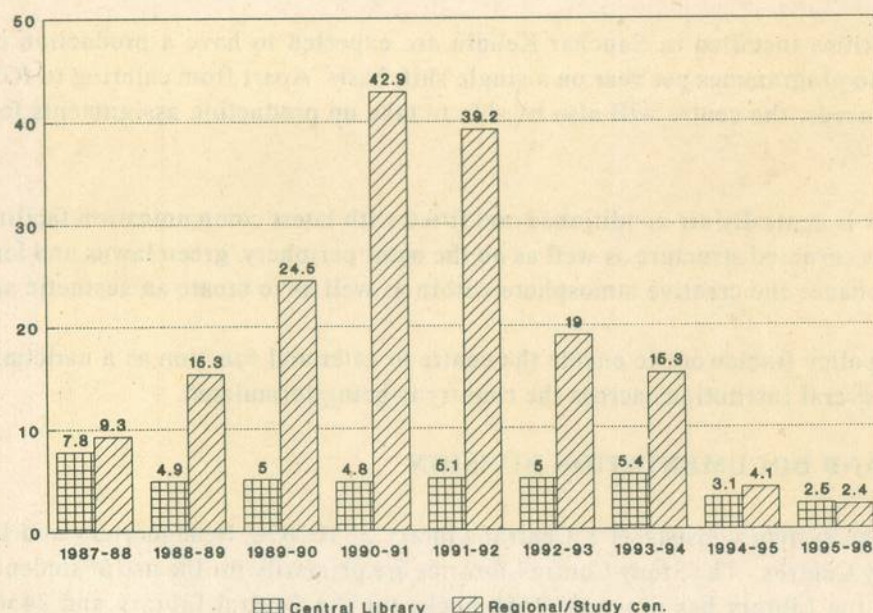|		
1.	Number of books as on 31-3-95	1,74,419
2.	Number of books added in 1995-96	2,450
3.	Total Number of books supplied till 31-3-96	1,76,869

Figure 6 : Addition of Books to Libraries (Year-wise)

Periodicals

The demands for subscriptions to new journals have been received from various Schools. But, due to the increase in subscription rates, shrinking budget and regular fluctuations in exchange rates of the foreign currencies, it has not been possible to add more foreign journals to our existing collections. We have added only 14 journals in the year 1995-96. However, the additional demands can be met through inter Library Loan from other Libraries.

a.   Number of Journals subscribed in 1995-96

      English   410
      Hindi   16

b.   Number of Magazines subscribed in 1995-96

      English   18
      Hindi   17

The Library subscribes to six distance education journals for sixteen Regional Centres.

IGNOU Library, being one of the member libraries of Delhi Libraries Network (DELNET), it has been possible to rationalise subscription to journals by sharing resources with other member libraries of the network and borrowing them on inter library loans.

Library Services

IGNOU Library provides the following services to library members and readers from other institutions.

* Reading Service

* Lending Service

* Inter Library Loan Service

* Reference and Information Retrieval Service

* Documentation Service

* Bibliographic Service

* Newspaper Clipping for Distance Education

* Reprographic Service

* Lamination Service

* Spriral Binding Service

* CD-ROM Search Service

* E-Mail Service

* Document Delivery Service from DELNET

Computerisation of Library Operations

Since inception, the Central Library of the University has been using computers for various activities.

Central Library has a PC 486, with a large memory of 16 MB with 256 KB external cache. This system is in addition to the three PCS already available in the Library.

The IGNOU Library has 16 CD-ROM databases on different fields of knowledge. It has comprehensive reference sources which give bibliographic information. At present the library has the following CD-ROMs:

1. Applied Science & Technology Index

2. CITIS

3. Computer Library

4. Communicative Book Index

5. Distance Education Database, Encyclopaedia

6. Education Index

7. ERIC

8. Humanities Index

9. LISA 1989

10. McGraw-Hill Science & Technology

11. Science Citizen Index

12. Social Science Index

13. Science Citizen Index

14. The New Grovier Multimedia

15. Whitaker's Book Bank

In 1995-96, three more CD-ROMs have been subscribed:

1. Computer Select

2. Food & Nutrition

3. LISA-1996

Publications

Third edition of "Catalogue of IGNOU Course materials" (Print, Audio & Video) has been compiled by Library and Documentation Division in 1994. It provides introduction to each programme giving particulars about the scope, target group, course structure, medium of instruction, qualification required, age, duration, fee, etc. It includes information regarding all print materials and audio/video programmes along with their abstracts.

During the year 1995-96, the Library also brought out:

1. Acquisition list of books procured during 1995-96

2. Brief Statistical information about distance education institutions throughout the world

3. Library Profile

4. Vision of IGNOU Library System: A Report

10. STUDENT SUPPORT SERVICES

10.1 REGIONAL SERVICES DIVISION

Student Support Services is a vital and distinguishing feature of any Open University. With a view to providing academic, administrative and information support to learners spread over the country, IGNOU has established a vast nation wide three-tier structure of Student Support Services. This network comprises Headquarters, Regional Centres and Study Centres. The overall responsibility of maintaining this system has been entrusted to the Regional Services Division at the headquarters. During 1995-96, there are 17 Regional Centres and 255 Study Centres including 16 Recognised Study Centres. One new Regional Centre has been established during 1995-96 at Guwahati in the North-East.

During 1995-96, 11 new Study Centres have been established bringing the number to 255 (placed in the

Appendices). Notable among the Centres established during the current year is a Study Centre at Leh (Laddakh).

In order to meet the demands of increasing number of programmes and increasing enrolment and to meet the varying needs of different technological, professional, vocational and extension programmes, the existing concept of Study Centres was thoroughly reviewed during 1995-96 and a diversified approach has been evolved with general policy guidelines. The new approach includes, besides Regular Study Centre, Recognized Study Centre, Programme Study Centre, Work Centre, Satellite Learning Centre, Mobile Study Centre, Special Study Centres, Multi-Media Learning Centre and Distance Learning Facilitator. With this, a provision has been made in the Student Support Services for

    a) Institution based support;
    b) Technology based support; and
    c) Individual based support.

As a further step towards decentralisation, decision has been taken to decentralise matters relating to Finance and Accounts as well as administrative matters to the Regional Centres. All Regional Directors have been declared Drawing and Disbursing Officers and w.e.f. 1.4.96 Regional Centres will be responsible for budgeting, funding and accounting in respect of all Study Centres in the region. In this context, one post of Asstt. Registrar has been provided at every Regional Centre and it has also been decided to upgrade six posts of Regional Directors to Professor's level. These Regional Directors will be given additional responsibilities pertaining to their respective zones. There are 17 Regional Directors, 51 Asstt. Regional Directors, 17 Asstt. Registrars, about 630 Coordinators and Assistant Coordinators and 14,542 Academic Counsellors involved in operationalising one of the largest Student Support Services network in the world. Programme-wise break-up of academic counsellors is given in the table below:

Table 3: LIST OF ACADEMIC COUNSELLORS AS ON 31-03-1996

Sl. No.	Name of the Programme	Code	Total No. of Counsellors
1.	Management Programme	MP	2313
2.	Bachelors' Degree Programme	BDP	7690
3.	Diploma in Distance Education	DDE	85
4.	Diploma in Creative Writing in English	DCE	100
5.	Certificate in Food & Nutrition	CFN	845
6.	Bachelors' in Library & Information Science	BLS	134
7.	Diploma in Higher Education	DHE	146
8.	Diploma in Computers in Office Management	DCOM	208
9.	Bachelors' Degree in Science	B.Sc.	743
10.	Diploma in Rural Development	DRD	932
11.	Certificate in Guidance	CIG	127
12.	Diploma in Creative Writing in Hindi	DCH	80

(Contd.)

Sl. No.	Name of the Programme	Code	Total No. of Counsellors
13.	Masters' Degree in Distance Education	MDE	
14.	Diploma in Nutrition & Health Education	DNHE	100
15.	Post Graduate Diploma in Computer Application	PGDCA	184
16.	Advance Diploma in Water Resources Engineering	ADWRE	178
17.	Advance Diploma in Management	ADCM	
18.	Bachelor of Science in Nursing	B.SC-N	221
19.	Tourism Studies Programmes	CTS,DTS & BTS	269
20.	Master Degree in Library and Informationn Science	MLIS	123
21.	Diploma in Early Childhood Care and Education	DECE	51
22.	Post Graduate Diploma in Journalism & Mass Communication	PGJMC	6
23.	Certificate in Computing	CIC	7
	TOTAL		**14542**

Besides student services such as counselling and audio and video sessions and evaluation of assignment, Induction Meetings are organised at Study Centres at the commencement of the academic session with a view to orienting the students into the distance learning system. In the year 1995-96, over 84,000 counselling sessions were held at the Study Centres for various programmes.

During the past three years, the University had experimented with the material distribution to learners from Regional Centres and respective Study Centres. In view of encouraging results during 1995-96 material was distributed to the students of Management Programme by all Regional Centres outside Delhi. While Guwahati Regional Centre was established in March, 1996, the material for Delhi region was distributed from MPDD. This year also the students' response to this experiment has been quite encouraging.

In the area of staff-development, the Regional Services Division organised 85 Orientation Programmes at different Regional Centres and oriented 1,714 newly appointed academic counsellors bringing the total number of oriented academic counsellors to 9,463. To cover the rest, one day orientation programmes were conducted by Regional Centres.

A Training Workshop on Financial and Administrative Matters was conducted during the year in which one Regional Director, one Assistant Registrar/Section Officer, and one dealing Assistant from each Regional Centre participated. Similar workshop for remaining 8 Regional Centres is proposed to be held in April, 1996. This has been done in the light of proposed decentralisation of Fiannce and Administrative matters. In addition to this, two training workshops on admissions and evaluation related matters were organized in collaboraton with STRIDE. 48 functionaries of Regional Centres (3 from each) were trained.

University has made a provision for Information Services and redressal of student-problems. The Student Affairs Cell, located in Regional Services Division resolved 6,789 student queries and problems received by post during the year. The Information Centre on the IGNOU campus attended to the queries of 3,619 students and visitors during the year. The charge of the Information Centre has now been handed over to the Chief Public Relations Officer.

10.2 STUDENT REGISTRATION AND EVALUATION DIVISION

The Admission Division was amalgamated with Evaluation Division w.e.f. 7th August 1995 to be known as Student Registration and Evaluation Division. During the year under report, the following new programmes were launched :

1. Bachelors Degree in Tourism Studies
2. Diploma in Tourism Studies
3. Advanced Diploma in Computer Applications
4. Bachelors Degree in Computer Applications
5. Certificate Course in Computing
6. Post Graduate Diploma in Journalism and Mass Communication.

The programme-wise and region-wise details of students admitted to the programmes offered by the University which commenced from January, 1996 are given in the tables below.

Table 4 : PROGRAMME-WISE DISTRIBUTION OF STUDENTS

Name of the Programme			Students Admitted
1.	Bachelor's Preparatory Programme		7,461
2.	I	B.A.	6,212
3.	II	B.A.	8,060
4.	III	B.A.	3,426
5.	I	B.Com.	2,939
6.	II	B.Com.	2,786
7.	III	B.Com.	1,208
8.	I	B.Sc.	2,358
9.	II	B.Sc.	1,046
10.	III	B.Sc.	736
11.	Bachelor of Library & Information Science		1,279
12.	Management Programme (Freshers)		17,610
13.	Management Programme (Re-registered)		14,466
14.	PG Diploma in Human Resource Management (Direct)		5,438
15.	PG Diploma in Financial Management (Direct)		8,990
16.	PG Diploma in Operations Management (Direct)		4,119
17.	PG Diploma in Marketing Management (Direct)		11,457

(Contd.)

Name of the Programme	Students Admitted
18. PG Diploma in Distance Education	516
19. PG Diploma in Higher Education	494
20. Master of Distance Education	47
21. Diploma in Creative Writing in English	322
22. Diploma in Creative Writing in Hindi	153
23. Diploma in Rural Development	1,777
24. Diploma in Computers in Office Management	1,507
25. Certificate in Food & Nutrition	2,432
26. Certificate in Guidance	628
27. Diploma in Management	491
28. Diploma in Nutrition & Health Education	977
29. Organising Child Care Services	107
30. Nutrition for the Community	53
31. Diploma in Early Childhood Care and Education	348
32. Certificate in Tourism Studies	833
33. Master of Library and Information Science	746
34. PG Diploma in Computer Applications	2453
35. Bachelor of Computer Applications	2661
36. Advanced Diploma in Computer Applications	612
37. Certificate in Computing	7381
38. Advanced Diploma in Construction Management	643
39. Advanced Diploma in Water Resources Engineering	120
40. B.Sc. Nursing Ist Year	551
41. B.Sc. Nursing IInd Year	279
42. PG Diploma in Journalism & Mass Communication	1257
43. Bachelor in Tourism Studies	1280
44. Diploma in Tourism Studies	1969
TOTAL	**1,30,228**

Table 5 : REGION-WISE DISTRIBUTION OF STUDENTS

Regional Centre	Student Enrolment
1. Ahmedabad	13,150
2. Bangalore	7,038
3. Bhopal	6,509

(Contd.)

Regional Centre		Student Enrolment
4.	Bhubaneshwar	6,309
5.	Calcutta	10,439
6.	Cochin	5,593
7.	Delhi	23,412
8.	Hyderabad	6,421
9.	Jaipur	4,172
10.	Lucknow	9,636
11.	Madras	8,442
12.	Shillong	4,084
13.	Shimla	3,102
14.	Pune	6,399
15.	Karnal	6,083
16.	Patna	9,439
	TOTAL	**1,30,228**

The number of students enrolled in 1995-96 is 1,30,228 as against 96,001 in the last year, registering an increase of about 35.8% from the previous year. The agewise composition of students admitted is given in the table below.

Table 6 : AGE-WISE COMPOSITION OF STUDENTS ADMITTED, 1995-96

Age Group	No. of Students	Percentage
Below 21	21,391	16.41
Between 21-25	31,989	24.54
Between 26-30	40,370	30.97
Between 31-35	18,379	14.10
Between 36-40	9,085	6.97
Between 41-45	4,798	3.68
Between 46-50	1,943	1.49
Between 51-55	548	0.42
Above 55	1,851	1.42

The category-wise details of students e.g. male, female, SC, ST, General, Urban, Rural, Tribal, Employed, Unemployed and physically handicapped in respect of all the programmes is given in the table below.
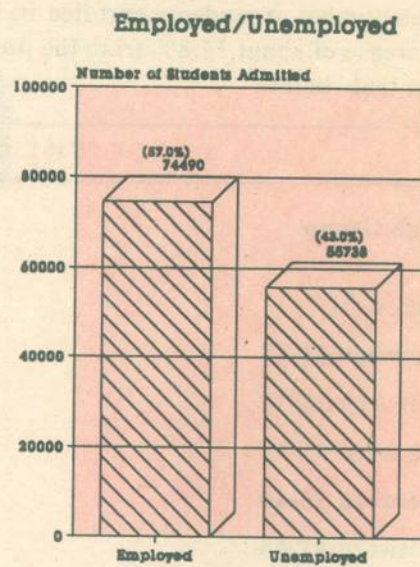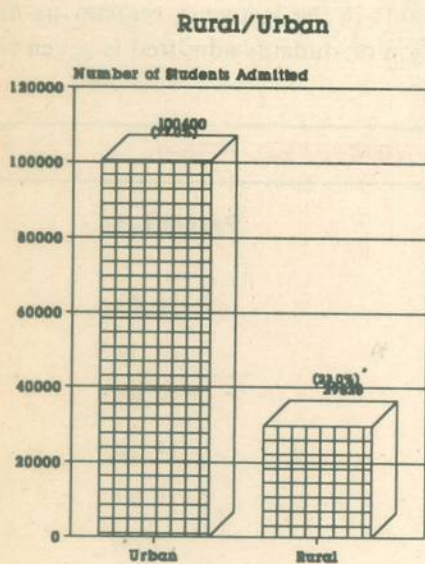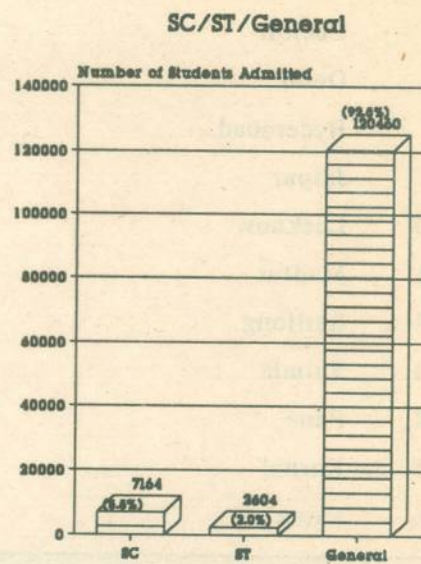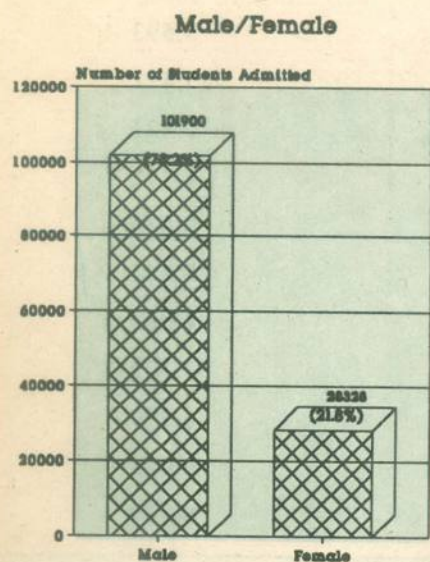
Male/Female

Number of Students Admitted

101900
(78.2%)

26326
(21.8%)

Male   Female

SC/ST/General

Number of Students Admitted

(92.5%)
120480

7164
(5.5%)

2604
(2.0%)

SC   ST   General

Rural/Urban

Number of Students Admitted

100600
(72.2%)

(21.0%)
27630

Urban   Rural

Employed/Unemployed

Number of Students Admitted

(57.0%)
74490

(43.0%)
55730

Employed   Unemployed

Figure 7 : Distribution of Students - Male/Female, SCST/General, Rural/Urban, Employed/Unemployed

Table 7: CATEGORY-WISE DETAILS OF STUDENTS ADMITTED, 1995-96

Category	No. of Students	Percentage
Male	1,01,676	78%
Female	28,676	22%
Physically Handicapped	666	0.51%
Scheduled Caste	5,057	3.88%
Scheduled Tribe	2,046	1.57%
General	1,23,251	95.55%
Urban	1,18,923	91.23%
Rural	10,845	8.32%
Tribal	586	0.45%
Employed	74,490	57.00%
Unemployed	55,738	43.00%

A majority of IGNOU students are employed and fall in the age group of 21 to 35 years. The percentage of female students is 22, students from rural areas is 8.32 and those of SC/ST is 5.45. Efforts are being made to increase enrolment in coming years.
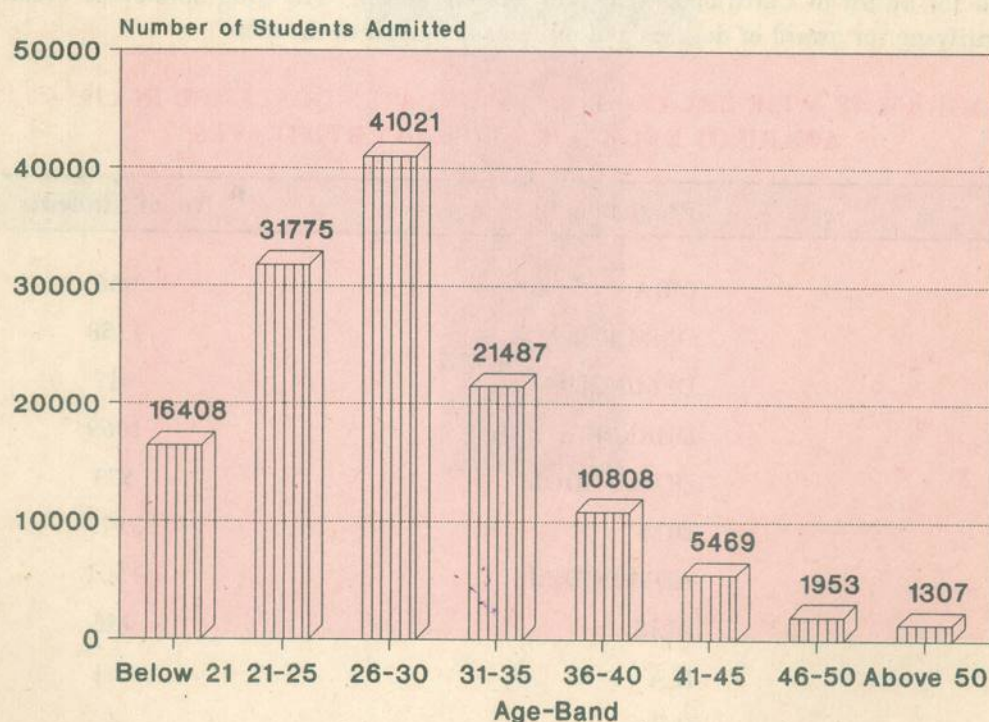
Figure 8 : Distribution of Students - Age-Composition

In the present educational system, student evaluation constitutes an important component of the learning process. IGNOU has adopted an evaluation system which provides 25 — 30% weightage to internal assessment by way of periodic assignments and 70 — 75% for the Term-end examination. In continuous internal assessment, the students are given formative feedback so that they improve their performance on the basis of comments given by their Academic Counsellors at their study centres. During the year under report, the Student Registration & Evaluation Division handled 6,23,179 tutor-marked assignments and computer marked assignments. There has been an increase of 12% in submission of assignments by the students as compared to the previous year. The details of assignments handled during the past three years are given in the table.

Assignments handled year-wise

Year	No. of assignments handled
1993-94	4,60,315
1994-95	5,66,179
1995-96	6,23,179

The University conducted entrance test at 254 centres for admission to Bachelors Preparatory Programme, Management Programmes, Computer Programmes and Construction and Water Resources Management Programme. 64, 297 candidates took these tests. With the help of Coordinators and Counsellors serving in honorary capacity at 253 study centres spread all over the country, the University conducted term-end examination during June & December. The SR&E Division handled a total of 2,21,143 answer books. There has been an increase of 21.4% in the number of answer books handled during the year under report as compared to the previous year. 1,113 Project Reports submitted by students in fulfilment of requirements of Management and other Programmes were evaluated. During the year under report, 12,301 students qualified for award of Certificates, Degrees and Diplomas. The programmewise break-up of the candidates qualifying for award of degrees and diplomas is given in the table.

Table 8 : PROGRAMME-WISE BREAK-UP OF CANDIDATES QUALIFIED IN 1995-96 FOR THE AWARD OF DEGREE/DIPLOMA/CERTIFICATES

Sl. No.	Programme	No. of Students
1.	MBA	666
2.	DMM/PGDMM	1358
3.	DFM/PGDFM	827
4.	DHRM/PGDHRM	1069
5.	DOM/PGDOM	573
6.	DIM	3173
7.	ADM/PGDIM	1501
8.	BLIS	455
9.	B.A	701
10.	B.Sc	4
11.	B.Com	175

(Contd.)

Sl. No.	Programme	No. of Students
12.	DDE/PGDDE	80
13.	MADE	43
14.	DCE	69
15.	DCH	11
16.	DCO	453
17.	DRD	178
18.	PGDHE	30
19.	CFN	654
20.	CIG	109
21.	CTS	140
22.	CRD	-
23.	DNHE	30
	TOTAL	**12301**

Seventeen students who secured highest score in their programmes of study qualified for award of Gold Medals. Details are given in the table below:

Table 9 : LIST OF GOLD MEDALISTS, 1995-96

Enrol.No.	Name	Programme
934710028	Swapna Das	Master of Arts in Distance Education
880343604	Bais Rajiv Kumar Singh	Master of Business Administration
935900060	Geetha Ganesan	Bachelor of Lib. & Inf. Science
880181380	Samant Anuradha	Degree in Bachelor of Arts
908577668	Debjani Adhikary	Degree in Bachelor of Commerce
930330145	Harmeet Kaur	Diploma in Computers in Office Mgt.
930420315	Sanjay Kalra	Diploma in Rural Development
938200117	Devdutta Choudhury	Diploma in Distance Education
930430309	Tejinder Singh	Post Graduate Diploma in Higher Edn.
937221426	Amulya Kumar	Diploma in Creative Writing in English
935390040	Chandra Kanti Tripathi	Diploma in Creative Writing in Hindi
933169980	Srikantha Sharma G	Diploma in Management
928650529	Sankar Dey	Advanced Diploma in Management
909150277	Supratik Banerji	Diploma in Financial Management
921151753	Sridhar K.R.	Diploma in Human Resource Management
936271689	Barve Abhijit Shrikrishna	Diploma in Marketing Management
925650728	Srikrishna Prabhur	Diploma in Operations Management

10.3 COMPUTER DIVISION

Use of modern technology for dissemination of knowledge, management of student services and adminis-tration has been the basic approach of IGNOU right from the beginning. With this guiding principle in mind, electronic media and in particular computers are being increasingly used to automate almost all operations at the headquarters and the Regional Centres.

Computer Division is playing the most crucial and pivotal role in providing a variety of administrative and academic support services to realise the objectives of distance education and open university concept. It provides timely information to various Schools and Divisions of the University.

A major function performed by the Computer Division is maintenance of student registers/comprehensive student records. It captures data and processes information relating to activities specific to Schools and Divisions such as Admissions, Evaluation/Examination, Material Distribution, Regional Services as well as Regional Centres and Study Centres. These include particulars of the students, the academic programmes and the course for which they are registered, payment of fees, examinations, status of completion of aca-demic programmes, medium of instruction, etc.

The specific activities performed by the Computer Division are:

i) Admission - From the records of student admission at the Regional Centres, the Computer Division prepared the final student register (programmewise). The applications were analysed to prepare the demographic profile of student (age, gender, social background, etc.)

ii) Student data base - Prepared and maintained the Student data base indicating the performance of each student in respect of assignments, grades, term-end examinations, results, current status, pay-ment of fees, etc.

iii) Prepared address labels for despatch of course materials.

iv) Evaluated the Computer-marked assignments, tabulated examination results and prepared the grade cards for each student. Also assisted in pre-examination work by checking eligibility, arrangements at the examination centres, etc.

v) Assisted the Finance and Accounts Division in the maintenance of computerised data in respect of all employees of the University, preparation of monthly pay slips, provident fund accounts, etc.

Before every Term-end examination, Pre-examination process is performed by the Computer Division like generation of Hall tickets, preparation of abstracts which include statistics of examination, centre-wise number of students who are appearing for the examination. This information is provided to make the seating arrangements and to despatch the question papers and answer sheets.

The following data indicates the volume of work handled by the Computer Division :

1.	No. of cases processed for admission	1,32,000
2.	OMR Sheets processed for admissions	65,000
3.	Address labels (for admitted students produced and distributed)	25,00,000
4.	Alteration in registration attended	25,000

(Contd.)

	(change in address, medium of instruction, course option, study centre option)	
5.	CMA processed	2,50,000
6.	TMA-data capture of scores	5,00,000
7.	Term End Grades : information processing	2,50,000
8.	Term End Exams-results processing & production of Grade cards Inclusive of revised grade cards and referred cards	3,00,000

Software Development

Software development work during the year under report includes:

(a) Review and update of software packages utilised by the Regional Centres for processing application forms of students seeking admission to IGNOU, checking their eligibility and generation of reports;

(b) Software development for newly introduced programmes DTS, BTS and PGJMC. Software is also developed for result processing, ADCM, ADWRE, and PGDCA.

Staff Training and Technical Manpower Development

The Division has been conducting short-term intensive courses for IGNOU staff at the Headquarters and at the Regional Centres to increase computer awareness and the ability to use the computer effectively in their respective areas of work.

Training of staff: In coordination with STRIDE training programmes are conducted for Section Officers in five batches. Also DTP training was provided to various schools like School of Engineering & Technology and School of Sciences.

Networking Activities

The Computer Division is associated in setting up the networking facilities at all the Regional Centres and at the Headquarters.

Maintenance of the Computers

Computer Division is looking after the maintenance of all the computers at the headquarters and liaising with third party AMC company to keep all the machines in working condition.

10.4 MATERIAL PRODUCTION AND DISTRIBUTION DIVISION

During the year under report, the Printing and Publication Division and the Materials Distribution Division were merged into a single Division called Material Production and Distribution Division (MPDD).

Production of Print Materials

The printing and publication division of MPDD of IGNOU which is one of the largest educational publishers in the country has been engaging itself in printing and publication of various course materials for the different courses being offered by the University. Besides production of course materials, other print re-

quirements like Assignments, Programme Guides, Handbooks, Brochures, Reports, Folders and other miscellaneous publications are produced. The University produces course materials in Hindi and English as well as in modern Indian Languages. So far the University has produced 2100 fresh course materials. In addition, during 1995-96 more than 150 fresh blocks of course materials, around 700 reprints and around 200 miscellaneous were broughtout by the Division. Around 8,00,000 copies of fresh materials, around 25,00,000 copies of reprints and around 7,00,000 copies of miscellaneous publications were printed and published by the Division.

Distribution of Materials

One of the most crucial components of the distance education system of Indira Gandhi National Open University is the sub-system for the delivery of self-instructional material to the students. Distribution of print materials comprising self-instructional materials, programme guides, application forms and other miscellaneous items is a formidable task. The spread of the operations is so wide, the distances to be covered are so large and some places are so remote that the distribution of print materials assumes enormous proportion. The syncronisation of production of materials/assignments, printing of the required number of these materials, storing these materials and despatching them to the individual students, coursewise and medium-wise through the postal system of the country is a complex operation which is further compounded by a large number of students changing their addresses, medium and courses each month.

Key indicators of the volume of despatch work handled by the Division during the year 1995-96 is given below:

Number of despatches made to students   :   3 lakhs

Number of despatches made to Regional   :   52,000
Centres and Study Centres

The growth in the number of mails despatched to the students over the past few years can be seen from Figure - 9.
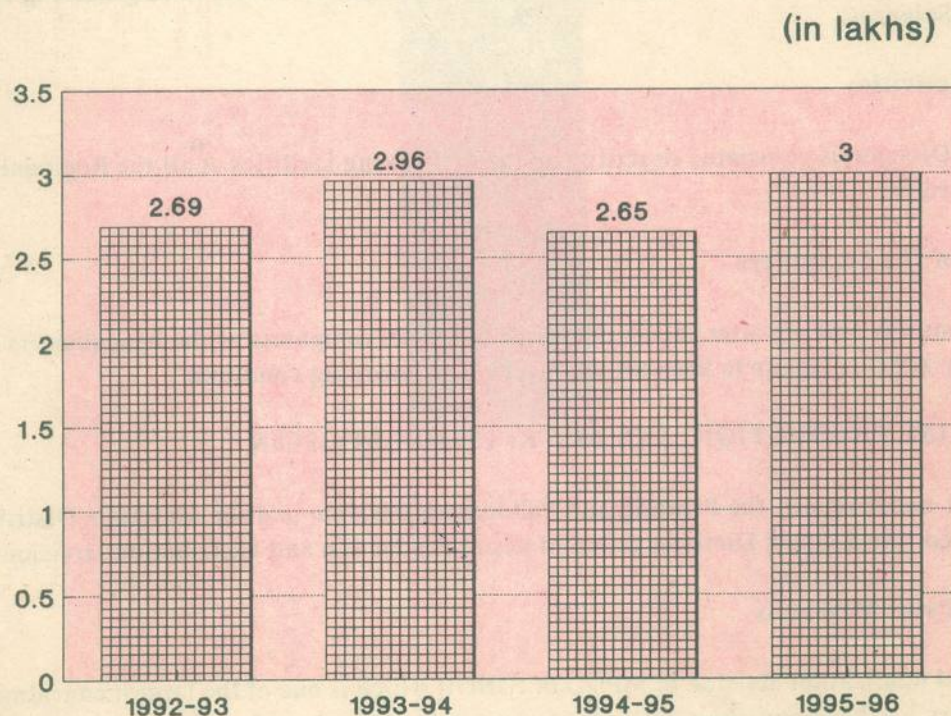

(in lakhs)

Figure 9 : No. of mails despatched to students

Stores

The function of the Stores is to decide on the quantity of study materials required for students and other purposes, receive the printed materials from the printers and stack them according to courses and blocks and issue these materials as and when required. At the end of 1995-96, around 2,700 titles and around 8 Million volumes were kept in the inventory of the Stores.

During the year 1995-96, about 40 lakhs copies of books were received by the Stores from the Printers. Figure - 10 shows the increase, over the years, in the numbers of print materials received by the Stores.
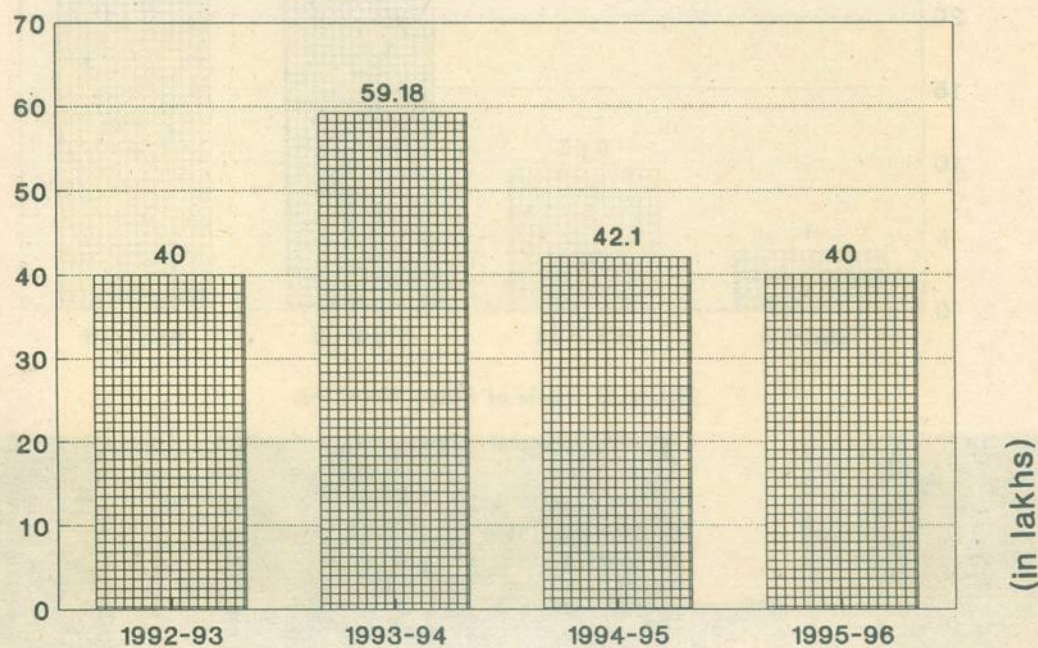
Figure 10 : No. of Print Materials

Marketing of Study Materials

The University has recently set up a Marketing Cell to promote sale of study material. About half a dozen retail book sale Agents have been appointed by the University in the various parts of the country. The University also participated in the World Book Fair held in Delhi from February 3-11, 1996. Books worth Rs.1.60 lakhs were sold. Training in i) Copyright and Licensing and ii) Marketing Books Online Using Internet to Reach Global Markets was provided to two officers dealing with marketing of study materials. The IGNOU course materials are not only used by the students of IGNOU but also by the students of the conventional system. The IGNOU is thus filling a gap by making available high quality, low-priced textual materials that can be used by all students of higher education and also general public.

The sale proceeds during 1995-96 amounted to Rs.34 lakhs.

Proceeds from sale of study materials have been registering steady growth for the past 3 years as can be seen from Figure - 11.
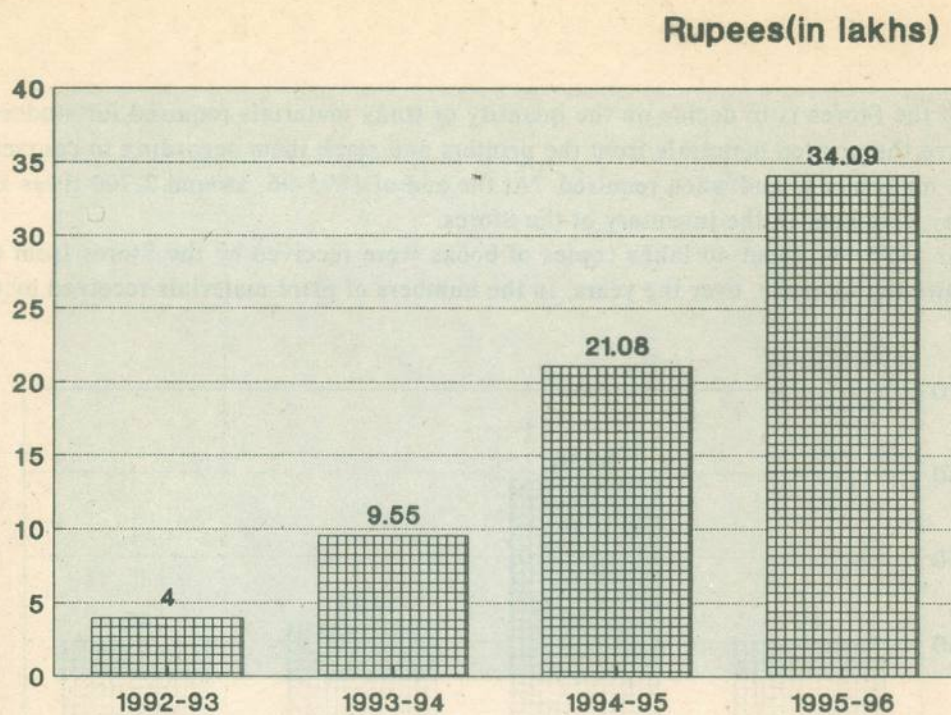
Figure 11 : Sale of Study Materials

IGNOU Book Stall at the World Book Fair

Decentralisation of Material Distribution

In order to improve upon the existing centralised distribution, system, the University has been experimenting with distribution of study materials to the students through the Regional Centres. During the year 1995-96, all the Regional Centres, except Delhi, were involved in distribution of study material for the management programmes. The growth, over the years, in the number of students covered under decentralised distribution can be seen from Figure - 12.
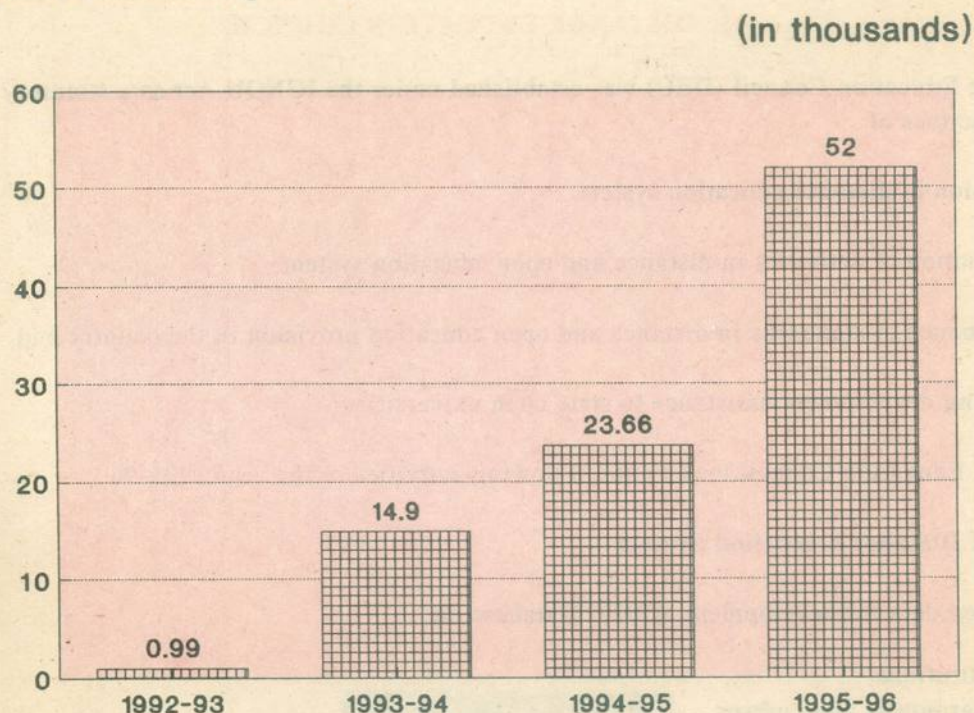
(in thousands)

Figure 12 : No. of Students covered under decentralized distribution

Computerisation

A Computer centre has been set-up in the Division and Inventory Management of the printing materials has been fully computerised. Other activities of the Division like despatch, students support services, etc. are at various stages of computerisation. It is expected that these steps will lead to timely and speedy distribution of study material to the students.

11. DISTANCE EDUCATION COUNCIL

The Distance Education Council (DEC) was established under the IGNOU Act as a statutory authority to fulfil its objectives of

— promotion of distance education system

— coordination of activities in distance and open education system

— maintenance of standards in distance and open education provision in the country and

— providing development assistance to state open universities

The Distance Education Council took up the following activities in the year 1995-96.

Promotion of Distance Education System

i) Collected data for development of DEC Database on

— Institutions
— Programmes and courses
— The available literature and
— Personnel

ii) Prepared a common courses pool for sharing among open universities

iii) Published the following booklets giving information about the programmes on offer by four functional open universities

a) Open Universities in India- Academic Programmes - 1995

b) Professional, Technical and Vocational Programmes on offer by Open Universities in India and

c) A brochure on Distance Education Council

iv) Collaborated with UGC in organising two roundtables on conversion of Correspondence Course Institutes (CCIs) into Distance Mode for Directors of CCIs and Vice-Chancellors of Conventional Universities in October 95 and December 95 at Madras and New Delhi.

v) Organised jointly a National Seminar on Student Support Services in Distance Education with Regional Services Division, IGNOU in February, 1996.

Development Grants to State Open Universities (SOUs)

i) Provided development support of Rupees Seven lacs each to BRAOU, KOU and YCMOU for creation of downlinking facilities for use in teleconferencing.