

Press Release

All India Children's Educational Audio Video Festival 2010

The "15th All India Children's Educational Audio Video Festival 2010" organized by the Central Institute of Educational Technology (CIET) was inaugurated today at the NCERT here. Eminent Psychiatrist and theatre actor Padmashri Dr. Mohan Agashe who was the chief guest on the occasion, inaugurated the three-day festival from March 18-20, 2010. Prof. Vijaya Mulay, eminent educationist was the guest of honor. Prof. G Ravindra, Director NCERT presided over the function and Prof. Vasudha Kamat, Festival Director and Joint Director CIET was present on the occasion.

Speaking on the occasion Dr. Mohan Agashe shared his views on education system. He stressed that to reduce the stress among students education has to be interesting. He pointed out that the moment education is interesting there will be lot of questions among students. This should be the objective of education to make children ask and enquire, he said.

Quoting the example of Grips theatre, he said that we smuggle education under the garb of entertainment. He said, "The good film is the one when the film finishes the subject begins in your mind."

He in his address stressed on the need of visual literacy among children and adults. According to him the language of images and sound is very important in today's time because we learn a lot through audio visual medium. The way we were taught to read and write we should now teach how to read and write images and sounds. "We see, hear but we never think what we should see and hear" he said while referring to the need to integrate media in education. He said only then we'll not get exploited by those who know this language.

He also quoted many examples of theatre and films to bring home the point of importance of listening and viewing skills.

Prof Vijaya Mulay in her address suggested that that CIET should go for 24X7 educational channel. Being founder principal of CET, now known as CIET, she requested all those who have been associated with CIET to share their experiences of working with Educational Technology. She expressed that educational technology is still not being understood properly by many. This documentation would help to make educationists understand how ET has evolved over a period of time, she said.

Prof. G Ravindra, Director NCERT said that the films can make better impact than textbook and urged Central Institute of Educational Technology to make such audio video programmes which not only deliver the curriculum content but also touch the hearts of the students.

Earlier in her welcome address, Prof. Vasudha Kamat expressed her happiness over the number of entries that has increased from 84 to 114. She further informed that the number of awards has also been increased and that the number of cash awards has seen a quantum jump from 17 to 35 this year.

During the nine screening sessions 39 programmes (29 video and 10 Audio) were screened and the programmes were discussed at length by the producers, scriptwriters and media personnel. Eminent media persons and educationists were invited to chair the sessions. Ms. Shaheena Khan, Mr. Prabhu Dayal Khattar, Ms. Anju Mehrotra, Prof V.P.Gupta, Dr. Kiron bansal, Dr. Rukmini Vemraju chaired the sessions. CIET faculty and producers convened the screening programmes. The list of the programme is enclosed.