

CONTENT DEVELOPMENT AND MANAGEMENT
Establishment of Incubation Centres

Project Details

Technology Information Facilitation Programme
Technology Promotion, Development and Utilization
Department of Scientific and Industrial Research
Technology Bhavan
New Mehrauli Road
New Delhi

April 4, 2006

Incubation Centres for Promoting Content Development and Management

1. Introduction

The rapid developments in Information and communication Technologies (ICT) have opened up new challenges and opportunities in every sphere of human activity. Content development and creation of invaluable information products is such an opportunity yet to be explored in the Indian context. Though India has made significant contributions in software development and acquired expertise in every subject of human knowledge, it has so far not been able to develop a viable content development and information industry. The industry, however, needs to be promoted as it has to play a major role in the scientific growth and development of the nation. In recognition of this important gap, content development has been included as a major component of Technology Information Facilitation Programme of DSIR during the Plan period and it is proposed to set up Incubation centers in some of the selected Universities in promoting Content development.

2. Objective

The objective of the scheme is to promote content development as a scientific profession amongst young scientists passing out from the recognized universities. In particular, the objectives of the scheme are:

- ✓ To encourage pass-outs with domain knowledge to become entrepreneurs on content development
- ✓ Facilities (training being just one part) are to be created to incubate the efforts of young professionals in the initial years
- ✓ Such facilities in due course should be able to self-sustain

3. The Scheme

The scheme proposes to establish incubation centers in some of the selected universities to promote content development as a profession. Typically, the incubation centers should have the requisite computer and software facilities for imparting training in content development, experienced trainers and facilities for preparation of project profiles and feasibility reports. The centers also need to have services of domain experts and language experts. The scheme may have **two components**:

- (a) Training facilities for content development**
- (b) Content development incubation centres**

a) **Training Courses:** The *coverage* of the training course may include the following:

- ✓ Content Development and Management Skills
- ✓ Planning Content & Collection of Information
- ✓ Developing multimedia Digital Content
- ✓ Developing databases and search engines
- ✓ Aesthetics of presentation
- ✓ Information Architecture – Organization & Structure
- ✓ Entrepreneurial Skills
- ✓ Appreciation of Existing Content Resources
- ✓ IPR especially Copyright

Conduct of Courses: This training course is not for development of computer skills. The objective is to inculcate the skills for CONTENT development for which computer and networks are the major tools. Therefore, students may *essentially have*

- ✓ Domain Knowledge
- ✓ Good Communication skills
- ✓ Some knowledge of computer & networks
- ✓ Language capability and creative talent
- ✓ Payment
- ✓ Class exercises
- ✓ Tests & Project Works – writing a proposal, planning, costing and implementing, delivery of content and reporting

They may be admitted through tests and they are required to pay some registration and tuition fees.

Besides lectures, the courses may include group exercises, project works, etc.

The *duration of a course* could be between three to six weeks.

b) **Content Development Incubation Centres**

An incubation facility may be created with state of art computers, net connections, thesauri, content classification aids, handbooks etc, which persons after completion of training could use to undertake content development contracts etc. This should be conceived as nurseries of content development start up companies. The facilities may be given out on hire at a reasonable rate for a limited duration.

4. **Institutions Eligible for Assistance**

Universities and academic institutions are qualified for support.

5 **Resources Required at Host Institution**

- ✓ Built-up Space for the Centre
- ✓ Class room facilities for 20 participants
- ✓ Small Office
- ✓ Expert Faculty to complement the external resource persons
- ✓ Services of Domain Experts & Language Experts

6. **Assistance under TIFP**

Department of Scientific and Industrial Research (DSIR) would provide the necessary financial support for the following:

- ✓ Acquisition of hardware, software and communication tools
- ✓ Payment of honorarium/ fees to trainers
- ✓ Consumables and other operational expenses for training
- ✓ Expenses for documentation and production of training materials
- ✓ Secretarial support
- ✓ Overhead expenses

Any other specific requirement may be considered on case-to-case basis. Assistance will be sanctioned on signing an MOU and completion of other facilities. The release would be however made in a number of suitable installments.

7. **Sustainability**

The host institution should clearly specify their plans on sustainability of the incubation center.

8. **Submission of Proposals**

The proposal should be prepared and submitted according to the prescribed format as given at Annex A and sent to:

Mrs.Sreedevi Ravindran

Advisor / Scientist G

Technology Information Facilitation Programme

Department of Scientific & Industrial Research (DSIR)

Technology Bhawan, New Mehrauli Road, New Delhi-110 016

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Director leaves without completing the project, the institution will take full responsibility to complete the project as per the existing terms and conditions.

- c) The institution will take full responsibility for monitoring the progress of the project, sending progress reports and utilization certificates, etc. and ensuring proper and timely implementation.
3. It is requested that the project proposal may be considered favourably for providing financial assistance of Rs.....

Signature of the Head of the Institution

Name of the Head of the Institution & Stamp

FORMAT B

Certificate from the Investigators

Project Title: _____

- 1. I/We did not submit the project proposal elsewhere for financial support.
- 2. I/We have explored and ensured that equipment and facilities (as enumerated in section) will actually be available as and when required for the purpose of the Project. I/We shall not request financial support under this project, for procurement of these items.
- 3. I/We undertake to provide access to permanent equipment (listed in section) during spare time to other users.

Date: _____

Place: _____

Name and Signature of the Investigators

Annex A

Format- A

Sample copy of Forwarding Letter
(On Letter Head of the institution/ University/ Professional Body)

From

.....
.....
.....
.....

Dated:

To

Mrs.S.Ravindran
Adviser & Scientist G
M&C Division / TIF Programme
Department of Scientific and Industrial Research
Technology Bhavan, New Mehrauli Road
New Delhi – 110 016

Subject: Proposal for undertaking _____
—..

Sir/ Madam,

1. I am glad to forward herewith a proposal for undertaking _____

_____ at a total cost of Rs..... (Rupeesonly). The project is proposed to be completed over a period of..... months/. Mr./Ms./Dr..... who is presently working as _____ in this institution will be the Project Director/ Principal Investigator.

2. I certify that this institution will provide all the facilities and infrastructure for the completion of the project as follows:

- a) This proposal or any similar proposal has not been submitted to any other agency/ Department for funding/ the proposal has also been submitted to..... for partial funding up to Rs.....lakhs.
- b) The Project Director/ Principal Research Investigator will continue to work in the institution till the completion of the project. In case the Project

FORMAT C

Format for Submission of Projects
Incubation Centres for Promoting Content Development
Under TIFP/TPDU

Part I: General Information and Technical Details

1. Title of the Project :
() Training facilities for content development
() Content development incubation centres
2. Name of the Institute/ University/ Organization submitting the Project Proposal
3. State
4. Status of the Institute
5. Name and Designation of the Executive Authority forwarding the application
6. The Draft/ Cheque to be issued in the name of :
7. Details Project Investigator

Name	
Designation	
Sex & Date of Birth	M / F &
Address	
City	
Telephone	Fax
Email	

8. Details of the Co-Project Investigator

Name	
Designation	
Sex & Date of Birth	M / F &
Address	
City :	Pin Code :
Telephone :	Fax :
Email :	

9. Objectives of the project

10. Duration

11. Methodology

13. Activity Schedule

S.No	Activity	Months												Period

14. Details of major projects completed during last five years

Title of the project

Name of the Project Investigator

15. Existing Facilities

15.1 Available equipment and accessories to be utilized for the project

16. Continuity/Status of the Project after the DSIR support is over

17. BUDGET PARTICULARS

Please provide the break-up for each item of expenditure and also give justification for each head and sub-head separately mentioned in Part II.

Place
Date

Signature of the PI
Name
Designation