

# Did You Know?

## *Posters and A/V Series*

---

### **Background**

The National Centre for Innovations in Distance Education (NCIDE) at IGNOU is mandated to develop and promote an environment of innovations in the ODL system. To develop such an environment, the creativity and innovativeness of an individual needs to be nurtured. The curiosity within him or her needs to be ignited. Therefore, NCIDE prepared and disseminated innovative posters and short audio/video programmes titled "Did You Know?" These posters and audio/video programmes included interesting topics, which have lot of bearing on our real life situations but generally go unnoticed. Since April 2011, more than two hundred posters have been prepared and displayed. The facts are converted into 300 audio programmes in English titled "Did You Know?" and 300 in Hindi titled "*Kya Aap Jaantey Hain?*" These are being broadcast through *Gyan Vani*. About 30 Video programmes have been developed, which are being telecast through *Gyan Darshan*.

### **Need of the Innovation**

Creativity is inherent in all of us. Creativity is the ability to generate ideas for products, services or processes that are new or those which never existed earlier. Creativity can be instrumental in devising innovative solutions for difficult problems. Therefore, creativity forms an integral part of any innovation process. It requires deviating from old methods and patterns of thinking and embracing new methods.

Creativity and innovativeness in an individual can be fostered through various methods, such as exploring creative interest, collecting inspiration, learning something new every day, and expanding the imagination, among others. Considering the above aspects, it was decided that such posters or audio/video programmes that can stretch the imagination and inspire an individual to create and innovate would be timely.

### **Description of the Innovation**

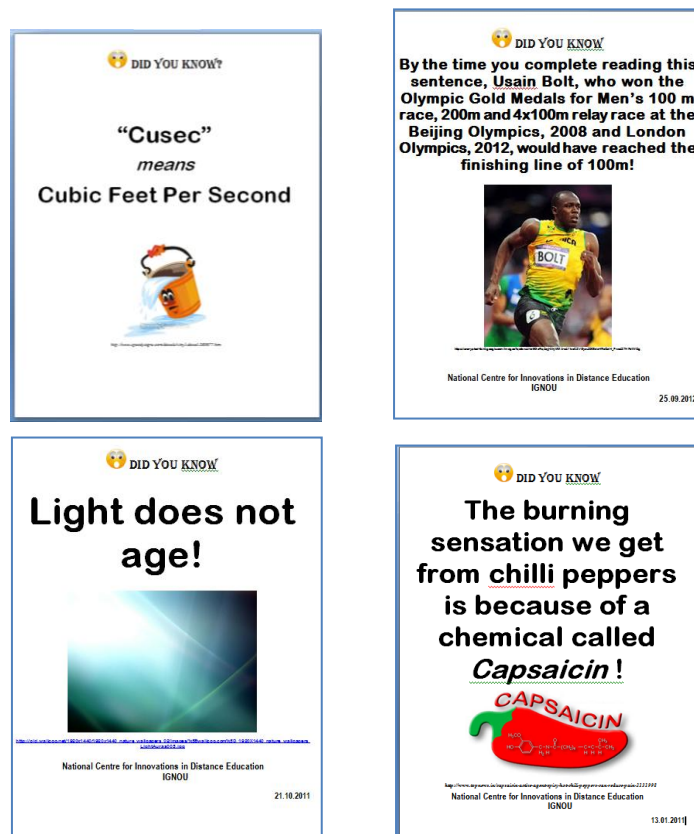
#### ***Posters***

The genesis of the innovation lies in a series of posters that NCIDE has been bringing out at the NCIDE at IGNOU, New Delhi. One rainy day in September 2010, Dr. C. K. Ghosh, the then Director of NCIDE and Dr. Moumita Das were discussing that Delhi would be flooded after the Haryana Government released 7.7 lakh cusecs of water into the Yamuna. Dr. C. K. Ghosh asked a staff member if he knew what a cusec was, and on receiving a reply in the negative, he explained it to him. This was the starting point of a series of posters titled "Did You Know?" (Figure 1)

The posters covered many interesting topics in the areas of science, technology, mathematics, social sciences, arts etc. Some examples are :

1. Between evaporation and falling as precipitation, a droplet of water may travel thousands of miles! A raindrop attains a terminal velocity which is why umbrellas can withstand the force exerted by the shower.
2. The longest suspension bridge in the world is the Akashi Kaikyo Bridge in Kobe, Japan It spans an amazing 1991 metres (6529 feet)!
3. The only letter not appearing on the Periodic Table is the letter J!

4. A plastic container can resist decomposition for as long as 50,000 years!
5. The word Karate means, "empty hand."!
6. Sherlock Holmes's creator, Sir Arthur Conan Doyle, was an avid cricketer! He was part of the first team to tour the Netherlands in 1891. He only took one wicket in his career but it was memorable - dismissing W. G. Grace for 110.



**Figure 1 : Few Posters of “Did You Know” Poster**

Taking the effort further, short video programmes were developed with the help of EMPC. Thirty (15 English and 15 Hindi) such programmes of one minute duration were prepared and duly telecast through the official teleconferencing channel of IGNOU, *Gyan Darshan*.

### **Audios**

After the success of the posters, it was decided that audio programmes may be prepared so that the idea reaches the learners of IGNOU and a much wider audience. With the help of the Electronic Media Production Centre (EMPC), IGNOU, three hundred short audio programmes of one minute duration each were prepared, wherein 150 were in English and 150 were in Hindi. These were broadcast through *Gyan Vani*, IGNOU’s radio channel.

### **Videos**

Taking the effort further, short video programmes were developed with the help of EMPC. Thirty (15 English and 15 Hindi) such programmes of one minute duration were prepared and duly telecast through the official teleconferencing channel of IGNOU, *Gyan Darshan*.

The interesting facts belong to a wide range of subject and topics, ranging from sciences, to sports, mathematics to music, environment to English. The selection of the topics for the posters, and the audio and video programmes required extensive research work,

which involved referring to the authoritative texts, such as the encyclopedias, dictionaries, research articles, etc., for correct representation of the facts and figures.

## **Innovative Features**

The posters and audio/video programmes helped sensitizing the general public about these interesting issues around us. These issues generally go unnoticed but they have a lot of bearing on our daily life. An awareness of the underlying reason for these issues or facts or phenomena could guide our everyday decisions and activities. For example, if a person is stung by a bee, and he or she knows that the sting of a bee is acidic, and therefore it can be neutralized with a compound of opposite nature, i.e., alkali, such as calcium hydroxide or slaked lime, which is easily available in a *paan* shop, it would be of enormous help to the person as a first aid. This is for the first time such types of programmes were produced at IGNOU. It is new to IGNOU, useful for all and feasible to develop and deliver,

## **Achievements**

The scheme of Did You Know started in April 2011. Since then more than 200 posters have been prepared and displayed. The facts were covered into about 300 audio programmes in English and Hindi each separately. The programmes have been broadcasted through Gyan Vani. At the same time about 30 video programmes have also been developed and they have been telecast through Gyan Darshan as fillers between two video programmes.

## **Applications and Uses of the Innovation**

The posters and audio/video programmes of the interesting facts of “Did You Know?” series have diverse applications. The posters could be put up at appropriate places, such as learner support centres to raise curiosity among the learners. These could be put up on the website also for everyone to read and be informed. The posters could be put up on the notice boards of IGNOU offices for everyone to read and think.

The audio and video programmes could be used as fillers for the radio and teleconferencing programmes. Also, these could be put up on the IGNOU YouTube Channel.

## **Way Forward**

Both old and new “Did You Know” posters and programmes should be presented through the IGNOU website or mobile phones to the learners of the University. The teachers, academics and the administrative staff will also be benefitted.

## **Coordinator and Innovator**

**Dr. Moumita Das**

**Dr. C. K. Gosh**, Ex. Director, NCIDE, IGNOU, New Delhi

**Mr. Manoj Kumar**, Producer, EMPC, IGNOU, New Delhi