

## Background Note on Digital Media Courses

The online platform providers play a pivotal role in the online education scape. As the demand for off campus or online classes is growing the platform providers as well as the training providers are increasingly playing the role of content providers as well as curators. Online education is a mix of dedicated online and offline players.

Online education is continuously expanding its wings ranging from K12 segment to higher education language test center etc.

While educators are using the available platforms to reach out to prospective students, the corporate tie-ups assist in co-creation of industry recommended or certified content which enhances the overall acceptance of online education amongst its target users.

Along with these somewhat formal/ non formal online classroom formats there is a different set of training providers on the digital platform which is providing certificate or diploma programs as well as catering to the need of school segments wherein students are looking for learning beyond classroom learning. There are wide range of courses available ranging as from schools' subject topics, language courses, sales and marketing to data engineering, excel skills for business analytics and the like.

There are extraordinary situations / occasions when many regular contact classes are forced to shift to an online mode. With more and more organizations shifting their focus to online mode, there is need to create a reliable and credible mechanism for validation of these courses so that the learners and the other stakeholders of these learners get the assurance of quality of the programs delivered and certification undertaken in this area.

The purpose of introducing Accreditation of Digital Media Course is to uphold high standard of quality and expectation of the various stakeholders of the online education system. Some of the salient objectives include;

- ✓ To assess institutions and their programs that meet defined quality standards;
- ✓ To foster excellence in Institutions capability in building effectiveness in delivering online education
- ✓ To establish framework for continuous improvement and provide opportunity to benchmark with other organization/ institution delivering courses in Digital space
- ✓ To facilitate developing knowledge, skill as well as professional competency of the students

For any query and feedback related to this scheme please reach out to-

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