



SITE

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Satellite Instructional Television Experiment

- The first of its kind
- Site was the first experiment to telecast educational programme direct from satellite to receivers.
- The experiment became a tool for mass education through various programmes designed exclusively for the projects.

Collaboration between ISRO and NASA

- Satellite ATS -6 was provided by the national Aeronautics and space administration (NASA) of USA and the ground segment was prepared by the Indian space research organization (ISRO) working in collaboration with All India Radio(Doordarshan)
- For one year ATS-6 was in geostationary orbit over India
- 2 up linking station at Ahmadabad and Delhi
- At the receiving end

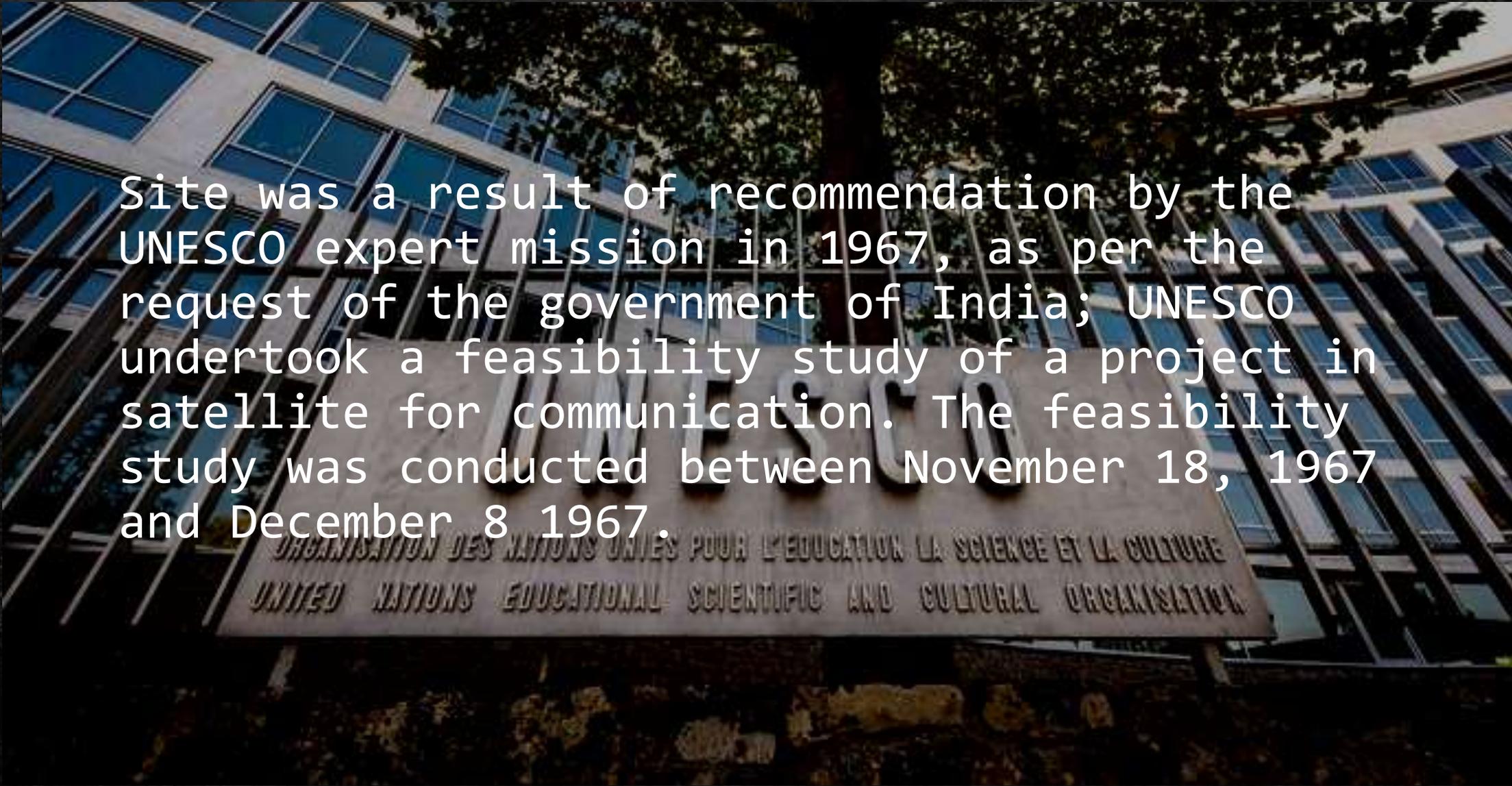
(Satellite Instructional Television Experiment)

- These programmes were received in about 2400 villages in six different states of India
- Andhra Pradesh, Bihar, Karnataka, Madhya Pradesh, Orissa and Rajasthan
- Chicken mesh antenna used to receive the signal from ATS-6

Two Content Layout with SmartArt



- Programme scheduled: 4 hours of broadcast every day .
- 1.5 hour of broadcast in the morning was denoted to school children while 2.5 hour in the evening were meant for general audiences in the villages. The evening programme included half an hour of common programmes in Hindi which originate from Delhi
- Programme focused on health, hygiene, family planning, nutrition, improved agriculture practiced and events of national importance.

A photograph of a UNESCO sign in front of a modern building with large glass windows. The sign is white with black text. The background shows a multi-story building with a grid of windows and some trees. The text on the sign is in three lines: 'UNESCO' in large letters, followed by the French name 'ORGANISATION DES NATIONS UNIES POUR L'ÉDUCATION LA SCIENCE ET LA CULTURE', and the English name 'UNITED NATIONS EDUCATIONAL SCIENTIFIC AND CULTURAL ORGANISATION'.

Site was a result of recommendation by the UNESCO expert mission in 1967, as per the request of the government of India; UNESCO undertook a feasibility study of a project in satellite for communication. The feasibility study was conducted between November 18, 1967 and December 8 1967.

UNESCO
ORGANISATION DES NATIONS UNIES POUR L'ÉDUCATION LA SCIENCE ET LA CULTURE
UNITED NATIONS EDUCATIONAL SCIENTIFIC AND CULTURAL ORGANISATION

VIKARAM SARABHAI (12 08 1919 to 31 12 1971)



To practice the recommendation, Department of Atomic Energy made an agreement with National Aeronautic and Space Administration of USA for the loan of a satellite for one year in 1969.



Operation electricity

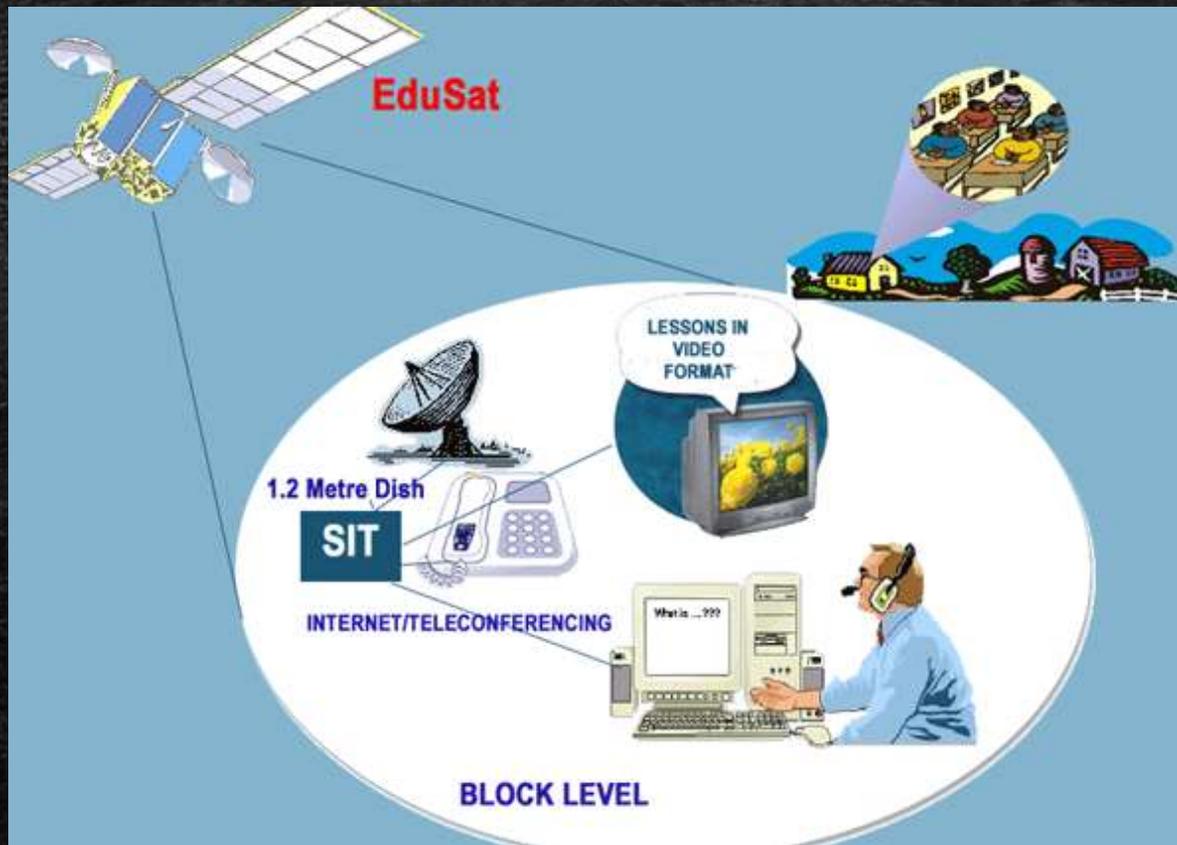
Close to 80 % of village selected for SITE did not have electricity in the buildings where the SITE TV sets would be installed? A special project called operation electricity was launched to urgently electrify the village before the start of SITE.

The SITE mission

One of the purposes of the experiment was to provide a system test of direct broadcast technology in relation to a large developing country.



The legacy of SITE



The site showed that India could make use of advanced technology to fulfill the socio-economic needs of the country. This led to an increased focus on satellite broadcasting in India.

ISRO began preparation for a country wide satellite system. After conducting several technical experiments, the Indian national satellite system was launched by ISRO in 1982.

September 2004, India launched EDUSAT, which was first satellite in the world built exclusively to serve the educational sector. EDUSAT is used to meet the demand for an interactive satellite based distant education system for India.