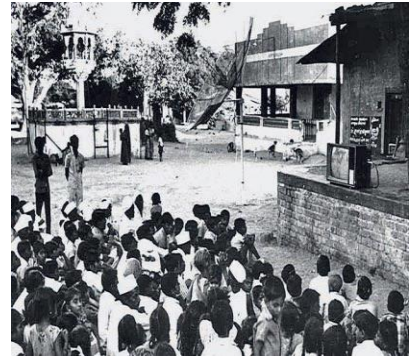


Satellite Instructional Television Experiment

(SITE Experiment)

The Satellite Instructional Television Experiment (SITE), India's first attempt to use technology as an educational tool. It was the greatest communication experiment in history. India need to take the reach of a communication network to rural areas, thus India intersected with American technology. This experimental project boomed in the field of science and technology.



The Satellite Instructional Television Experiment or SITE was an experimental satellite communications project launched in India in 1975, designed jointly by NASA and the Indian Space Research Organization (ISRO). The project made available informational television programmes to rural India. The main objectives of the experiment were to educate the financially backward and academically illiterate people of India on various issues via satellite broadcasting, and also to help India gain technical experience in the field of satellite communications.

The experiment ran for one year from 1 August 1975 to 31 July 1976, covering more than 2400 villages in 20 districts of six Indian states and territories (Andhra Pradesh, Bihar, Karnataka, Madhya Pradesh, Orissa, and Rajasthan). The television programmes were produced by All India Radio and broadcast by NASA's ATS-6 satellite stationed above India for the duration of the project.

The project was supported by various international agencies such as the UNDP, UNESCO, UNICEF and ITU. The experiment was successful, as it played a major role in helping develop India's own satellite program, INSAT. The project showed that India could use advanced technology to fulfill the socio-economic needs of the

country. SITE was followed by similar experiments in various countries, which showed the important role satellite TV could play in providing education.

Objectives of SITE Experiment

- It should get experience in the development, testing and management of a satellite-based instructional television system particularly in rural areas and to determine optimal system parameters.
- It can demonstrate the potential value of satellite technology in the rapid development of effective mass communications in developing countries.
- It can demonstrate the potential value of satellite broadcast TV in the practical instruction of village inhabitants.
- It can stimulate national development in India, with important managerial, economic, technological and social implications.

Drawback of SITE

- ✓ Technology procedures of such operation were new so it could not deliver outputs of high quality.
- ✓ This one year experiment was the time of emergency and that is the reason nothing could be said about policies of the state.
- ✓ Most of the programmes under the studio construction, that's why they were not liked.
- ✓ It was transient. Broadcast once missed it lost.



SITE Experiment in India in 1975