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Dr. R. Sreedher joined COL as Director of the Commonwealth Educational Media Centre for Asia (CEMCA) on 1 February 2007.

Most recently, Dr. Sreedher was as a Project Director, Local Voices Project of Internews in Chennai, India. Prior to that he was Director of the Educational Multimedia Research Centre, IIT campus Roorkee and also at Anna University Chennai. Previously he was Director of the Electronic Media Production Centre at the Indira Gandhi National Open University, India. And before joining IGNOU, Dr. Sreedher worked in various capacities with India's national broadcasters, All India Radio and Doordarshan.

Dr. Sreedher's interest in distance education began when he was heading the science unit of All India Radio Chennai in 1980 where he planned and produced the AIR School of Continuing Science Education. While serving as the chief of the educational broadcast wing of the All India Radio Network, he planned and executed mega radio science serials for children simultaneously in all the 18 recognised languages of India. The project involved the use of text materials, audio programmes and do-it-yourself activity kits. These serials had a strong component of 'live' interactivity. Dr. Sreedher was the one who introduced Interactive Radio Counselling for IGNOU in 1998. He later extended it to more than 180 Radio stations in the country. He was the architect of India's 24 hour educational TV and Radio channels which were named Gyan Darshan and Gyan Vani. He also pioneered campus community radio in the country in India.

Dr. Sreedher is a recipient of many national and international awards. He was a finalist in the World Technology Network Awards in the category of education for the year 2002. He received the National Award for Science Popularisation through Electronic Media from Government of India in 1991. He was also awarded the Akashvani Radio award for Innovative radio programmes four times by All India Radio.

Dr. Sreedher has also written popular science books in Tamil. His work involving WorldSpace satellite radio, entitled 'Radio Vision', has been published by UNESCO. He has also worked as a consultant in Afghanistan helping to revive its Educational Radio and Television Centre and has been a UNICEF consultant in community radio.

Dr. Sreedher brings his experience and expertise to CEMCA and hopes to take it forward to newer heights. He hopes to rope in more like minded partners.