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**Government of Jammu & Kashmir
DIRECTORATE OF SCHOOL EDUCATION, JAMMU**

Subject: Special Enrolment & Retention Drive "Aao School Chalein" to enhance enrolment for the new academic session beginning in Govt. Schools falling under winter zone of Jammu Division.

CIRCULAR No. 35 DSEJ of 2020

Dated: 10-12-2020.

In view of the beginning of forthcoming session in winter zone of Jammu Division, the Directorate of School Education, Jammu is launching a special Enrolment & Retention Drive "Aao School Chalein" to be conducted under the supervision of CEOs of the concerned Districts across all the villages, feeding habitations & nearby catchment areas of the Govt. Schools with the objective of enhancing enrolment viz-a-viz retention of students in the Govt. Schools.

Objectives:

- ❖ Enhancing enrolment in all Govt. Schools (Pry./U.Pry. High & Higher Sec. Schools), including Pre-Primary sections to be started in Govt. Schools already running Primary sections.
- ❖ Strengthening of existing pre-schooling by fresh enrolment of age appropriate Children in well established Pre-Primary sections in Govt. Schools.
- ❖ Special drive for out of school children, drop outs and Children with Special needs (CWSN)
- ❖ Special drive for enrolment in residential schools for Girls of Class 6th, 7th & 8th. i.e. KGBVs and registering Girls of secondary and Higher Secondary levels in Residential Girls Hostels.

Strategy:

1. Mobilization of community about the value and importance of education, Incentives and Scholarship schemes available to the students enrolled in Govt. Schools.
2. Awareness among the parents about the RTE entitlements and facilities.

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3. Awareness among the Parents, SMC Members about the Quality Initiatives being implemented by the Directorate of School Education, Jammu.
4. Quality Interventions to be highlighted:
 - Well designed class wise Academic Calendar supported with calendar for counselling, cultural and other co curricular activities.
 - Focus on Learning Outcomes amongst students through special **DSEJ Foundation Classes.** (Details available at jkeducationhub)
 - Well established Pre-Primary sections with Play-way Learning Material for younger kids.
 - Inclusive Education (Special Education Teachers for CWSN).
 - Preparing Students for Board, Scholarship & other competitive exams through **Mission Imtihan**
 - Free winter Schooling.
 - Super 50 coaching classes
 - Remedial teaching for weak students.
 - Medium of Instruction is English
 - Options for regional Languages also available.
 - Vocational Trades for Vocational Education in Hr. Sec. Schools.
 - Providing Assured Minimum Facilities (Electricity, Drinking Water & Toilets).
 - Neat, Clean & Polythene free environment through segregation & recycling of waste material.
 - Encouraging students for Sports & Physical activities under various programmes like *Khelo India & Fit India*.
 - Self defence training to Girls at U.Pry. Level.
 - Adolescent Programmes under “Girls’ Empowerment”.
 - Free Health Checkups.
 - Development of selected schools as Model & Composite Schools.
 - Scholarships for meritorious students.
 - Students House System & creation of various clubs like Youth & Eco Club, Art Club and Cultural Club.
 - Counselling & Guidance facility with Helpline “AaoBaatKariem”.
 - DSEJ’s Online (Home) Classes & Home Assignments.
 - Smart & Digital ICT/CAL Labs.
 - Free of Cost-Career Guidance Portal.
 - Free of Cost-Teaching & Learning Material.
 - Free of Cost-School Bags.
 - Free of Cost-Sets of Stitched Uniform.
 - Free of Cost-Text Books.
 - Free of Cost-Android Tablets under Shaala Kosh & Shaala Darpan.
 - Free of Cost-Mid Day Meal.
 - Nutrition & Kitchen Gardens for improvised Mid Day Meal and;



- Various other Quality interventions covered under Samagra Shiksha.

Target Group:

- a. Children of the age group between 3-5 years to be admitted in nearby Pre-Primary sections in all the Govt. Schools running Primary sections.
- b. Children attaining the age of 5 years from Anganwadi Centres/Pre-Pry. Sections or others to be admitted in class 1st.
- c. Children belonging to Special Focus Group i.e migrated, urban/rural deprived & dis-advantaged group and orphans etc.
- d. Out of School children (Drop outs & Never-Enrolled).
- e. Ensuring that class 5th pass out students of Primary school to be admitted in nearby Govt. Upper Primary Schools.
- f. Ensuring that class 8th pass out students of U-Primary, be admitted in class 9th to avoid elementary level dropouts.
- g. Ensuring that every CWSN gets formal schooling.

How to conduct Enrolment Drive:

1. Chief Education Officers shall ensure strict compliance of Covid-19 SOPs during the complete enrolment drive process, if required necessary support in this regard may also be sought from the District Administration.
2. Chief Education Officers shall constitute sufficient number of teams comprising of teachers & other officials to co-ordinate with the other SMC members to help in identification of potential children including OoSCs (dropouts and never enrolled children) in their respective vicinities covering all the villages.
3. Principal DIETs shall constitute zone-wise Teams to assist the Zonal Education Officers to conduct the program smoothly.
4. CEOs may work out the feasibility of hiring LED fitted vehicles for announcement or displaying documentaries & videos about the progress of Govt. Schools. Smart Classrooms may also be used to show documentaries.
5. Drum beating, rallies, advertisement in local TV Channels, Radio and Print media may also be used for campaigning provided all such Media communications are routed through Joint Director Information J&K.
6. Heads of the existing Govt. Schools and other officials of the department must be directed to mobilize the community about the benefits of the schemes available in Govt. Schools within their own vicinity. Institution-wise activity photographs must be submitted in to this directorate in soft copy.



7. Distribution of Pamphlets & Posters in the catchment area of each existing Govt. School especially where the density of Out of School Children (OoSC) is maximum.
8. To utilize services of Resource Person Inclusive Education & Special Education Teachers under the close supervision of District Coordinator IE for identification, enrolment & retention of CWSN. Students may also be identified for HBE (Home Based Education for CWSN), Transport & Escort Allowance, School Readiness Programme and for provision of Assistive Devices & Free surgeries etc.
9. Warden KGBVs along-with all the teaching staff shall also visit to meet nearby community areas to find out eligible girl students to be enrolled in these residential hostels.
10. Cultural & Media Cell, Counselling & Guidance Cell, DSEJ Home Classes/Assignments, Team Pre-Primary Education and Public Contribution Initiatives under Atmanirbhar Bharat, SEQM Cell, IT & Innovation Cell at Directorate level shall provide additional support with special content/material to the Districts to make this drive a successful campaign. Each Cell shall plan activities under Community Mobilization to be held at Divisional Level e.g cultural cell shall organise virtual events to portray benefits of Public Schooling System and to showcase Achievements of the Govt. Schools.
11. CEOs & DIET Principals may adopt any other strategy that they find more feasible and effective in their Districts and shall also guide the Zonal Education Officers & other Resource Persons accordingly.
12. Activity Schedule enclosed herewith must be followed strictly.

Suggestive Activities:

- ❖ Holding of special meeting of District Level Monitoring & Mentoring Committee to chalk-out the micro plan of the District for conduct of the Enrolment Drive in light of the circular guidelines issued. A district level committee shall be constituted to decide the actual content /matter to be used as publicity material which shall also be finalised on the same day to maintain the uniformity of the publicity content across the District.
- ❖ Conduct of the preparatory meeting at school with SMC Members, Anganwadi & ASHA workers and other stakeholders to prepare an Action Plan for the smooth conduct of **“Aao School Chalien”** Enrolment & Retention Drive. On this day Teachers shall deliberate about the benefits available for the students in Govt. schools to the



invited members and shall also display the results highlighting the best performing students.

- ❖ Conduct of mass campaigning at Zonal, Panchayat & village level with the impressive participation of the children, parents, civil society, SMC members and other prominent citizens for enrolling the targeted children.
- ❖ Identification of Children to be admitted in Govt. Schools from the nearby village(s)/habitations, potential children from AWCs, Out of school Children (OoSC) covering both Never Enrolled & Dropouts and CWSN (Children with Special Need).
- ❖ Enrolling new entrants in the Govt. Schools with the slogan “**Aao School Chalien**” by welcoming them with especial gifts & Textbooks etc.
- ❖ Reporting the progress along-with documentaries, videos and Photographs showing the progress of the Enrolment Drive.


Suggestive Content to be printed on Pamphlets & Posters:

- a. List of toppers (meritorious students) of Classes 3rd, 5th, 8th, 10th and 12th of the zone (preferably with photographs of the toppers).
- b. List of Govt. School Alumni who are at prestigious positions in the society (preferably with photographs and their achievements).
- c. List of highly qualified teachers (Ph.D, M.Phil, NET, SLET, JRF, M.Sc., and M.A etc) posted in the Zone/School.
- d. List of Shining Star Teachers and Students.
- e. Attractive pictures depicting the various Quality Initiatives being implemented by the Directorate of School Education, Jammu.
- f. Attractive pictures depicting Govt. School Infrastructure i.e School Buildings, Playground, Toilets and Boundary Walls specifically portraying BALA Concept.
- g. Pictures depicting functioning of Pre-Primary and events of other Co-curricular activities viz Quality of Teaching & Learning.
- h. Pictures depicting special educational facilities provided to Girls in KGBVs.
- i. Pictures depicting Special benefits being provided to CWSN like Aids & appliances, Surgeries, Reader Allowances, Transport and Escort allowances and Educational trips.
- j. Pictures depicting Provision of Free Uniform, Free Medical Checkups of students, Clean Drinking Water facility and free Hygienic, Nutritious food under Mid Day Meal.

In order to make “**Aao School Chalien**” Enrolment Drive a successful campaign, all the Chief Education Officers shall ensure all kind of



arrangements for conduct of series of activities as per the venue/location wise plan to be formulated at District level in accordance with the suggestive activity schedule as annexed herewith. The Action taken must reach this directorate along-with best Photographs, Videos and other relevant information on daily basis.


(Anuradha Gupta) KAS
Director School Education,
Jammu

No. DSEJ/SEQM/2020/36775-805 Dated: 10-12-2020.

Copy to the:

1. Administrative Secretary to the Government School Education Department, Civil Secretariat, Jammu for favour of information.
2. State Project Director, SamagraShikshaJ&K-Jammu for favour of information.
3. Mission Director ICDS for information with the request to instruct the field functionaries of ICDS across the Jammu Division to cooperate and support the drive.
4. Mission Director NHM for information with the to instruct the field functionaries of ICDS across the Jammu Division to cooperate and support the drive.
5. Director Health and Family Welfare for information and the request for necessary cooperation.
6. Joint Directors (all) of this Directorate & Districts for favour of information and n/a.
7. Chief Education Officer(s)_____ (all) Jammu Division for information and n/a.
8. Principal DIET(s)_____ (all), Jammu Division for information and n/a.
10. I/C different cells @ DSE-Jammu for inf. & n/a.
11. I/C website to upload this circular on official website of this Directorate.
12. Office record file.

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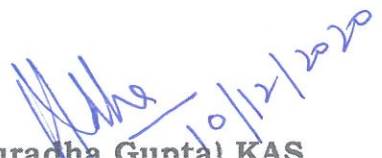
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Annexure-A to this office Circular No. 35 DSEJ of 2020 Dated 10-12-2020.

Tentative schedule of activities to be conducted under "Aao School Chalien"
Enrolment & Retention Drive:

S.No	Activity	Date
01	Holding of special meeting of District Level Monitoring & Mentoring Committee to chalk-out the micro plan of the District for conduct of the Enrolment Drive in light of the circular guidelines issued. A district level committee shall be constituted to decide the actual content /matter to be used as publicity material which shall also be finalised on the same day to maintain the uniformity of the publicity content across the District.	12-12-2020
02	Conduct of the preparatory meeting at school with SMC Members, Anganwadi & ASHA workers and other stakeholders to prepare an Action Plan for the smooth conduct of "Aao School Chalien" Enrolment & Retention Drive. On this day Teachers shall deliberate about the benefits available for the students in Govt. schools to the invited members and shall also display the results highlighting the best performing students.	14-12-2020
03	Conduct of mass campaigning at Zonal, Panchayat & village level with the impressive participation of the children, parents, civil society, SMC members and other prominent citizens for enrolling the targeted children.	15-12-2020 to 20.12.2020
03	Identification of Children to be admitted in Govt. Schools from the nearby village(s)/habitations, potential children from AWCs, Out of school Children (OoSC) covering both Never Enrolled & Dropouts and CWSN (Children with Special Need).	21-12-2020 to 26.12.2020
04	Enrolling new entrants in the Govt. Schools with the slogan "Aao School Chalien" by welcoming them with especial gifts & Textbooks etc.	28-12-2020
05	Reporting the progress along-with documentaries, videos and Photographs showing the progress of the Enrolment Drive.	Up-to 31- 12-2020


(Anuradha Gupta) KAS
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