

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

Subject: Launch of official YouTube channel-“**Shiksha Darpan**” and e-Magazine-“**Siksha Patrika**”.

**Order No. 508 -DSEJ of 2021**

**Dated: 14-01-2021**

As a major achievement, the proposal of this Directorate for setting up of a Digital Studio for Jammu Division has been sanctioned under Samagra Shiksha PAB-2020-21 by the Ministry of Education (GoI). While the directorate shall be setting up the studio very soon, various measures to improve quality of education through digital interventions need to be put in place for making these more efficient and effective. Delivering best online lectures through a control room at the studio shall soon be made possible. Besides, keeping in view, the National Education Policy 2020 for “Art Integrated Learning” and Holistic Development of school children, they need to be exposed to Art, Culture, Sports and other activities which are now perceived to be part of curriculum.

In view of the above, this Directorate is launching an official YouTube channel-“**Shiksha Darpan**” to broadcast video content and an e-Magazine “**Shiksha Patrika**” for written content contributed by students, teachers and others from Department of School Education, Jammu Division.

**Objectives:**

1. As information technology enabled social media is increasingly becoming an important medium of information dissemination and will continue to do so in the post COVID-19 pandemic scenario as well, the directorate of school education, Jammu intends to use various social media platforms to reach out to the students, their parents, staff members and other stakeholders in an effective manner and provide them with a platform to express themselves to showcase their talent.
2. To provide students, parents, teachers and the community at large with correct and timely information about various initiatives, schemes and interventions of the Govt. being implemented by this Directorate.
3. To get adequate feedback and suggestions from students, teachers and community at large for improving quality of education in Jammu division.

**PROGRAMMES TO BE TELECAST:**

**To begin with, following programmes shall be telecast on the channel “SHIKSHA DARPAN”:**

**1. Fortnightly Activities:**

**1.1 PRERNA- KAHANIYAN SITARON KI:**

In order to inspire students and others, the stories of successful people doing well in life despite challenges, especially Government School’s alumnus shall be broadcast similarly, students excelling in various fields and innovations by exceptionally gifted children are to be presented as inspiring examples. This programme shall be jointly managed by the Cultural and Education Cell, Counselling and Guidance Cell, Coordination Cell and Nodal Officer, Fit India, DSEJ subject to the screening of all content by the Content review committee.

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**1.2 KOSHISH:**

Self motivated teachers using innovative TLM and making exceptional contribution for improving quality of education, innovative teaching strategies and other best practices for qualitative and quantitative improvement of learning shall be showcased under this activity. This programme shall be jointly managed by the Cultural and Education Cell, Counselling and Guidance Cell, Coordination Cell and Nodal Officer, Fit India, DSEJ subject to the screening of all content by the Content review committee.

**1.3 INDRADHANUSH:**

Art and cultural items by students and teachers including competitions to be held in different regional languages of Jammu to be covered under this activity. The students shall be exposed to rich cultural heritage of Jammu division through various art forms practised in different districts of Jammu division. This programme shall be exclusively managed by the Cultural and Education Cell, DSEJ subject to the screening of all content by the Content review committee.

**1.4 QUIZ MASTER:**

To make the channel interactive, general knowledge based quiz and similar programs to be taken up especially to identify gaps in knowledge, build confidence and help children retain information. This shall also help prepare the foundation of students for various General knowledge based exams. This programme shall be exclusively managed by the Coordination Cell, DSEJ subject to the screening of all content by the Content review committee.

**1.5 EK BHARAT SHRESHTH BHARAT:**

Interaction with teachers and students of other States and UTs especially our paired State Tamil Nadu to be covered under this section to provide exposure to the students and familiarize them with the unity and diversity of India. The knowledge and the pride of rich Indian ethos which is one of the major objectives of the National Education Policy, shall be promoted through this programme. This programme shall be exclusively managed by the Cultural and Education Cell, DSEJ subject to the screening of all content by the Content review committee.

**1.6 SPARSH:**

Guidance and Counseling activities for students as well as teachers to be covered under this programme. Services of expert Psychologists may be utilized to address day to day common stress issues faced by the school going children, teachers and parents as well. This programme shall be exclusively managed by the Counselling and Guidance Cell, DSEJ subject to the screening of all content by the Content review committee.

**1.7 DEBATES/ DECLAMATION CONTESTS:**

Activities such as debate/declamation completions not only make the channel interactive, generating interest and attracting the students, activities shall work as effective tools for shaping the confidence and personality of students while educating them at the same time. This programme shall be exclusively managed by the Cultural

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and Education Cell, DSEJ subject to the screening of all content by the Content review committee.

**1.8 DSEJ SPORTS:**

Promoting Fit India activities, Yoga & Sports based content to be produced under this category. This programme shall be managed by the Nodal Officer, Fit India with the help of Coordination Cell, DSEJ subject to the screening of all content by the Content review committee.

**1.9 DSEJ NEWSROOM:**

News related to various activities, schemes, programs etc of DSEJ to be covered under this section. This programme shall be managed by Ms Alka Sharma, member, Cultural and Education Cell and Mr Yasser Mir, media coordinator, Preeti Sharma, Member, Counselling and Guidance Cell subject to the screening of all content by the Content review committee.

**2. Daily Activities:**

**2.1 WORD FOR THE DAY:**

Students can be taught a new word per day to increase their vocabulary covering all languages. This shall be managed by Mr Yasser Mir, Media Coordinator, DSEJ and Ashutosh, Member Cultural and Education cell

**2.2 THOUGHT FOR THE DAY:**

Inspiring and educative thoughts/ phrases/ one liner can be used to earn the attention of students towards different subjects.

This shall be managed by Sadaket Ali, Member, Cultural and Education cell and Dr Surinder, Member, Counselling and Guidance Cell, DSEJ

**e-Magazine "Shiksha Patrika"**

There shall be two editorial boards having teachers as well as students on it for "Shiksha Patrika" one each from winter & summer zones. Orders for the same shall be issued separately. The magazine shall be quarterly. Any student or teacher can contribute content which shall be sent to the respective editorial boards which shall be responsible for getting it compiled in the magazine after screening and editing.

**FRAMEWORK:**

**ANCHORS & REPORTERS:** A 10 member panel of anchors & reporters to be selected amongst experienced and talented teachers and students to present the programmes and contribute in coverage of activities for Media and Community Mobilization Cell, DSE, Jammu. A jury of experts shall also be involved to have auditions of young children to identify the talented students who shall anchor these programmes on rotation basis.

**CONTENT CREATION AND SCREENING COMMITTEE:**

A committee of Reviewers comprising of different cadres of teachers having subject expertise and exceptional contribution in fields like Literature, Art, Media management, journalism, Oral and Written communication skills etc to be formed for content review and screening. Language experts shall be involved among renowned Language Teaching faculty. The committee shall be revised every year by associating experts on rotation basis. There shall be single content creation and screening committee for Youtube Channel & e-Magazine. Heads of different Cells in the Directorate shall be ex officio

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members of this Committee. Media Coordinator shall be the member Secretary of the committee who shall convene the meetings with the approval of the Supervision and Controlling body. The content shall be got prepared by the respective cells for at least five programmes for the timely review and smooth functioning of the channel.

**Supervision and controlling body:**

In order to have consistency in conducting these activities, there shall be a Supervision and controlling body under the chairmanship of the Director, School Education having members drawn from the existing cells of the directorate with following composition:

1. **Director, School Education, Jammu**
2. **Joint Director School Education, DSE, Jammu**
3. **Head, Cultural and Education Cell, DSEJ**
4. **Head, Counselling Cell, DSEJ**
5. **Head, Coordination Cell, DSEJ**
6. **Media Coordinator, DSEJ**
7. **Three members to be nominated by the DSEJ**

*Anuradha Gupta*  
14/1/2021  
**(Anuradha Gupta) KAS**  
**Director School Education,**  
**Jammu**

No. DSEJ/Media/2021/ 1253-91 Dated: 14-01-2021  
Copy to the:

1. Administrative Secretary, School Education Department, Civil Secretariat, (J&K) Jammu for favour of information.
2. Director Information J&K, Jammu for favour of information.
3. Joint Director Information, Jammu for favour of information.
4. Joint Directors, School Education (all) for favour of information.
5. FA/CAO DSEJ for information.
6. Chief Education Officer(s) \_\_\_\_\_ (all), Jammu Division for information and n/a.
7. Principals DIET(s) \_\_\_\_\_ (all), Jammu Division for information and n/a.
8. I/C Website DSEJ for uploading on official website of this Directorate.
9. Concerned for compliance.
10. Office record file.