

Government of Jammu & Kashmir
DIRECTORATE OF SCHOOL EDUCATION, JAMMU

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

CIRCULAR No.01-DSEJ of 2019

Dated: 18-11-2019

In view of the beginning of forthcoming session in winter zone of Jammu division, Directorate of School Education, Jammu is launching special Enrollment Drive "Aao School Chalein" to be conducted under the supervision of Chief Education Officers of all Districts of Jammu Division, across all the villages/catchment area of the Govt. schools with the objective of enhancing Enrollment.

Objectives:

- *Increasing the Enrollment in Govt. Schools (Pry., Upper Pry., High and Higher Secondary Schools, Special Residential Schools for Girls of Class 6th, 7th & 8th i.e KGBVs for SC, ST, BPL, OBC & Minority.*
- *Strengthening of pre-schooling by fresh Enrollment of age appropriate Children in well-established Kindergartens in Govt. Schools.*

Strategy:

- **Awareness among Parents, SMC & VEC members about the Quality Initiatives being implemented by the Directorate of School Education, Jammu viz;**
 - Well-designed Academic Calendar.
 - Focus on learning outcomes among students.
 - Preparing students for Board, Scholarship & various competitive exams.
 - Free Winter Schooling.
 - Remedial Teaching for weak students.
 - Providing Assured Minimum facilities (Electricity, Drinking water and Toilets).
 - Neat, clean and Polythene free environment through segregation and recycling of waste material.
 - Encouraging students for sports and physical activities under various programs like *Khelo India* and *Fit India*.
 - Self-defence training to Girls at Upper Primary level.
 - Development of selected schools as Model Schools.
 - Scholarship for meritorious students.
 - Student House System and Creation of various Clubs like Youth Club, Art Club, Cultural Club etc.
 - Guidance & Counselling.
 - Online Classes.
 - Smart and digital ICT/CAL Labs.
 - Free Teaching & Learning Material.
 - Free School Bags.
 - Free Sets of Stitched Uniform
 - Free Text Books.
 - Nutrition Gardens for Improved Mid-Day-Meal scheme and;
 - Various Quality interventions covered under Samagra Shiksha.

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- **To specifically focus over the following categories of children for admission in Govt. Schools.**
 - Children of the age group between 3-5 years to be admitted in nearby Kindergartens established in selected Govt. Schools.
 - Children attaining the age of 5 years from Anganwadi Centres/Kindergartens or others to be admitted in class 1st.
 - Children belonging to special focus group i.e migrated, urban/rural deprived & disadvantaged group and orphans etc.
 - Out of School children (Dropouts and Never-Enrolled).
 - Ensuring that 5th class pass out students of Primary school to be admitted in nearby Govt. Upper Primary Schools.
 - Ensuring that students, who have passed 8th class to be admitted in class 9th to avoid elementary level dropouts.
- **Mobilization of community about the Value of Education, Incentives and Scholarship schemes available to the students.**

How to conduct Enrollment Drive:

- Chief Education Officers may request Panchayat members to help in identifying potential children including dropouts and never enrolled children in their respective areas.
- **Principal DIETs** shall constitute zone-wise Teams who will assist the Zonal Education Officers to conduct the program smoothly.
- CEOs may workout the feasibility of hiring LED fitted vehicles for announcement or displaying documentaries and videos.
- Drum beating, rallies, advertisement in local TV Channels, Radio and Print media may also be used for campaigning, provided all such communications in media are routed through Joint Director Information J&K only.
- Heads of the existing Govt. School and other officials of the department be directed to mobilize the community about the benefits available to the students in the Govt. Schools.
- 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.
- **CEOs and DIET Principals may adopt any other strategy that they find more feasible and effective in their districts.**

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 by the Directorate of School Education, Jammu.
- f. Attractive pictures depicting Govt. School Infrastructure i.e School Buildings, Playground, Toilets and Boundary Walls.
- g. Pictures depicting functioning of Kindergartens and events of other Co-curricular activities, Quality of Teaching & Learning, special educational facilities provided to Girls in KGBVs, Special benefits being provided to CWSN like Aids & appliances

- ,Surgeries, Reader Allowances ,Transport and Escort allowances and Educational trips.
- h. Pictures depicting Provision of Free Uniform, Free Medical Checkups of students, Clean Drinking Water facility and free Hygienic, Nutritious food under Mid Day Meal scheme.

However, it is only suggestive. Each district may get its own publicity material printed with the consultation of the concerned Joint Director.

Special Feature of "Aao School Chalein" : Launch of Off-line Software "Govt. School Students Data Base Management System" (GSS-DBMS). All Heads of the schools shall be provided this offline software which will help them in digital book keeping of students data, which can be later consolidated at Zonal-District-Divisional level and can be synchronized and accessed in online mode also.

In order to make "Aao School Chalein" campaign a successful Enrollment Drive, it is requested to adhere to suggestive activity schedule annexed herewith and furnish the action taken to this directorate along-with best Photographs, Videos and other relevant information on daily basis.


(Anuradha Gupta) KAS
Director School Education,
Jammu

No. DSEJ/SEQM/2019/35846-73 Dated:18/11/2019


Copy to the:

1. Commissioner/Secretary to the Government Education Department, Civil Secretariat, Srinagar for favour of information.
2. Mission Director ICDS for favour of information and necessary cooperation.
3. Mission Director NHM for favour of information and necessary cooperation.
4. State Project Director, Samagra Shiksha -Jammu for favour of information necessary cooperation.
5. Director Health and Family Welfare for information and necessary cooperation.
6. Joint Directors (all) of this directorate & Districts for favour of information and n/a.
7. Chief Education Officer(s)_____ (all) for information and n/a.
8. Principal DIET(s)_____ (all), Jammu Division for information and n/a.
9. Office record file.

DIRECTORATE OF SCHOOL EDUCATION, JAMMU
Annexure-A

Tentative schedule of activities to be conducted under Enrollment Drive:

S.No	Activity	Date
01	Holding of special meeting of Distt. Level Monitoring & Mentoring Committee to chalk out the micro plan of the district for conduct of the Enrollment Drive in light of the Circular guidelines issued. The content/matter to be used as publicity material may also be finalised at this meeting. The deliberations of the meeting shall be shared with the concerned Joint Director for further directions, if any.	23-11-2019
02	Conduct of the preparatory meeting at school with Panchayat & SMC members, Anganwadi & ASHA workers and other stakeholders to prepare an Action Plan for the smooth conduct of "Aao School Challen" Enrollment Drive. On this day Teachers of that school shall deliberate about the benefits available for the students in government schools to the invited members and shall also display the results highlighting the best performing students.	25-11-2019
02	As the PTM is being conducted on 26 th of every month, so on this 26 th of Nov. "Aao School Challen" Enrollment Drive shall be launched simultaneously at District , Zonal and alongwith PTM at each School. The parents and special invitees shall be informed about the benefits of various government schemes offered by govt. schools. On this day the Heads of Schools shall ensure fresh admission of some students in presence of the invitees and Parents.	26-11-2019
03	Conduct of mass campaigning at Zonal, Panchayat or village level with the impressive participation of the children, parents, civil society, Panchayat members and other prominent citizens for enrolling the targeted children.	27-11-2019 to 04-12-2019
04	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 and Dropouts.	06-12-2019 to 09-12-2019
05	New admissions be started in all the Govt. Schools with the slogan "Aao School Challen" for enrolling new entrants in the schools.	10-12-2019 onwards
06	Reporting the progress along-with documentaries, videos ,photographs and statements showing the results of the efforts put together to make this program a successful campaign.	By or before 15 th Dec. 2019


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