



GOVERNMENT OF JAMMU & KASHMIR



DIRECTORATE OF SCHOOL EDUCATION, JAMMU

No: DSEJ/CUL/ 27566 - 88

Dated: 20 / 08/2021

**The Chief Education Officers... (All)
Jammu Division**

Subject: Strengthening of Cultural and Education Cells at District and Zonal Level in all districts of Jammu Division.

Sir,

As per NEP 2020 fostering multilingualism, art and culture is very essential among school children so that they can develop their own creative, artistic, cultural and academic path.

In order to achieve this objective of New Education Policy, Directorate of School Education Jammu intends to strengthen Cultural and Education Cell at Zonal and District Levels.

All the CEOs are requested to nominate five officials at District level who will work as District Cultural Coordinator (DCC) and also get two officials nominated at Zonal Level who will work as Zonal Cultural Coordinator (ZCC).

I/c Cultural and Education Cell, DSEJ will screen/interview the nominated officials and will select one DCC from each district and one ZCC from each zone from the nominated officials.

I/c Cultural and Education Cell, DSEJ can also select DCC and ZCC other than the nominated ones if no nominated official is deemed fit for the said assignment.

Selected ZCCs and DCCs will work in coordination with schools at Zonal and District Level to implement cultural and academic calendar of DSEJ along with various National Level Programs viz. Azadi Ka Amrut Mahotsav, Ek Bharat Shrestha Bharat, Kala Utsav, Constitution Day and new initiatives of Directorate of School Education Jammu viz. Shiksha Darpan, My Culture My Heritage, Amrit Manthan, Literary Workshop, Art Workshop etc.

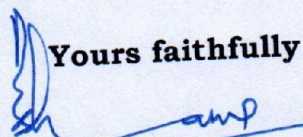
ZCC will submit the monthly progress report to DCC on last day of the month and DCC will submit the consolidated progress report of the district on the first day of every month.

ZCC and DCC will perform their duties in addition to their regular duties under the direct supervision of concerned ZEO and CEO respectively.

The list of nominated ZCC and DCC should reach this office by email to culturalcell.dsej@jk.gov.in by 25th August 2021 without any delay.

For any query I/c Cultural and Education Cell can be contacted on Mobile No : 6006800071 or through e-mail: culturalcell.dsej@jk.gov.in

Treat the matter as most urgent.


Yours faithfully

(Dr. Ravi Shankar Sharma) KAS
Director School Education
Jammu

Copy for information to the:-

1. Principal Secretary to Government, School Education Department, Civil Secretariat, J&K for kind information.
2. Principal DIET(s)... (All) for information.
3. I/C Cultural & Education Cell, for necessary action.
4. I/C Website DSEJ for uploading on the website.