

**GOVERNMENT OF JAMMU & KASHMIR  
DIRECTORATE OF SCHOOL EDUCATION JAMMU  
MUTHI CAMP, JAMMU-181205**

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

**No: DSEJ/CUL/ 18557-86**

**Date: 25/10/2022**

**Subject: Organizing Kala Utsav (2022-23) competitions at Zonal and District Level.  
Reference: Edu/SPD/SmS/Kala Utsav/2022-23/7828-74/2022-23 Dated 19-10-2022.**

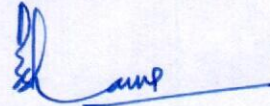
Apropos the subject and reference cited above. In this connection, kindly find enclosed herewith a copy of the above-mentioned letter received from Directorate of Samagra Shiksha, J&K (UT) along with **Annexure-A** containing the rules and regulations for organizing **KALA UTSAV 2022-23 competitions**.

To show case the artistic talent of **students of Classes 9<sup>th</sup>, 10<sup>th</sup>, 11<sup>th</sup>, 12<sup>th</sup> (including CWSN students)** of any Government, Private and Government aided school, you are requested to organize Kala Utsav 2022-23 competitions in **offline mode** at **Zonal and District Level** under intimation to this office, as per schedule given in the enclosed letter and while adhering to COVID-19 guidelines and (SoPs) issued by the JK (UT) administration.

For the smooth conduct of Kala Utsav 2022-23, District Incharge Cultural Cells (**DICCs**) will work as **District Nodal Official** for organizing Kala Utsav-2022-23 competitions at District Level and similarly Zonal Incharge Cultural Cells (**ZICCs**) will work as **Zonal Nodal Official** at Zonal Level, under the direct supervision of concerned CEO and ZEO respectively. DICCs will compile the media (Pics and Videos) of each level of Kala Utsav 2022-23 and send it to this office after the completion of each event along with compiled result (**both soft and hard copy**). **Cultural Ambassadors** will work voluntarily to enhance various skills of participants and ensure maximum participation of students in this event.



This year Kala Utsav competitions will be held in **ten different categories**, hence jury of experts in each category from within (/outside) the departments should be constituted at each level for free and fair judgement to choose best student in each category of the competition. For any query, I/c Cultural and Education Cell can be contacted on mobile no:6006800071 or through e-mail at [culturalcelldsej.media22@gmail.com](mailto:culturalcelldsej.media22@gmail.com) .



**(Dr. Ravi Shankar Sharma) JKAS**  
**Director School Education**  
**Jammu**

**Encl: 08 lvs**

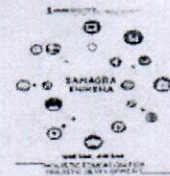
**Copy for information to the: -**

1. Principal Secretary to Government, School Education Department, Civil Secretariat, J&K (UT).
2. Project Director, Samagra Shiksha, J&K (UT).
3. Joint Director (All) Jammu division.
4. Joint Director Information for publicizing the information.
5. Principal DIETs (ALL) for providing necessary support to the organizers of Kala Utsav 2022-23 competitions.
6. I/c Cultural & Education Cell for necessary action.
7. I/c Website for uploading it on the DSEJ website.





*Government of Jammu & Kashmir*  
**DIRECTORATE OF SAMAGRA SHIKSHA, J&K (UT)**  
 (Winter) Opposite Gurudwara NH by Pass Road, Channi Rama, Jammu  
 (Summer) Baghaat-e-Barzulla, behind Bone & Joint Hospital  
 Phone / Fax No. 0191-2467421 (Jammu), 0194-2435895 (Srinagar)  
 E-mail: [jksamagrashiksha@gmail.com](mailto:jksamagrashiksha@gmail.com)



No.: Edu/SPD/SmS/KU/2022-23/7828-74/2022-23

Dated: 19/10/2022

The Director,  
 School Education  
 Jammu/Kashmir

**Sub- Organizing Kala Utsav (2022-23) competitions.**

Sir,

Kala Utsav is an initiative of the Department of School Education and Literacy, Ministry of Education, GoI, under Samagra Shiksha to promote arts in Education by nurturing and showcasing the artistic talent of school students of class IX-XII.

It has been decided, this year Kala-Utsav 2022-23 competition will be organized at various level in offline mode. Students of Class **9th to 12th** of any Government, Private and Government aided school can participate in the competition, the children with special needs (CWSN) can also show case their talent in the Kala Utsav competition. The supervision and involvement of the Directorates is necessary for successful conduct of the Kala Utsav at all levels (Zone/District/Division and UT level). The timeline for organizing Kala Utsav at different level is given as under:

S. No	Competition	Timeline
1	Zone level	To be concluded up to 05 <sup>th</sup> of November, 2022
2	District Level	To be concluded up to 10 <sup>th</sup> of November, 2022
3	Division Level	To be concluded up to 20 <sup>th</sup> of November, 2022
4	State/UT Level	To be concluded up to 3 <sup>rd</sup> of December, 2022
5	National Level	3 <sup>rd</sup> January to 5 <sup>th</sup> January, 2023

You are as such requested to direct the concerned Chief Education Officers (CEOs) to organize the event in their respective Zone and Districts as per the given schedule. The funds for the purpose will be released shortly. General Rules and Instructions are enclosed at **Annexure-A**.

Yours faithfully,

(Deep Raj)JKAS  
 Project Director  
 Samagra Shiksha, J&K

**Copy for the information to:**

- Principal Secretary to Government, School Education Department, Civil Secretariat, J&K, Srinagar.
- Chief Education Officer \_\_\_\_\_ (All)
- Principal DIETs \_\_\_\_\_ (All)
- Chief Account's Officer Samagra Shiksha, J&K.
- Concerned Nodal officer Kala Utsav, Samagra Shiksha, J&K.
- I/c website Samagra Shiksha, J&K
- Office Record file.





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 E-mail: jkkalautsav@gmail.com



**Annexure- A** to letter No:Edu/SPD/SmS/KU/2022-23/7828-74/2022-23 dated:19-10-2022

**Rules and Regulation for organising Kala Utsav 2022-23**

**Students can show case their talent in the below given art forms give as under:**

S. No	Category	No. of Students/ Participants	Duration	Specification
1	Vocal Classical- Music	1 Female Student	4-6 minutes	Hindustani or Carnatic
		1 Male Student		
2	Vocal Music- Traditional Folk	1 Female Student	4-6 minutes	Any dialect or Style
		1 Male Student		
3	Instrumental Music- Percussion	1 Female Student	4-6 minutes	Any traditional Indian - percussion
		1 Male Student		
4	Instrumental Music- Melodic	1 Female Student	4-6 minutes	Any traditional Indian Melodic
		1 Male Student		
5	Dance-Classic	1 Female Student	4-6 minutes	Classical forms
		1 Male Student		
6	Dance-Folk	1 Female Student	4-6 minutes	Traditional folk of any State
		1 Male Student		
7	Virtual Arts (2- dimensional)	1 Female Student	4- hours	Drawing or Painting and Print making
		1 Male Student		
8	Virtual Arts (3- dimensional)	1 Female Student	4 hours	Sculpture
		1 Male Student		
9	Indigenous Toys and Games	1 Female Student	4- hours	Traditional Toys and Games
		1 Male Student		
10	Drama (Solo Acting)	1 Female Student	6-8 minutes	Any enactment done individually
		1 Male Student	6-8 minutes	

**Detailed category wise provisions are elaborated below:**

**VOCAL MUSIC SOLO:** The competitions in Vocal Music will be conducted in the following two categories:

1. **Vocal Music — Classical**
2. **Vocal Music — Traditional Folk**

**Following are some general rules:**

- I. The duration of the performance will be 4—6 minutes.
- II. Costumes and stage settings should relate to the presentation.
- III. Professional and commercial tracks are not allowed.
- IV. The organisers of the competition will provide accompanists such as Tabla, Dholak, Dhol, Naal, Harmonium, and Keyboard.

**Evaluation sheet for Vocal Music- Classic is given as under:**

Authenticity in Shaili	Sur/ Tone	Tall	Pronunciation of lyrics	creativity	Sequence of deliberation according to Raga	Overall presentation	Writer up and Video	Total Marks
10	20	20	10	10	10	15	5	100





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**Evaluation sheet for Vocal Music- Traditional is given as under:**

Authenticity in Shaili	Sur/ Tone	Tall	Pronunciation of Dialects	Authenticity of Costume	Use of Props	Overall presentation	Write Up and Video	Total Marks
10	20	15	15	15	5	15	5	100

**INSTRUMENTAL MUSIC SOLO:** The competitions in Instrumental Music will be in the following two categories:

**1. Instrumental Music — Percussive**

**2. Instrumental Music — Melodic**

- I. **Instrumental Music-Percussive** includes Indian musical instruments like – Mridangam, Edakka, Tabla, Dhol, Naal, etc.
- II. **Instrumental Music- Melodic** (any string or aerophone) instruments includes Indian Melodic instruments like Violin, Sitar, Flute, Sarod, Veena, Shehnai, Santoor etc.
- III. The duration of the performance will be 4—6 minutes.
- IV. Costumes and stage settings should relate to the presentation.
- V. Only indigenous musical instruments are allowed.
- VI. Electronic or programmed musical instrument will not be allowed.
- VII. The organisers of the competition will provide accompanists such as Tabla, Dholak, Dhol, Naal, Harmonium, Keyboard. Please give your exact requirement in advance along with the form (Annexure-I of guidelines issued by NCERT copy enclosed) to be submitted by the Nodal Officer.
- VIII.

**Evaluation sheet for Instrumental Percussive is given as under:**

Composition	Style presentation	Creativity	Rhythmic interpretation	Tonal Quality	Overall presentation	Write Up and Video	Total Marks
15	15	15	20	15	15	5	100

**Evaluation sheet for Instrumental- Melodic is given as under:**

Composition	Style presentation	Creativity	Rhythm	Tonal Quality	Overall presentation	Write Up and Video	Total Marks
15	15	15	20	15	15	5	100

**DANCE- SOLO:** The competition in Dance will be conducted in the following two categories:-

- 1. Dance— Classical**
- 2. Dance— Traditional Folk**





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**Following are general rules:**

- I. Classical dance forms include Bharatanatyam, Chhau, Kathak, Sattriya, Kuchipudi, Odissi, Mohiniattam, Kathakali, and Manipuri.
- II. Traditional folk dance will be traditional folk of any State or region.
- III. The duration of the performance will be 4–6 minutes.
- IV. The performance can be on any 'shaili' or style of the State or region.
- V. Music can either be recorded or live. For live music the organisers of the competition can provide accompanist if required. Team can also take help from the mentor teacher/s or other team members from the state.
- VI. Costumes and make-up should be simple, authentic, thematic and related to the presentation.,
- VII. Sets and costumes, etc., are to be arranged by the District/CEO/Division/DSE.
- VIII. KVS/NVS authorities.

**Evaluation sheet for Dance- Classic is given as under:**

Authenticity Of Style	Deliberation	Expression	Music	Creativity	Make Up	Costume	Stage Decoration	Overall presentation	Write Up and Video	Total Marks
10	10	10	10	15	10	10	10	15	5	100

**Evaluation criteria for Dance- Traditional Folk is given as under:**

Authenticity Of Style	Deliberation	Expression	Music	Creativity	Make Up	Costume	Stage Decoration	Overall presentation	Write Up and Video	Total Marks
10	10	10	10	15	10	10	10	15	5	100

**VISUAL ARTS:** The competition in Visual Arts will be conducted in the following three categories:

1. Visual Arts (2- dimensional)
2. Visual Arts (3- dimensional)
3. Indigenous Toys and Games

**General rules are given as under:**

1. Visual arts (2-D) will include drawing and painting. Any artwork which includes painting will be considered in 2-D category of visual arts. For example 2-D painting, 3-D painting, rock painting, wall painting, floor painting etc. will be considered under 2-D category only.

**Evaluation sheet for visual art 2D category is as under:**

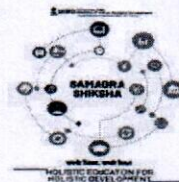
Style	Utility of the product	Originality of style	Fineness	Technique/ Skills	Overall Impact	Presentation/ Narration	Write Up and Video	Total Marks
10	15	20	10	10	15	15	5	100





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**2. Visual arts (3-D)** will include sculpture using any eco-friendly 3-D material.

- i. The participants are expected to complete their art work on the spot during the national level competition. Artwork made earlier are not allowed.
- ii. Visual arts competition will be given three days to complete the art work.
- iii. The participants are free to use any medium and material of their choice.
- iv. The participants should be available at the venue for interaction with the Jury.
- v. Jury will observe the participants during the process and interact with them on all days.
- vi. The arrangements of the art material should be made by the Hol/ZEO/CEO/DSE/NVS/KVS authorities by the participants. The art material like clay, sand, bricks, PoP, boards, etc. can be arranged by the organisers on request. Please give your exact requirement in advance along with the form (Annexure-I) submitted by the concerned Nodal Officer.
- vii. The size of Visual Art work 2-D, Visual Art work 3-D and Indigenous Toys should be as per the individual need. It is advised to have a manageable size which can be completed in given time. In Indigenous Toys, the participant is expected to focus on the functional accuracy and original design of the toy/s or game/s.

**Evaluation sheet for visual art 3D category is as under:**

Style	Utility of the product	Originality of style	Finishing	Technique/ Skills	Overall Impact	Presentation/ Narration	Write Up and Video	Total Marks
10	15	20	10	10	15	15	5	100

**3. The toy making can relate to:**

- i. Agricultural implements and tools.
- ii. Characters of Panchatantra, Jataka tales and Folk tales which help in enhancing moral values. Materials to be used should be same as of the original toy being reproduced. In case the material used in toy originally is not available or banned, the participant can use eco-friendly material available, locally.

**Evaluation sheet for indigenous toy making category is as under:**

Experience	Utility/ Development value of the product	Originality and contextual creativity	Finishing	Technique/ Skills	Overall Impact	Presentation/ Narration	Write Up and Video	Total Marks
10	15	20	10	10	15	15	5	100

**Drama (Solo Acting):**

- I. Drama will include any Solo act integrating glimpses from the life of any personality, that is; eminent social reformer, artist, writer, poet, scientist, freedom fighter, of your State or Region.
- II. The duration of the performance will be 6 to 8 minutes.
- III. Every team will get additional 10 minutes for the stage setting (technical setting and clearing of the stage).
- IV. Performance can be in language or dialect of your region.
- V. Costumes, stage-setting, props etc. will be arranged by the teams themselves.
- VI. For background music one may use tracks or recorded music.





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**Evaluation sheet for Drama- Solo Acting category is as under:**

Subject Chosen/ Theme	Speech/ Dialect	Communication skill/ Expression	Stage Decoration	Costume and Make Up	Overall Presentation	Write Up and Video	Total Marks
20	20	20	10	10	15	5	100

**General Instructions for District, Division and UT Level Kala Utsav under Samagra Shiksha for the year 2022-23:**

To promote the spirit of National Integration and India's rich cultural traditions. This year Kala-Utsav competitions under Samagra Shiksha will be organized in offline i.e. face to face mode.

State/UT, Divisional, District and School level cultural Coordinators should ensure that schedule of Kala Utsav of all the ten events for both boys and girls is widely circulated in all the schools of their respective districts so as to ensure the maximum participation of students from each district. **Moreover, CWSN participation should also be encouraged at each stage of the competition.**

**Note: - Winners (1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> position) of the previous year Kala Utsav are not allowed to participate in Kala Utsav (2022-23).**

1. Separate Competition for Boys and Girls.
2. Participants from only class IX, X, XI & XII (9th to 12th) can be entertained.
3. District coordinators are directed to organise and conclude District level Kala Utsav 2022, Competition of eligible participant's up to **10<sup>th</sup> of November, 2022** and submit the list of qualifying students (winning 1<sup>st</sup> position only) to respective DSE, cultural cell team.
4. **The Kendriya Vidyalaya KVs and NVs will hold competitions among the KVs and NVs and the winning team will participate as two separate teams from KVs and NVs at the National level competition**

a. Details of the participating teams must be as per the given format:

S. No	Name of the student	Class	Sex (M/F)	Name of the School, Address with pin code Type of School (Govt./PVT/other)	Name of the art form category	Photograph of the participant
1						Passport size

b. Details of the Teacher/Guide/mentor.

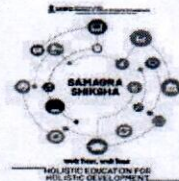
S. No	Name of the Teacher/Mentor	Designation	Sex (M/F)	Name of the School, Address with pin code Type of School (Govt./PVT/other)	Contact number	Name of the art form category
1						





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**5. Musical Instruments/Accompanists/other men & material required for each art category:**

All the requirements must be communicated in advance

**Example:**

- a. Tabla
- b. Dholak
- c. Dhol
- d. Naal
- e. Harmonium
- f. keyboard
- g. Any other traditional/folk musical instrument, etc.

**6. Requirements of art materials (Visual Arts):** items are listed below

**Example:**

- a. Sand
- b. Clay
- c. Bricks
- d. Boards(Ply/Wooden Boards), etc.

**Necessary instruction/rules and timeline to be followed for organizing Kala Utsav 2022-**

**23 competitions at various levels:**

- ❖ **Chief Education Officer (CEO) shall be engaging a team of District and zonal cultural cell for organizing Zone and District level competitions Kala Utsav 2022-23 competitions.**
- ❖ Textual Summary (Write-up) not more than 100 words in Hindi or English to be prepared by the participants by himself/herself giving details about the selected art form. (For details please refer to the guidelines issued by NCERT, copy enclosed).
- ❖ Video film of the process and presentation of the art form. (For details please refer to the guidelines issued by NCERT).
- ❖ A team comprising of 3 Judges (One Set of Judges) should be engaged per event for both Boys and Girls for all events.
- ❖ The Timings of the competition will be from 10:00am to 02pm on the scheduled date of the competition.
- ❖ Participants should perform in costume relevant to the theme.
- ❖ Video of the performance simultaneously should be recorded & sent immediately after performance to the District Coordinators/ respective head of the team of cultural cell DSE, Jammu/Kashmir at the Email ID-provided by the concerned.
- ❖ District wise compiled result of all the events of Kala Utsav (Hard Copies and Soft Copies) of the winning participants shall be submitted, latest by **15<sup>th</sup> of November, 2022** in **Directorate of School Education Jammu/Kashmir (cultural cell)** by the concerned Districts of the respective Division.





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- ❖ **Division level Kala Utsav** is to be concluded up to **20<sup>th</sup> of November, 2022**, **Cultural cell team stationed at Directorate of School Education (DSE) Jammu/Kashmir** shall coordinate with the Directorate of Samagra Shiksha, J&K for submission of Division wise details of participant on or **before 25<sup>th</sup> of November, 2022**.
- ❖ In State/UT level Kala Utsav Competition 2022, only **1st Position** holders (1 Female and 1 Male in each art form) from both the Divisions will participate.
- ❖ State/UT level Kala Utsav is schedule to be held and concluded up to **3<sup>rd</sup> of December, 2022**. J&K UT has to submit the nomination of participants for **National level competitions before 09<sup>th</sup> of December, 2022**, as per the schedule issued by NCERT, New Delhi.
- ❖ **For any query regarding Kala Utsav 2022 consult Assistant Coordinator Mr. Mudhasser Ahmad Wani on Mobile number 8803641003.**
- ❖ All District must ensure maximum participation in the event including the participation of CWSN children at all levels.

**(Mudhasser Ahmad Wani)**  
Nodal Officer Kala Utsav  
Samagra Shiksha, J&K