

OFFICE OF THE U.E.E. MISSION

1ST Floor, Near Estate Branch, Department of Education

Distt. North Lucknow Road, Delhi-110054

Ph. 23810361, 23810647, Tele Fax: 011-23811442

Email: spd_delhi@rediffmail.com

No.F.DE.29 (10)/SS/Media & Comm./04/2019-20/4894-4908

Dated: 20/09/19

CIRCULAR

Sub: Guidelines for conduct of Activities under Sub-Component-Media & Community Mobilization of Major Component-RTE Entitlements.

The Project Approval Board (PAB) 2019-20 of Samagra Shiksha (SS), MHRD has approved a sum of Rs. 123.08 lac (Rupees One Hundred Twenty Three Lac and Eight thousand only) for the Sub-Component- Media & Community Mobilization under the Major Component-RTE Entitlements for 2735 Govt. Schools for the year 2019-20 as per U-DISE data for the year 2017-18.

2. The details are as under:-

Sub-component	Activity Master	Level	Physical	Unit Cost (In lac)	Financial (In Lac)
Media & Community Mobilization	61.b Media & Community Mobilization	Elementary	1696	0.01500	Rs. 25.44
	61.c- Training and Meeting of SMC/SDMC	Elementary	1696	0.03000	Rs. 50.88

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	62.a- Media & Community Mobilization	Secondary	1039	0.01500	Rs. 15.585
	62.b-Training and Meeting of SMC/SDMC	Secondary	1039	0.03000	Rs. 31.17
		Total			Rs. 123.08

3. The Financial norms for the utilization of funds sanctioned for Media & Community Mobilization are as under-

Activity	Level	Physical	Unit Cost (In lac)	Financial (In lac)
Display of Logo of Samagra Shiksha(SS)	Elementary	1696	0.01	16.96
Media & Community Mobilization			0.005	8.48
Training of SMC/SDMC			0.03	50.88
Total of Media & Community Mobilization-Elementary				76.32
Display of Logo of Samagra Shiksha(SS)	Secondary	1039	0.01	10.39
Media & Community Mobilization			0.005	5.195
Training of SMC/SDMC			0.03	31.17
Total of Media & Community Mobilization-Secondary				46.76

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4. GUIDELINES FOR MEDIA & COMMUNITY MOBILIZATION ARE AS UNDER:-

(a) Display of Logo of Samagra Shiksha (SS):

A logo of Samagra Shiksha along with facilities available under Samagra Shiksha such as free text books, free uniforms is to be displayed at a prominent place in each school through wall paintings or display board.

The logo will be shared as and when it is received from MHRD.

(b) Activity under Media & Community Mobilization:-

Rs. 500/- shall be transferred to the Samagra Shiksha Account of the concerned school for uploading of monthly report in the common portal about the monthly meeting of SMC/SDMC carried out by the school every month. The money shall be transferred to the school once information regarding functioning of the portal is received from MHRD.

5. GUIDELINES FOR THE ACTIVITY UNDER TRAINING AND MEETINGS OF SMC/SDMC ARE AS UNDER:-

(a) Training and Meeting of SMC/SDMC-

This Activity Master includes provision for:-

- i. Conducting / convening of SMC meetings in every quarter.
- ii. Incentivizing nominated parents for attending the SMC meeting regularly.
- iii. Uploading of quarterly reports with respect to meetings held and status of the school as per the Mobile App which is being developed in MHRD.

(b) Each school has been allocated Rs. 3000/- for Training and Meetings of SMC / SDMC for the three remaining Quarters, starting from July 2019 as per the following schedule:-

* 2nd Quarter – (July to September/ October)

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Meeting to be held in **September / October, 2019**

* 3rd Quarter – (October to December)

Meeting to be held in **December, 2019**

* 4th Quarter – (January to March)

Meeting to be held in **March, 2020**

Timings for the Training are as follows-

* Morning Shift/General Shift Schools- 8.30 am to 12.30 pm

* Evening Shift Schools- 1.00 pm to 5.00 pm

(c) The Cluster Resource Centre Coordinators (CRCCs) are required to hold meeting with the SMC members under the Chairmanship of HoS concerned. The topics on which training is to be imparted Quarter-wise are-

i. 2nd Quarter – (July to September / October)

Samagra Shiksha and its role in providing access to Quality Education to all children. The CRCCs shall elaborate upon the following Major/Minor components of Samagra Shiksha-

* Access and Retention

* RTE Entitlements of Samagra Shiksha.

* School Based Assessment

ii. 3rd Quarter – (October to December)

Samagra Shiksha and its role in providing access to Quality Education to all children. The CRCCs shall elaborate upon the following Major/Minor components of Samagra Shiksha-

* Quality Interventions

* ICT & Digital Initiatives

* Sports and Physical Education

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iii. 4th Quarter – (January to March)

Samagra Shiksha and its role in providing access to Quality Education to all children. The CRCCs shall elaborate upon the following Major/Minor components of Samagra Shiksha-

*Gender & Equity

* Inclusive Education

* Vocational Education

(d) The CRCCs shall take feedback, in the feedback performa enclosed along with, from all the SMC members, including the HoS concerned. The CRCC shall give their own feedback too in the performa enclosed along with and submit the feedbacks, both hard copy as well as soft copy, to the concerned DURCC, by the following dates in r/o each Quarter –

* 2nd Quarter – (July to September/October)- By 10th October, 2019.

* 3rd Quarter – (October to December) -By 10th January, 2019.

* 4th Quarter – (January to March) -By 10th April, 2020.

(e) The DURCCs shall compile the feedback in r/o their respective district and forward the same to the Nodal Officer, SS-HQ by 15th of October, 2019, January, 2019 and April, 2020 respectively.

(f) The funds will be transferred directly to the Samagra Shiksha Account of the concerned school to minimize delay in conduct of the activities. The HoS shall submit the Utilization Certificate along with statement of expenditure to the concerned CRCC by 10th April, 2020 positively.

6. The CRCCs shall, in turn submit the UCs of the schools of their respective Clusters to the concerned DURCCs, who shall forward them to FCA, SS in a compiled form in a file.

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7. School Heads do not require any Administrative Approval & Expenditure Sanction from the Dy. Directors of the Districts concerned.

8. The utilization of the grant is subject to Audit.

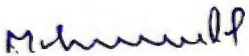
9. The fund allocation for Training and Meetings of SMC/SDMC are as under:-

Sl. No.	Fund allocated	Meeting to be held	Amount per quarter
1.	Rs. 3000/-	One in each quarter beginning July 2019	Rs. 1000/- x 3 Quarter = Rs. 3000/-

10. Financial Norms per Quarter:-

Sl. No.	Financial norms	Heads	Total
1.	Incentive to parent members	Rs. 100 x 4 each quarter to be given by rotation to cover all parent members as an incentive for them to attend meetings regularly	Rs. 400/-
2.	Tea & Refreshment	Rs. 600/- each quarter	Rs. 600/-
	Total		Rs. 1000/-

This has been issued with the prior approval of Secretary (Education)/Chairman, EC-UEEM.


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(Mohinder Pal)
DDE (S.S.)

Encl:- 1.The list of schools as per U-DISE data for the year 2017-18

2. Feedback performa.

Copy to:-

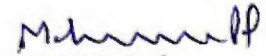
1. Dy. Secretary (IS.7 Section), SE&L, Room No. 422, C-Wing, MHRD, Shastri Bhawan, New Delhi- 110005.
2. All DDEs/ DPOs
3. All DURCCs with the direction to monitor the activity.
4. FCA-SS, for release of stipulated funds to the Samagra Shiksha Accounts of schools as per list attached.
5. OS (IT) with the direction to get the circular uploaded on Department's website.

No.F.DE.29 (10)/SS/Media & Comm./04/2019-20/4894-4908

Dated: 20/09/19

Copy for information to:-

1. PS to Principal Secretary (Education) / Chairman EC-SS
2. PS to Director (Education)/ Vice Chairman EC-SS
3. Director East MCD, 419, Udyog Sadan, Patparganj, Industrial area, New Delhi-92.
4. Director North MCD, Dr. S.P.M., Civic Centre, Minto Road, New Delhi-2.
5. Director South MCD, M.B. Road, Saket, New Delhi-68.
6. CEO, Delhi Cantonment Board, Sadar Bazar, Delhi Cantt.-01.
7. Director, NDMC, Palika Kendra, Parliament Street, New Delhi-01.
8. Director, DSW, Balmiki Basti, Vikram Nagar, New Delhi-02.
9. Guard file


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(Mohinder Pal)

DDE (S.S.)

FEEDBACK FOR MEDIA AND COMMUNITY ACTIVITY

Name of SMC member	Category	Quarter	Training Session		Facilities at the Venue	
	Parent/Teacher/Hos /Social Worker/MLA Rep	2nd/3rd /4th	Please tick the relevant choice as your feedback		Please tick the relevant choice as your feedback	
			CRCC was well-versed with the topic	Yes/No	Comfortable seating	Yes/No
			CRCC was well-prepared with the topic	Yes/No	Proper Mike and light arrangement	Yes/No
			CRCC satisfied the queries of the participants	Yes/No	Refreshments provided	Yes/No
			CRCC was well-versed with the topic	Yes/No	Comfortable seating	Yes/No
			CRCC was well-prepared with the topic	Yes/No	Proper Mike and light arrangement	Yes/No
			CRCC satisfied the queries of the participants	Yes/No	Refreshments provided	Yes/No
			CRCC was well-versed with the topic	Yes/No	Comfortable seating	Yes/No
			CRCC was well-prepared with the topic	Yes/No	Proper Mike and light arrangement	Yes/No
			CRCC satisfied the queries of the participants	Yes/No	Refreshments provided	Yes/No

FEEDBACK OF CRCC FOR MEDIA AND COMMUNITY ACTIVITY

S.NO	Name of CRCC	Total SMCs covered.	Attendance of participants		Response of Participants		Suggestive Topics for next session
			Total	Present			
					Attended full Training	Yes/No	
					Participated in discussions	Yes/No	
					Raised queries	Yes/No	
					Attended full Training	Yes/No	
					Participated in discussions	Yes/No	
					Raised queries	Yes/No	
					Attended full Training	Yes/No	
					Participated in discussions	Yes/No	
					Raised queries	Yes/No	
					Attended full Training	Yes/No	
					Participated in discussions	Yes/No	
					Raised queries	Yes/No	