

MAJOR COMPONENT-	RTE Entitlements
SUB-COMPONENT-	Media & Community Mobilization
ACTIVITY MASTER-	Media & Community Mobilization (Elementary & Secondary)
ACTIVITY-	Media & Community Mobilization (Elementary & Secondary)

1. Progress Report in r/o Media & Community Mobilization 2018-19

Media and Community Mobilization- Awareness rallies were conducted in all Govt. and Local bodies schools to enhance community participation and monitoring for universal access, equity and quality. Total expenditure incurred at Elementary level was Rs.24.55105 lakh and at Secondary level was Rs.15.585 lakh.

Training of SMCs/SMDCs- 03 days Training programme was organized for Member of School Management Committee of Schools of local bodies and Directorate of Education by the Council during the months of January, 2019 to 31st March, 2019. SCERT, Delhi had received grant only for 1367 schools including under the Component No. 47 C and 48 B but we have covered 3017 Government Schools of GNCT of Delhi. Methodology of the training was activity based and group discussion. The training modules were-

- Functions of SMC members
- School Development Plan
- Substance Abuse
- Community Participation
- Role of SMC members in various activities in schools of GNCT Delhi.

Details of SMC/SDMC Training Expenditure during the FY-2018-19

Activity	Physical	Financial	SCERT PROPOSED	Actual Attended	Expenditure
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SMC/SDMC Training (Elementary)	848	25.44	15122	13145	Rs. 4220777/-
SMDC Training (Secondary)	519	15.57			
Total	1367	41.01	15122	13145	Rs. 4220777/-

2. Proposal for Media & Community Mobilization 2019-20

Community mobilization and close involvement of community members in school education is extremely critical as it fosters 'bottom up approach' not only in effective planning and implementation of interventions in the schools but also in effective monitoring, evaluation and ownership of the government programmes by the community. Active participation of the community also ensures transparency, accountability and helps in leveraging the cumulative knowledge of the community for better functioning of school.

Proposed Activities

- Execution of Media Plans for publicity of the objectives of the Scheme
- Preparation of related audio-visual, print material etc.
- Activities to enhance Community participation and monitoring for universal access, equity and quality
- Workshops/Lectures/Programmes for creating Awareness on RTE Act, Learning Outcomes etc.

Elementary

Programmatic norms / Items/ Activity	Financial (In Rs.)
No of Government 1696 elementary schools x Rs.1500/- Source: DISE 2017-18	25,44,000/-

Secondary

Programme norms / Items	Financial
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	(In Rs.)
No of Government Schools 1039 x Rs.1500/- Source: DISE 2017-18	15,58,500/-

Note: It is proposed to spend Rs. 750/- per school for media activities and Rs.750/- per school for Community Mobilization activities.

TRAINING OF SMC/ SMDC

There are 1696 Elementary Schools and 1021 Secondary/ Sr. Secondary Schools under DoE & Local Bodies. An amount of Rs. 3000/- per schools is proposed under this intervention for training and incentivisation for parents for attending SMC meetings. This is proposed to allocated as follows: -

Funds Available

Type of Schools	No. of Schools	Unit Rate	Amount (Rs. In lac)
Elementary	1696	0.03	50.88
Secondary/ Sr. Secondary	1021	0.03	30.63
Total			81.51

Proposed Fund Allocation

Activity	Amount (Rs. In lac)
Training- Elementary Schools (1696)	31.588
Training – Secondary/ Sr. Secondary Schools (1021)	19.292
SMC Incentive Fund	30.63
Total	81.51

a. Elementary : Proposed Capacity building and Support to SMCs/SDMCs activities of the State/UT

Programme norms / Items	Total Financial (In Rs.)
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Capacity-building and Support to SMCs/SDMCs <i>Ref.: Samagra Shiksha (SS) framework</i>	<ul style="list-style-type: none"> • Training to SMC members 1696 schools x 6 members x1 day x Rs.200 = Rs. 2035200/- • Training to Head Master 1696 schools x 1 HM x1 day x 150 = Rs. 2,54,400/- • Preparation of training module and printing of small booklets Rs.8,69,200/-
Total	31,58,800/-

b. Secondary: Proposed Capacity-building and Support to SMCs/SDMCs activities of the State/UT in 2019-20

Programme norms / Items	Total Financial (In Rs.)
Capacity-building and Support to SMCs /SDMCs <i>Ref.: Samagra Shiksha (SS) framework</i>	<ul style="list-style-type: none"> • Training to SMC members 1021 schools x 6 members x1day x Rs.200 = Rs. 1225200/- • Training of Head Master 1021 schools x 1 HM x1 day x 200 = Rs.2,04200/- • Preparation of training module and printing of small booklets Rs. 4,99,800/-
Total	19,29,200/-

c. School Management Committees (SMCs) Incentive Fund

SMCs with elected parent representatives, social workers etc. have been formed in all the Govt. and aided schools as per the Section 21 of RTE Act, 2009. The cluster level resource coordinators (CRCs) are required to hold meeting with the SMC members under the chairmanship of HOSs concerned every month to review the progress of implementation of School Development Plans and other activities & provide feedback.

Most of the parent members in the Govt. Schools are from a humble background and mostly depend on daily wages earned by them in their respective occupations. As a result, they find it difficult to risk the loss of wages for attending these meetings. To

overcome this constraint, and ensure the active participation it is proposed that parents attending such meeting may be **reimbursed their daily wage** on the day of meeting.

The cost on account of this proposal is worked out as under:-

- Number of meeting proposed to be held in the year: 8 meeting days.
- Average rate of wages for unskilled workers is around: Rs. 300 per day.
- Number of parents to be incentivised: Two parents per school, whose attendance in SMC meeting, is highest, @ Rs. 1500/- per parent, subject to him having attended at least 5 SMC meeting. In case of tie between more than 2 parents, the amount of Rs. 3000/- will be distributed equally amongst them.
- Total number of Govt. Sec.Schools: 1021
- Total budget requirement 1021 DoE Schools x 2 parents x (300 x 5 days) = **30,63,000/-**

3. Recommendation of Technical Support Group, MHRD

Media and Community mobilization: (Elementary)

The State has proposed to undertake Media & Community Mobilization,(Elementary) in 1696 schools with a unit cost of Rs.1500/- per school and details mentioned in the plan and requested for budget estimating to **Rs.25,44,000/-**.

Training of SMC/SDMC i.e. Capacity building of SMC/SDMC: (Elementary)

The State has proposed to undertake (i) Training of SMC/SDMC i.e. Capacity building of SMC/SDMC and (ii) Conduct of monthly meetings in schools by the SMC/SDMCs, and incentives to the nominated parents (Elementary) in 1696 schools with a unit cost of Rs.3000/- per school and details mentioned in the plan and requested for budget amounting to **Rs.50,88,000** lakhs.

Media and Community mobilization: (Secondary)

The State has proposed to undertake Media & Community Mobilization (Secondary)in 1039 schools with a unit cost of Rs.1500/- per school and details mentioned in the plan and requested for budget estimating to **Rs.15,58,500 lakhs**.

Training of SMC/SDMC i.e. Capacity building of SMC/SDMC: (Secondary)

The State has proposed to undertake (i) Training of SMC/SDMC i.e. Capacity building of SMC/SDMC and (ii) Conduct of monthly meetings in schools by the SMC/SDMCs and incentives to the nominated parents (Secondary) in -1021--- schools with a unit cost of Rs.3000/- per school and details mentioned in the plan and requested for budget amounting to Rs.30,63,000 lakhs.

Details of the Proposal 2019-20(Elementary & Secondary)

Proposal 2019-20 – Media & Community Mobilisation

Community mobilization and close involvement of community members in school education is extremely critical as it fosters ‘bottom up approach’ not only in effective planning and implementation of interventions in the schools but also in effective monitoring, evaluation and ownership of the government programmes by the community. Active participation of the community also ensures transparency, accountability and helps in leveraging the cumulative knowledge of the community for better functioning of school.

Proposed Activities

- Execution of Media Plans for publicity of the objectives of the Scheme
- Preparation of related audio-visual, print material etc.
- Activities to enhance Community participation and monitoring for universal access, equity and quality
- Workshops/Lectures/Programmes for creating Awareness on RTE Act, Learning Outcomes etc.

a. Media and Community Mobilization

Elementary

Programmatic norms / Items/ Activity	Financial (In Rs.)
No of Government 1696 elementary schools x Rs.1500/- Source: DISE 2017-18	25,44,000/-

Secondary

Programme norms / Items	Financial (In Rs.)
No of Government Schools 1039 x Rs.1500/- Source: DISE 2017-18	15,58,500/-

Note: It is proposed to spend Rs. 750/- per school for media activities and Rs.750/- per school for Community Mobilization activities.

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Elementary : Proposed Capacity building and Support to SMCs/SDMCs activities of the State/UT

Programme norms / Items	Total Financial (In Rs.)
Capacity-building and Support to SMCs/SDMCs <i>Ref.: Samagra Shiksha (SS) framework</i>	<ul style="list-style-type: none"> • Training to SMC members 1696 schools x 6 members x1 day x Rs.200 = Rs. 2035200/- • Training to Head Master 1696 schools x 1 HM x1 day x 150 = Rs. 2,54,400/- • Preparation of training module and printing of small booklets Rs.8,69,200/-
Total	31,58,800/-

Secondary: Proposed Capacity-building and Support to SMCs/SDMCs activities of the State/UT in 2019-20

Programme norms / Items	Total Financial (In Rs.)
Capacity-building and Support to SMCs /SDMCs <i>Ref.: SamagraShiksha (SS) framework</i>	<ul style="list-style-type: none"> • Training to SMC members 1021 schools x 6 members x1day x Rs.200 = Rs. 1225200/- • Training of Head Master 1021 schools x 1 HM x1 day x 200 = Rs.2,04200/- • Preparation of training module and printing of small booklets Rs. 4,99,800/-
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School Management Committees (SMCs) Incentive Fund

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- Total number of Govt. Sec.Schools: 1021
- Total budget requirement 1021 DoE Schools x 2 parents x (300 x 5 days) = **30,63,000/-**
-

Progress 2018-19 – Media & Community Mobilisation

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Details of SMC/SDMC Training Expenditure during the FY-2018-19

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III. Appraisal and Recommendation 2019-20

A. Media, Community mobilization: (Elementary)

As per the UDISE 2017-18 the number of **elementary schools** are **1696**. The recommended budget estimate for under taking media and community mobilization is Rs.1500 (unit cost) x **1696**(No. of School) = Rs.**25,44,000** lakhs.**(i)Media activities :** Display of logo of SamagraShiksha (SS) in Government school, amount allocated is : Rs.1000/- per school. i.eA logo of SamagraShiksha along with the facilities available under SamagraShiksha such as free text books, free uniforms etc should be displayed at prominent place in each school through wall painting or Display board.**(ii)Community Mobilization Activities:** Monthly report uploading in the common portal about the monthly meeting of the SMC/SDMC carried out by the school every month , amount

allocated is Rs.500/- per year).The State/UT has to undertake these activities duly have a specific plan.

B. Training of SMC/SDMC i.e. Capacity building of SMC/SDMC and Conduct of monthly meetings in schools by the SMC/SDMCs and incentives to the nominated parents: (Elementary)

As per the UDISE 2017-18 the number of **elementary schools** are 1696. The recommended budget estimate for under taking two activities (i) Training of SMC/SDMC i.e. Capacity building of SMC/SDMC and (ii) Conduct of monthly meetings in schools by the SMC/SDMCs, uploading of monthly report in the PMS/Portal about the activities carried out by the school and incentives to the nominated parents are Rs.3000/- (unit cost) x 1696(No of School) = Rs. 50,88,000 lakhs. The State/UT has to undertake these two activities duly have a specific plan.

C. Media, Community mobilization (Secondary)

As per the UDISE 2017-18 number of **Secondary schools** are 1039. The recommended budget estimate for under taking media and community mobilization is Rs.1500 (unit cost) x 1039(No of School) = Rs. 15,58,500 lakhs (Rs.1000 for Display of logo for govt. schools and Rs.500/- for monthly report uploading in the common portal about the activities carried out by the school per year). **(i)Media activities** : Display of logo of SamagraShiksha (SS) in Government school, amount allocated is : Rs.1000/- per school. i.e A logo of SamagraShiksha along with the facilities available under SamagraShiksha such as free text books, free uniforms etc should be displayed at prominent place in each school through wall painting or Display board.**(ii)Community Mobilization Activities:** Monthly report uploading in the common portal about the monthly meeting of the SMC/SDMC carried out by the school every month , amount allocated is Rs.500/- per year).The State/UT has to undertake these activities duly have a specific plan.

D. Training of SMC/SDMC i.e. Capacity building of SMC/SDMC and Conduct of monthly meetings in schools by the SMC/SDMCs, and incentives to the nominated parents: (Secondary)

As per the UDISE 2017-18 the number of **Secondary schools** are **1039**. The recommended budget estimate for under taking two activities i.e. (i) Training of SMC/SDMC i.e. Capacity building of SMC/SDMC and (ii) Conduct of monthly meetings in schools by the SMC/SDMCs, uploading of monthly report in the PMS/Portal about the activities carried out by the school and incentives to the nominated parents is Rs.3000 (unit cost) x **1039**(No of School) = Rs. **31,17,000**lakhs. The State/UT has to undertake these two activities duly have a specific plan.

Appraisal Observations:

The UT under Training of SMC/SDMC proposal under secondary schools in stead mention of physical proposal 1039 secondary , the school mentioned as 1021 secondary school , this may be typographic error. As per UDISE 2017-18 there are 1039 secondary schools, Hence 1039 secondary schools are recommended for making costing.

Costing TSG

Rs. in Lakh										
State Name:Delhi and Year:2019-2020										
			Particulars			Proposal			Recommendation	
Major Component	Sub Component	Activity Master	Physical	Unit Cost	Financial	Physical	Unit Cost	Financial	Remarks	
		61	Media & Community Mobilization (Elementary)							
		61b	Media & Community Mobilization	1696	0.015	25.44	1696	0.015	25.44	As per the UDISE 2017-18 the number of elementary schools are 1696. The recommended budget estimate for under taking media and community mobilization is Rs.1500 (unit cost) x 1696(No. of School) = Rs.25,44,000 lakhs.(i)Media activities : Display of logo of Samagra Shiksha (SS) in Government school, amount allocated is : Rs.1000/- per school. i.e A logo of Samagra Shiksha along with the facilities available under Samagra Shiksha such as free text books, free uniforms etc should be displayed at prominent place in each school through wall painting or Display board.(ii) Community Mobilization Activities: Monthly report uploading in the common portal about the monthly meeting of the SMC/SDMC

		61.c	Training of SMC/ SDMC	1696	0.03	50.88	1696	0.03	50.88	As per the UDISE 2017-18 the number of elementary schools are 1696. The recommended budget estimate for under taking two activities (i) Training of SMC/SDMC i.e. Capacity building of SMC/SDMC and (ii) Conduct of monthly meetings in schools by the SMC/SDMCs, uploading of monthly report in the PMS/Portal about the activities carried out by the school and incentives to the nominated parents are Rs.3000/- (unit cost) x 1696 (No of School) = Rs. 50,88,000 lakhs. The State/UT has to undertake these two activities duly have a specific
			Total of Media & Community			76.32			76.32	

		62	Media & Community Mobilization							
		62.a	Media & Community Mobilization	1039	0.015	15.585	1039	0.015	15.585	As per the UDISE 2017-18 number of Secondary schools are 1039. The recommended budget estimate for under taking media and community mobilization is Rs.1500 (unit cost) x 1039(No of School) = Rs.15,58,500 lakhs(Rs.1000 for Display of logo for govt. schools and Rs.500/- for monthly report uploading in the common portal about the activities carried out by the school per year).

	62.b	SMDC Training	1021	0.03	30.63	1039	0.03	31.17	As per the UDISE 2017-18 the number of Secondary schools are 1039. The recommended budget estimate for under taking two activities i.e. (i) Training of SMC/SDMC i.e. Capacity building of SMC/SDMC and (ii) Conduct of monthly meetings in schools by the SMC/SDMCs, uploading of monthly report in the PMS/Portal about the activities carried out by the school and incentives to the nominated parents is Rs.3000 (unit cost) x 1039(No of School) = Rs. 31,17,000 lakhs. The State/UT has to undertake these two activities duly have a specific
		Total of Media & Community			46.22			46.76	
		Total of Media & Community			122.54			123.08	

4. Approval from PAB (Plan Approval Board)

Media and Community Mobilization (Elementary)

- 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 should be displayed at prominent place in each school through wall paintings or display board. The logo and this information will be shared with the States and UTs.. An amount of rupees 16.96 lakh was estimated for the above purpose @Rs 1000/- per school.
- An amount of Rs 8.48 lakhs was estimated for community mobilization activities @Rs 500/- per school.

Activity Master	Physical (Schools)	Unit Cost	(Rs. in lakh)
			Financial
Media & Community Mobilization (Elementary)			
Display of Logo of Samagra Shiksha	1696	0.01	16.96
Media & Community Mobilization	1696	0.005	8.48
Total			25.44

Training and meetings of SMC (Elementary)

An outlay of Rs. 50.88 lakh @ Rs 3000 per school was estimated for training of 7696 numbers of SMCs. This includes provision for Conducting / convening of SMC meetings on a single notified date by the UT once in every quarter, Incentivising nominated parents for attending the SMC meeting regularly, 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.

(Rs. in lakh)			
Activity Master	Physical (SMC/SMDC)	Unit Cost	Financial
Training of SMC/ SDMC	1696	0.03	50.88

Outcome: The SMCs will hold quarterly meetings and upload reports on the portal to be set up for the purpose. Also help generate awareness about the scheme.

Monitoring: Through report to be uploaded on the common portal meant for the purpose and other reports.

Media & Community Mobilisation (Secondary):

- a) Display of Logo of Samagra Shiksha (SS): A logo of Samagra Shiksha along with facilities available under Samagra Shiksha should be displayed at prominent place in each school through wall paintings or display board. The logo and this information will be sent shared with the States and UTs an amount of Rs. 10.39 Lakh was estimated for the above purpose @ Rs. 1000/- per school.
- b) An amount of Rs 5.195 lakhs was estimated for community mobilization activities @Rs 500/- per school

(Rs. in lakh)			
Activity Master	Physical (Schools)	Unit Cost	Financial
Media & Community Mobilization (Secondary)			
Display of Logo of Samagra Shiksha	1039	0.01	10.39
Media & Community Mobilization	1039	0.005	5.195
Total			15.585

Training and Meetings of SMDCs (Secondary)

A total amount of Rs. 31.17 Lakh @ Rs. 3000 per school was estimated under SMDC training @Rs 3000 per SMDC. This includes provisions for conducting / convening of SMDC meetings on a single notified date by the UT once in every quarter, incentivising nominated parents for attending the SMDC meeting regularly and Uploading quarterly reports with respect to meetings held and status of the school as per the Mobile App which is being developed in MHRD.

(Rs. in lakh)			
Activity Master	Physical (SMDC)	Unit Cost	Financial
Media & Community Mobilization (Secondary)			
SMDC Training	1039	0.03	31.17
Total			31.17

Outcome: The SMDCs will hold quarterly meeting and upload reports on the portal to be set up for the purpose. Also help generate awareness about the scheme.

Monitoring: Through report to be uploaded on the common portal meant for the purpose and other reports.

5. Costing of Plan Approval Board (PAB)

Media & Community Mobilization	6 1		Media & Community Mobilization (Elementary)						
		61. b	Media & Community Mobilization	1696	0.01500	25.44	1696	0.01500	25.44
		61. c	Training of SMC/SDMC	1696	0.03000	50.88	1696	0.03000	50.88
			Total of Media & Community Mobilization (Elementary)			76.32			76.32
	6 2		Media & Community Mobilization (Secondary)						
		62. a	Media & Community Mobilization	1039	0.01500	15.585	1039	0.01500	15.585
		62. b	SMDC Training	1021	0.03000	30.63	1039	0.03000	31.17
			Total of Media & Community Mobilization (Secondary)			46.22			46.76