



**CONFERENCE OF STATE EDUCATION
SECRETARIES
(4-6 January, 2012, New Delhi)**

ADULT EDUCATION

PRESENTATION BY:

**National Literacy Mission Authority
Ministry of Human Resource Development
Department of School Education and Literacy
Government of India
New Delhi.
6th January, 2012.**



Conference of State Education Secretaries (4-6 January, 2012)

Agenda Item I: Implementation of Centrally Sponsored Scheme of Saakshar Bharat



Implementation of Centrally Sponsored Scheme of Saakshar Bharat

STRUCTURE OF THE PRESENTATION

- Overview
- Approach to Review
 - Performance Indicators
 - Categorisation
- State-wise Performance
- National Status
- Road Map upto March, 2012



Implementation of Centrally Sponsored Scheme of Saakshar Bharat

Overview

- Saakshar Bharat launched on 8th September, 2009 with the following targets:
 - o 70 million adults under Functional Literacy in 410 districts.
 - o 15 lakh under Equivalency Programme.
 - o Skill development.
 - o Continuing Education through 1,70,000 Adult Education Centres.
- 372 districts sanctioned in 25 States and 1 UT with an overall target of 75.8 million learners.
- Funds released for 26.4 million learners.
- Equivalency programme could not commence.
- Jan Shikshan Sansthan administering skill development component.
- Funds released to set up 1.61 lakh Adult Education Centres.



Implementation of Centrally Sponsored Scheme of Saakshar Bharat

Overview (contd..)

- Innovative ICT enabled systems introduced for management of the scheme.
- Despite teething problems, the systems are stabilising.
- Islands of Success campaign supported by SRCs.
- Capacity building and technical back stopping.
- Rigorous monitoring.
 - o Quarterly Joint review with SLMAs, SRCs and other stakeholders.
 - o Monthly review with SRCs on Islands of Success Campaign.
 - o Monthly review with second level officials of SLMAs and SRCs.
 - o State specific and regional reviews.
 - o Field visits.



Implementation of Centrally Sponsored Scheme of Saakshar Bharat

APPROACH TO REVIEW: PERFORMANCE INDICATORS (20)

A. Preparatory Activities

- Opening of Bank Accounts.
- Survey and Identification of potential learners.

B. Physical Progress

- Setting-up of AECs – Renewal of old CECs, setting-up of new AECs.
- Training of Functionaries – RPs/MTs/VTs.
- Distribution of Literacy Primers.
- Assessment of Learners.
- Teaching Learning Activity – Starting of Literacy classes, enrollment of learners.
- Operationalisation of Programme in low female literacy districts.

C. Financial Progress

- Authorization of funds.
- Utilization of funds.



Implementation of Centrally Sponsored Scheme of Saakshar Bharat

APPROACH TO REVIEW

CATEGORISATION OF STATES:

Based on their performance against the Indicators, States have been categorised as follows:

Programme on Track

Programme Picking-up

Programme at a Stand still



Implementation of Centrally Sponsored Scheme of Saakshar Bharat **HIMACHAL PRADESH**

- **One Eligible District sanctioned in 2010-11.**
- **All major preparatory activities completed.**
- **1,35,824 learners identified.**
- **3,772 learners certified till March, 2011. 6,837 reported to have appeared in the August, 2011 assessment.**
- **50,000 learners targeted to be made literate during the project period.**
- **All RPs trained. 50,000 primers distributed. 8,000 literacy classes started, 30,981 learners enrolled.**
- **Rs. 129 lakh spent against total release of Rs. 195 lakh.**
- **EMERGING AS A SUCCESSFUL CONVERGENCE MODEL.**



Implementation of Centrally Sponsored Scheme of Saakshar Bharat

UTTARAKHAND

- Of the 6 Eligible Districts, 5 sanctioned in 2009-10 and remaining 1 in 2010-11.
- All major preparatory activities completed.
- **Training of MTs/VTs, distribution of primers, completion of survey & data uploading, starting of remaining literacy classes need attention.**
- 58,636 learners certified till March, 2011. 64,356 reported to have appeared in the August, 2011 assessment.
- Against targetted 2.25 lakh learners, 1.32 lakh enrolled, 91,751 primers distributed, 5,930 literacy classes started.
- Against total release of Rs. 4766 lakh, bank balance is Rs. 3936 lakh.
- **PROGRAMME ON TRACK.**



Implementation of Centrally Sponsored Scheme of Saakshar Bharat KARNATAKA

- **All 17 districts sanctioned (16 in 2009-10 and 1 in 2010-11).**
- **Administrative Approval sanctioned for 3 newly carved out districts (Chikaballapur, Ramnagara and Yadgir).**
- **All major preparatory activities completed.**
- **51.23 lakh learners identified, data uploading not completed; final action plan yet to be submitted.**
- **1.19 lakh learners certified till March, 2011. 4.86 lakh learners reported to have appeared in August, 2011 assessment.**
- **15 lakh learners targeted to be made literate during project period. 11.38 lakhs learners enrolled so far.**
- **Rs. 72.70 crore spent against total release of 74.47 crore.**
- **PROGRAMME ON TRACK.**



Implementation of Centrally Sponsored Scheme of Saakshar Bharat TAMIL NADU

- All 7 eligible districts sanctioned (5 in 2009-10 and 2 in 2010-11).
- Administrative Approval sanctioned for 2 newly carved out districts (Kushanagiri and Tirupur).
- All major preparatory activities completed.
- 20.50 lakh learners identified, data uploading not completed, final action plan yet to be submitted.
- 2.23 lakh certified till March, 2011.
- 5.87 lakh reported to have appeared in August, 2011 assessment.
- 12 lakhs learners targeted to be made literate during project period. 16.96 lakhs learners enrolled so far.
- 1.11 lakh literacy classes started.
- 2nd installment of Rs. 15 crores to be released after getting funds at RE Stage.
- Rs.21.24 crore spent against total release of Rs.27.68 crore.
- **PROGRAMME ON TRACK.**



साक्षर भारत
Saakshar Bharat

Implementation of Centrally Sponsored Scheme of Saakshar Bharat **BIHAR**

- **Of the 38 Eligible Districts, 3 districts sanctioned in 2009-10, 34 in 2010-11 & remaining 1 in 2011-12 .**
- **All major preparatory activities in progress.**
- **Training of RPs/MTs/VTs, distribution of primers, completion of survey & data uploading, starting of remaining literacy classes need attention.**
- **15,76,799 learners certified till March, 2011. None reported to have appeared in the August, 2011 assessment.**
- **Against target of 52.40 lakh learners, 21.94 lakh have been enrolled. 50 lakh primers distributed.**
- **Rs. 1376 lakh spent against total release Rs.11,995 lakh.**
- **PROGRAMME ON TRACK.**



Implementation of Centrally Sponsored Scheme of Saakshar Bharat **CHHATTISGARH**

- **Of the 14 Eligible Districts, 8 districts sanctioned in 2009-10, 6 in 2010-11.**
- **All major preparatory activities in progress.**
- **Training of RPs/MTs/VTs, distribution of primers, completion of survey & data uploading, starting of remaining literacy classes need attention.**
- **1,70,708 learners certified till March, 2011. 5.32 Lakh reported to have appeared in the August, 2011 assessment.**
- **Against target of 7.20 lakh learners, 6.55 lakh enrolled.**
- **Rs. 3003 lakh spent against total release Rs.8019 lakh.**
- **PROGRAMME ON TRACK.**



साक्षर भारत
Saakshar Bharat

Implementation of Centrally Sponsored Scheme of Saakshar Bharat JHARKHAND

- Of the 20 Eligible Districts, 4 districts sanctioned in 2009-10, 15 sanctioned in 2010-11 & remaining 1 sanctioned in 2011-12 .
- All major preparatory activities completed.
- **Training of RPs/MTs/VTs, distribution of primers, completion of survey & data uploading, starting of remaining literacy classes need attention.**
- 70869 learners certified till March, 2011. 4.85 Lakh reported to have appeared in the August, 2011 assessment.
- Against target of 3 lakh learners, 83,813 enrolled.
- Rs.198 lakh spent against total release 3768 lakh.
- **PROGRAMME ON TRACK.**



Implementation of Centrally Sponsored Scheme of Saakshar Bharat MANIPUR

- **All 4 eligible districts sanctioned in 2009-10.**
- **92,994 non-literates identified.**
- **AECs set up and all functionaries RPs, MTs and VTs (260 out of 306) trained.**
- **Literacy Primers distributed in 203 out of the 257 GPs.**
- **21,016 learners reported to have appeared in 20th August 2011 assessment. Target for March 2012 assessment is 70,000.**
- **77,254 learners enrolled and 7,709 literacy classes started.**
- **Spent Rs. 261.38 lakhs as against release of Rs. 291.39 lakhs.**
- **PROGRAMME ON TRACK.**



Implementation of Centrally Sponsored Scheme of Saakshar Bharat

PUNJAB

- Of the 7 Eligible Districts, 6 districts sanctioned in 2010-11.
- Administrative sanction issued for the remaining 1 district.
- SLMA reconstituted, District and Block Committees constituted, Bank accounts opened up to GP level, >80% of AECs set up, survey completed.
- **Training of functionaries, distribution of primers, uploading of survey data, submission of final plan pending.**
- 27,365 learners reported to have appeared in the August, 2011 assessment.
- No target was given, 7984 learners enrolled.
- 1174 literacy classes started .
- **Rs. 102 lakh** spent against total release of Rs. 1561 lakh.
- **PROGRAMME PICKING UP.**



Implementation of Centrally Sponsored Scheme of Saakshar Bharat RAJASTHAN

- **All 31 districts sanctioned in 2009-10.**
- **Administrative sanction issued for one newly carved out district (Pratapgarh).**
- **All major preparatory activities completed.**
- **1.05 crore learners identified, data uploading not completed, final action plan yet to be submitted.**
- **No certification/assessment done so far.**
- **8 lakh learners targeted to be made literate during project period. 8.80 lakh learners enrolled so far.**
- **87,285 literacy classes started, 6.45 lakh primers distributed.**
- **Rs. 20.60 crore spent against total release of Rs.139.92 crore. 2nd authorization recently issued for Rs. 105.68 crore.**
- **PROGRAMME PICKING UP.**



Implementation of Centrally Sponsored Scheme of Saakshar Bharat ANDHRA PRADESH

- o All 19 eligible districts sanctioned (18 in 2009-10 and 1 in 2010-11).
- o All major preparatory activities completed.
- o 160.25 lakh learners identified: **data uploading not completed: final action plan yet to be submitted.**
- o 5.58 lakh learners certified till March, 2011. 10.07 lakh reported to have appeared in August, 2011 assessment.
- o 40 lakh learners targeted to be made literate during the project period.
 - **SLMA proposes to cover 10 lakh learners from among poor performance learners of last NIOS Assessment and other school dropouts.**
 - **No Enrolled learners will appear in March, 2012 Assessment.**
 - **Only 4.5 lakh literacy primers distributed so far .**
 - **1.20 lakh literacy classes started.**
- o Rs. **118.32 crores** spent against total release of Rs. 269.42 crores.
- o **ON TRACK PROGRAMME DELAYED.**



Implementation of Centrally Sponsored Scheme of Saakshar Bharat **DADRA & NAGAR HAVELI**

- **One district sanctioned during 2010-11.**
- **All major preparatory activities completed.**
- **Survey completed, data being compiled/ uploaded.**
- **15,000 learners targeted to be made literate during project period.**
- **No amount spent out of total Central grants of Rs. 17.95 lakh.**
- **PROGRAMME PICKING UP.**



Implementation of Centrally Sponsored Scheme of Saakshar Bharat

ODISHA

- Of the 19 Eligible Districts, 3 districts sanctioned in 2009-10, 16 in 2011-12 .
- SLMA reconstituted. District and Block Committees constituted, GP level of 3 Districts constituted, Bank accounts and AECs set up and survey also completed.
- Constitution of committees for 16 new Districts covered in 2011-12 are pending.
- Training of functionaries, distribution of primers, uploading of survey data are not completed.
- Against target of 1.80 lakh learners, 99,708 enrolled.
- 8584 literacy classes started.
- Rs.266 lakh spent against total release of Rs.1751 lakh.
- PROGRAMME PICKING UP.



Implementation of Centrally Sponsored Scheme of Saakshar Bharat GUJARAT

- **All 13 eligible districts sanctioned in 2009-10.**
- **All major preparatory activities completed.**
- **10.37 lakh learners identified : data uploading not completed: final action plan yet to be submitted.**
- **59,803 learners certified till March, 2011. 1.46 lakh reported to have appeared in August, 2011 assessment.**
- **8 lakh learners targeted to be made literate during the project period.**
- **4.73 lakh learners enrolled so far, 52,356 literacy classes started.**
- **Rs. 18.82 crore spent against total release of Rs. 61.89 crore.**
- **PROGRAMME PICKING UP.**



Implementation of Centrally Sponsored Scheme of Saakshar Bharat ARUNACHAL PRADESH

- Of the 12 eligible districts, 5 sanctioned in 2009-10 and 7 in 2010-11.
- Administrative sanction for 3 bifurcated districts issued in 2011-12.
- Major preparatory activities completed.
- **Setting up of remaining 256 AECs; authorization of funds at Block and GP level; training of VTs, RPs and MTs need attention.**
- 14,339 learners reported to have appeared in the August 2011 assessment. 57,500 learners targeted for March 2012 assessment.
- Need to take action to release State's share of Rs. 5.00 lakhs.
- Rs. 776 lakhs spent against release of Rs. 984 lakhs.
- **PROGRAMME PICKING-UP.**



Implementation of Centrally Sponsored Scheme of Saakshar Bharat

ASSAM

- **Of the 12 eligible districts 5 districts sanctioned in 2009-10 and 7 districts sanctioned in 2010-11.**
- **Administrative sanction for coverage of 3 bifurcated districts issued in 2011-12.**
- **8.65 lakhs non-literate identified.**
- **43,021 learners reported to have appeared for 20th August 2011 assessment. Target for March 2012 assessment is 30,000 learners.**
- **While the State has started activities in almost all fields, it needs to pick up the pace of progress in areas like setting up of New AECs, training of RPs, MTs, distribution of literacy primers, enrolment of learners and release of balance State Share of Rs. 45 lakhs.**
- **Bank balance shown Rs.27.16 Crores against total release of Rs. 25.16 Crores.**
- **PROGRAMME PICKING-UP.**



Implementation of Centrally Sponsored Scheme of Saakshar Bharat MEGHALAYA

- The 2 eligible districts were sanctioned in 2010-11.
- Authorization of funds at Block and GP level need to be speeded up.
- 0.33 lakhs non-literates identified.
- 10 RPs (out of 15), 312 MTs (out of 362) and 6258 VTs trained.
- 592 new AECs set up.
- 50,000 literacy primers distributed.
- 27,500 learners enrolled and 592 literacy classes started at AECs.
- 9,800 learners reported to have appeared in 20th Aug. 2011 assessment. Target for March assessment is 25,000.
- Release of balance State share of Rs. 4.5 lakhs needs to be expedited.
- The pace and progress of implementation of the Programme is slow. Concerted efforts needed to move the Programme ahead.
- **PROGRAMME PICKING-UP.**



Implementation of Centrally Sponsored Scheme of Saakshar Bharat NAGALAND

- Two eligible districts sanctioned in 2010-11.
- Administrative sanction issued for 2 bifurcated districts in 2011-12.
- Authorization of funds at Block and GP level needs to be expedited.
- 2.68 lakhs non-literates identified. 33,882 learners enrolled.
- 74% AECs set up.
- Training of RPs and VTs completed. >84% MTs trained.
- Assessment of learners test not conducted on 20th August, 2011. Target for March, 2012 assessment is 50,000.
- 8,000 literacy classes started.
- Rs. 64.37 lakhs spent as against release of Rs. 218.07 lakhs.
- **PROGRAMME PICKING-UP BUT SLOW PACED.**



Implementation of Centrally Sponsored Scheme of Saakshar Bharat **SIKKIM**

- **2 eligible districts sanctioned in 2009-10.**
- **Authorization of funds not yet completed.**
- **19,373 non literates identified.**
- **Training of functionaries completed.**
- **6,603 learners so far enrolled and 660 literacy classes started.**
- **3,937 learners appeared in 20th August 2011 assessment. Target for March 2012 assessment is 5,000.**
- **Rs. 46 lakhs spent as against release of Rs 62.63 lakhs. Release of State's contribution of Rs. 6.96 lakhs needs to be expedited.**
- **PROGRAMME PICKING-UP BUT SLOW PACED.**



Implementation of Centrally Sponsored Scheme of Saakshar Bharat WEST BENGAL

- **All 9 eligible districts sanctioned in 2009-10.**
- **100% Bank A/cs opened at district & block level and > 95% at GP level.**
- **80% authorization of funds completed at district and block level and > 55% at GP level.**
- **Survey completed and 46.66 lakh non-literates identified.**
- **Renewal of old AECs completed. Setting up of new AECs needs to be expedited.**
- **All functionaries trained and 6 lakh Literacy Primers distributed.**
- **2.90 lakh learners enrolled and 27,700 literacy classes started.**
- **1,28,196 learners are reported to have appeared in the 20th August 2011 assessment. Target for March 2012 assessment is 5 lakhs.**
- **PROGRAMME ON SLOW TRACK.**



Implementation of Centrally Sponsored Scheme of Saakshar Bharat

UTTAR PRADESH

- Of the 68 Eligible Districts, 26 districts sanctioned in 2009-10 and 40 in 2011-12.
- Administrative Sanction issued for remaining 2 districts.
- Preparatory activities in progress in 26 districts, yet to be initiated in remaining 40.
- **State yet to release its share of Rs. 28.43 Crore.**
- **MTs/VTs NOT trained.**
- **Literacy Primers printed much less than required.**
- 1,63,195 learners certified in March, 2011; 10,54,320 learners reported to have appeared in the August, 2011 assessment.
- **Against 3 lakh targeted learners, 12.09 lakh enrolled.**
- **Rs. 18.53 crore** spent against total release of Rs. 265.30 crore.
- **PROGRAMME PICKING UP IN 26 DISTRICTS BUT DORMANT IN REMAINING 40.**



Implementation of Centrally Sponsored Scheme of Saakshar Bharat **HARYANA**

- Of the 12 Eligible Districts, 10 districts sanctioned (1 in 2009-10, 4 in 2010-11, 5 in 2011-12).
- Administrative sanction issued for the remaining 2 districts.
- Preparatory activities yet to be completed: **SLMA reconstitution, constitution of Committees, Opening of Bank accounts, Authorization of funds, Survey, Setting-up of AECs, Training of functionaries.**
- Against 50,000 targeted learners, **NONE Enrolled.**
- **Primers NOT printed.**
- **Literacy classes NOT started, No VTs trained.**
- **Rs. 161 lakh spent against total release of Rs. 1558 lakh.**
- **PROGRAMME AT A STAND STILL.**



Implementation of Centrally Sponsored Scheme of Saakshar Bharat **MADHYA PRADESH**

- **Of the 42 Eligible Districts, 37 districts sanctioned (10 in 2010-11, 27 in 2011-12), 51.46 lakh targeted learners.**
- **Administrative sanction issued for the remaining 5 districts.**
- **District/Block/GP level committees NOT constituted.**
- **No AECs set up.**
- **Preraks NOT engaged, Coordinators NOT engaged.**
- **Survey NOT conducted, No learners identified.**
- **Primers NOT printed, No VTs trained, literacy classes NOT started.**
- **Rs. 4887.62 lakh Central Share released, Rs. 944.21 lakh State share yet to be contributed, expenditure NOT reported.**
- **PROGRAMME AT COMPLETE STAND STILL.**



Implementation of Centrally Sponsored Scheme of Saakshar Bharat **JAMMU & KASHMIR**

- Of the 20 Eligible Districts, 13 districts sanctioned in 2010-11, funds released in 2011-12.
- Administrative sanction issued for the remaining 7 districts.
- Preparatory activities yet to be completed.
- No Target was fixed, no enrollment reported.
- **Primers NOT distributed, literacy classes NOT started, NO RPs/MTs/VTs trained.**
- **Rs. 887.24 lakhs Central share released, Rs. 295.75 lakh State share yet to be contributed.**
- **PROGRAMME AT COMPLETE STAND STILL**



Implementation of Centrally Sponsored Scheme of Saakshar Bharat **MAHARASHTRA**

- All 10 districts sanctioned (8 in 2009-10 and 2 in 2010-11).
- SLMA lagging behind in constitution of committees, opening of bank accounts, especially at GP level.
- No AECs set up.
- No Preraks/ Coordinators engaged.
- Survey not conducted, no learners identified.
- Primers not printed, no VTs trained, literacy classes NOT started.
- No target has been proposed for assessment schedule to be held in March 2012.
- Authorization of grants sanctioned in 2 districts in 2010-11 has not been issued as SLMA has not submitted the activity allocation to SLMA, ZPs, BPs & GPs.
- Rs. 22.62 Crore central share released, Rs. 7.54 crore state share released but deposited in different account. Expenditure- NIL.
- **PROGRAMME AT COMPLETE STAND STILL.**



Implementation of Centrally Sponsored Scheme of Saakshar Bharat TRIPURA

- **1 Eligible District sanctioned in 2009-10.**
- **0.33 lakh non-literates were to be covered in the sanctioned district.**
- **The State has yet to give a green signal to start the Programme.**
- **PROGRAMME AT COMPLETE STAND STILL.**



Implementation of Centrally Sponsored Scheme of Saakshar Bharat National Status

Learners identified (Compiled data)	384 lakhs
Enrolment	97.22 lakhs
VTs trained	7.57 lakh
Literacy classes	8.67 lakh
AECs set up	89,324
Assessed till August, 2011	97,55,230
Certified till March, 2011	34,37,372
Anticipated number of certified literate adults by March, 2012	160 lakhs



साक्षर भारत
Saakshar Bharat

Implementation of Centrally Sponsored Scheme of Saakshar Bharat National Status (Contd.)

S.No	Uploading of Survey Data	No of Records
1	House Hold	49648308
2	Illiterate (TIP)	17671264
3	Volunteer Teachers	498282
4	Prerak	73660
5	Gen Council (SLMA)	334
6	Exec Committee (SLMA)	179
7	Exec Committee (ZP Lok Shiksha Samiti)	2001
8	Gen Body (ZP Lok Shiksha Samiti)	3451
9	BP Lok Shiksha Samiti	41553
10	GP Lok Shiksha Samiti	579579



Implementation of Centrally Sponsored Scheme of Saakshar Bharat Road Map: January to March 2012

- 1. Target of 160 lakh learners fixed during meeting on 12-14 October, 2011 should be achieved.**
- 2. Arrangements for assessment on 18 March, 2012 should be made.**
- 3. All preparatory activities should be completed by 31st March, 2012 so that teaching learning process could commence from April, 2012.**
- 4. Uploading of the data and submission of the final action plans.**
- 5. Funds available with all States to run the programme up to June, 2012.**
- 6. Further release of funds will depend on expenditure.**
- 7. UCs for funds received during NLM should be submitted by 31st March, 2012.**



Conference of State Education Secretaries (4-6 January, 2012)

Agenda Item II: Environment Building and Mobilisation under Saakshar Bharat



Implementation of Centrally Sponsored Scheme of Saakshar Bharat

STRUCTURE OF THE PRESENTATION

- Objectives
- Communication Strategy
- Initiatives from NLMA
 - Electronic Media
 - Print Media
 - IEC Materials
 - Inter-Personal Media
 - Participation in Republic Day Parade, 2012 with Saakshar Bharat Tableau.



Environment Building and Mobilisation under Saakshar Bharat

OBJECTIVES

- The demand for literacy is uneven; it is explicit in some parts and tacit in many parts.
- There is a need to create sustainable demand for literacy specially among focus groups: Women, SCs, STs & Minorities.
- To create informed understanding about the offerings of Saakshar Bharat programme and to enhance learners participation.



Environment Building and Mobilisation under Saakshar Bharat

COMMUNICATION STRATEGY

- Multiple strategies like Electronic, Print, Folk and Interpersonal Media are adopted in context to local conditions.
- Events and Meetings at Village, Panchayat, Block, District and State capitals are being used as part of the EB campaign.
- Support and involvement of all stakeholders such as Community and Political leaders, PRI functionaries, Mahila Mandals, Educational Institutions, intelligentsia sought.



Environment Building and Mobilisation under Saakshar Bharat

INITIATIVES FROM NLMA

- **Electronic Media:**
 - ❖ Electronic media campaign undertaken on Doordarshan and AIR. Audi-Video spots are being broadcast on prime time slots from October, 2011.
 - ❖ Media campaign undertaken on 'Nation-wide Learners' Assessment' conducted twice in a year i.e. on 6th March and 20th Aug. **The next learners assessment will be held on 18th March, 2012.**
 - ❖ A literacy song was produced with lyrics by Mr. Javed Akhtar and sung by Mr. Sonu Nigam & Ms. Alka Yagnik –Video version of the literacy song under production.



Environment Building and Mobilisation under Saakshar Bharat

INITIATIVES FROM NLMA (contd...)

Print Media:

- Print campaign to start from 10th January, 2012.

IEC Materials:

- Two books titled: “Mai Bhi Padhungi” & “Let us Teach and Learn” published.
- Other publicity materials such as: picture postcards, posters, a desk calendars brochure on SB, Booklets on Fund Flow Mechanism and MIS, Jail-Literacy etc., published and distributed.



Environment Building and Mobilisation under Saakshar Bharat

INITIATIVES FROM NLMA (contd...)

Inter Personal Media

- Nationwide mobilization campaign by Bharat Gyan Vigyan Samiti in February-March, 2012.
- Saakshar Bharat Jathas across the country covering 22 states. A detailed presentation will be made by Secretary BGVS.



Environment Building and Mobilisation under Saakshar Bharat

INITIATIVES FROM NLMA (contd...)

- **Inter Personal Media Campaigns through Field Units of DAVP, M/o I&B**
 - **Song & Drama Division** – would organise 1220 programmes in 9 states through dance, drama, puppet show, ballets, operas, folk and traditional recital.
 - **Directorate of Field Publicity** – meetings with opinion leaders, rallies, public meetings, film shows at the grass-root level involving gram Panchayats/PRI functionaries, NGOs, school teachers etc,.
 - **Outdoor Publicity Wing** –Hoardings, Bus Panels at the Districts and Block levels and wall writings at Village and GP levels.



Environment Building and Mobilisation under Saakshar Bharat

INITIATIVES FROM NLMA (contd...)

- Evaluation of media campaign is being undertaken to assess the impact of the campaign at implementation level.
- A reputed evaluation agency “Centre for Media Studies” selected.
- It will be a National level study covering different states.



Environment Building and Mobilisation under Saakshar Bharat

INITIATIVES FROM NLMA (contd...)

- Participation in Republic Day Parade on 26th January, 2012 with Saakshar Bharat Tableau.

Creative Idea

- *“Reaping the fruits of knowledge and building a golden future”.*



Environment Building and Mobilisation under Saakshar Bharat

DESIGN CONCEPT

- The design concept splits the given space (the tractor and the trailer) into two worlds.
- **One world** (on the trailer) depicts a process of transformation through the creative idea of *the tree of knowledge* (a motive inspired by the classic Indian metaphor – *The Tree of Life*, but with a modern twist) . The tree would be laden with *Golden fruits* –in the form of alphabets. *The Tree in the center* denotes the centrality of literacy/education to life and all aspects of development.
- **The other world** (on the tractor) depicts the ideal – the aspirational goal. This is a golden world (gold painted) where all are literates... a world of relative peace, prosperity and progressiveness.







Environment Building and Mobilisation under Saakshar Bharat

- **The Bridge between the tractor and the trailer** denotes the fact that education is the bridge to a brighter tomorrow.
- **The Golden Village** denotes the peace, prosperity and progressiveness of the idea we are striving towards.
- **The larger than life sized Golden Books** at the rear, on the rooftop, is a design innovation which will have pages turning. The books will have stories on women empowerment through literacy, case studies, etc.



Environment Building and Mobilisation under Saakshar Bharat

Music

- A 65 seconds version of the NLMA Literacy Anthem will be used which has lyrics by Mr. Javed Akhtar and sung by Ms. Alka Yagnik and Mr. Sonu Nigam.
- This version has appropriate lines in keeping with the spirit of 2 important thoughts:

**Empowerment
through Literacy**

**Padhiye Kabhi bhi,
Kahin bhi**

We were advised by the Jury to use the more energetic, chorus version for the Tableau.

THANKS.