



भारत 2023 INDIA
ONE EARTH • ONE FAMILY • ONE FUTURE

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

No: DSEJ/CUL/ 8918-46

Date: 01/04/2023

Chief Education Officers (All)
Principal DIETs (All)
Jammu Division.

Sub: Circulation and Implementation of Annual Cultural Calendar for the Academic Year 2023-24.

To inculcate cultural and artistic values among students this Directorate circulates **Cultural Calendar** every year so that hidden potentialities of children may take a rise and their overall personality development take place.

Co-Curricular activities create in students, cultural awareness and expression which are important contributors both to individual as well as societal well-being. **As per NEP-2020**, cultural awareness develops in children a sense of identity, belonging as well as an appreciation of other cultures and identities. It is through the development of a strong sense and knowledge of their own cultural history, arts, languages, and traditions that children can build a positive cultural identity and self-esteem.

In this connection, you are hereby requested to circulate the **soft copy and hard copy** of this Cultural Calendar (**copy enclosed**) among all the stake holders. For its successful implementation, it is enjoined upon you to issue strict instructions to **ZEOs, HOIs** of all Schools (**Govt. and Pvt.**) of your respective district to conduct various cultural activities as per schedule given in this cultural calendar.

As per directions, received from School Education Department, Civil Secretariat, J&K, UT vide letter no: Edu-PS/167/2021/01/SED (79512), dated 11/03/2022, all HOIs are directed to conduct extra-curricular activities in schools not as a burden but in a playful manner, giving due focus to academics so as to compensate the learning loss/gap due to Covid-19 pandemics.

District Incharge Cultural Cells (**DICCs**) are directed to visit different schools of their district on every Tuesday, Thursday and Saturday to review the implementation of various activities of this calendar in letter and spirit. DICCs will submit the tour diary duly signed by the concerned CEO to this office every month.


All the Zonal Education Officers are hereby directed to utilize the services of Zonal Incharge Cultural Cell (**ZICC**) for maximum participation of schools in various cultural activities. For this purpose, ZICCs are directed to visit the schools of their respective Zone on every Saturday to ensure that co-curricular activities are conducted regularly in schools as per this cultural calendar.

ZICCs will submit the weekly progress report to the concerned ZEO and DICC on regular basis. District Incharge Cultural Cell (**DICCs**) will compile the reports received from Zones and submit it to their respective CEO for onward submission to this office. Consolidated compliance reports (Weekly/Monthly) of these activities along with relevant media must be sent by e-mail to **culturalcelldsej.media22@gmail.com** by 1st of every month.

In addition to this, I/c Cultural & Education Cell DSEJ along with his team members shall regularly visit various schools of Jammu Division under intimation to the undersigned. This team shall interact with the stake holders and incorporate valuable suggestions received from the field to make cultural activities more vibrant and interactive.

The team shall check the progress of various activities conducted under different National Campaigns like G 20, IYM 2023, AKAM, EBSB, Constitution Day, Swachh Bharat Abhiyaan, My School My Pride, Jal Shakti Abhiyaan, Swachhata Pakhwada etc. For any query, I/c Cultural and Education Cell can be contacted on **Mobile No: 6006800071**.

Encl: 01(04 lvs)


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

Copy to the:

1. Principal Secretary, School Education Department, Civil Secretariat, J&K for favour of information.
2. Joint Directors (All), Jammu Division for information.
3. Joint Director, SCERT (Jammu) for information.
4. Project Director, Samagra Shiksha for information.
5. I/c Cultural & Education Cell, DSEJ for necessary action.
6. I/c Website for uploading.



Directorate of School Education Jammu

Cultural Calendar for the Academic Year 2023-24

Month	Cultural Activities
April 2023	<ul style="list-style-type: none">• Speech/Declamation on Life and Teachings of Lord Mahavir one day prior to Mahavir Jayanti on 3rd April.• Cultural Program/ Making Millets Map of India for Class room two days prior to Baisakhi festival on 12th April (IYM).• Declamation on Unity: Key to development and prosperity one day prior to Ambedkar Jayanti on 13th April (AKAM).• Essay Writing/ Y 20 Talks/Painting competition on Protection and Restoration of Cultural Property to celebrate World Heritage Day on 19th April (G20 Campaign).• Slogan writing competition on Save Water Save Earth on Earth Day i.e on 22nd of April under Jal Shakti Abhiyan.• Recognition of Tamil Alphabets during 2nd week of this month under Ek Bharat Shrestha Bharat (EBSB).• Welcome of New Students (Fresher's Day) & Beautification of School Premises during 3rd week of this month under My School My Pride.
May 2023	<ul style="list-style-type: none">• Symposium on International Labour Day on 1st May.• Organizing session on Meditation: A way to Mindfulness one day prior to Buddha Purnima on 4th May (AKAM).• Symposium/Painting competition on One Earth One Family One Future on World Red Cross Day on 8th May under G 20 campaign.• Essay writing on Mission Amrit Sarovar during 1st week of this month under Jal Shakti Abhiyan.• Singing Nursery Rhymes in Tamil Language during 2nd week of this month under EBSB.• Organizing Plastic Free School Campaign during 3rd week of this month under My School My Pride.• Quiz/Essay writing on Importance of Millets during 4th week of this month under IYM/Poshan Abhiyan.


<p>June 2023</p>	<ul style="list-style-type: none"> • Doha Gayan /Declamation on the Teachings of Saint Kabir one day prior to Kabir Jayanti on 3th June. • Plantation drive/Symposium on Water Conservation to celebrate World Environment Day on 5th of June under Jal Shakti Abhiyan. • Poem recitation on the theme Kshatriya Veer Gathayein during 1st week of this month under AKAM. • Singing popular Tamil songs during 2nd week of this month under EBSB. • Collage making/painting competition on My School: A great place for Education during 3rd week of this month under My School My Pride. • Poem Recitation on Millets: A nutritional wonder during 4th week of this month under IYM/Poshan Abhiyan.
<p>July 2023</p>	<ul style="list-style-type: none"> • Cooking competition on Millets and Rut Rahdhe to spread awareness about traditional recipe on 15 July under IYM/Poshan Abhiyan. • Patriotic song competition on Kargil Vijay Diwas on 26th July under AKAM. • Painting/Collage making on Jal Nahi to Jeevan Nahi during 1st week of this month under Jal Shakti Abhiyan. • Learning 30 Words in Tamil Language during 2nd week of this month under EBSB. • Green School Drive campaign during 3rd week of this month under My School My Pride. • National Youth Parliament on India's G20 Presidency during 4th week of this month under Constitution Day/G20 campaign.
<p>August 2023</p>	<ul style="list-style-type: none"> • Celebration of Independence Day on 15th of August (AKAM). • Rakhi making competition on Raksha Bandhan one day prior to the festival i.e on 29th of August. • Quiz Competition on Indian Monsoon during 1st week of this month under Jal Shakti Abhiyan. • Learning 10 sentences on My Self in Tamil Language during 2nd week of this month under EBSB. • Plantation Drive during 3rd week of this month under My School My Pride. • Lecture of experts /farmers to share their knowledge and experience with millets as a crop during 4th week of this month under IYM/Poshan Abhiyan.

<p>September 2023</p>	<ul style="list-style-type: none"> • Cultural Programme to celebrate Teachers' Day on 5th September. • Symposium/Declamation on Hindi: Pride of Nation to celebrate Hindi Divas on 14th of September (AKAM). • Essay Writing on Life and teachings of Prophet Muhammad on Eid-ul-Milad ul Nabi one day prior i.e on 26th September. • Declamation on Save Water Save Life during 1st week of this month under Jal Shakti Abhiyan. • Quiz on Art, Culture and Traditions of Tamil Nadu during 2nd week of this Month under EBSB. • Celebration of Annual Day during 3rd week of this month under My School My Pride. • Poem recitation on Importance of Millets during 4th week of this month under IYM/Poshan Abhiyan.
<p>October 2023</p>	<ul style="list-style-type: none"> • Cleanliness Drive/Awareness Rallies on Gandhi Jayanti on 2nd October. • Interactive Discussions on the theme Girls: Keep Rising on International Day of the Girl Child on 11th Oct. • Symposium/National Youth Parliament on Accession Day, one day prior on 25th October (AKAM). • Painting competition on Jal hai to Kal hai during 1st week of this month under Jal Shakti Abhiyan. • Folk dances of Tamil Nadu during 2nd week of this Month under EBSB. • Rangoli making for School Beautification during 3rd week of this month under My School My Pride. • Organizing Millet Exhibition in Schools during 4th week of this month under IYM/Poshan Abhiyan.
<p>November 2023</p>	<ul style="list-style-type: none"> • Rangoli competition on Diwali prior to Puja Holidays. • Symposium/ Youth Parliament on NEP-2020 to celebrate National Education Day on 11th Nov (AKAM). • Cultural Program on Children's Day i.e on 14th of Nov. • Shabd Gayan /Declamation on Teachings of Guru Nanak Dev ji two day prior to Guru Nanak Dev ji's Birthday on 25th November. • Pledge taking ceremony on Constitution Day on 26th of November (AKAM). • Cultural Programmes under Kala Utsav at School & District Level under EBSB. • Collage making on Conservation of water bodies during 1st week of this month under Jal Shakti Abhiyan. • Inviting Alumni to celebrate Alumni Day during 2nd week of this month under My School My Pride. • Quiz on Millets and its Nutritional value during 3rd week of this month under IYM/Poshan Abhiyan.
<p>December 2023</p>	<ul style="list-style-type: none"> • Celebration of Christmas two day prior to the festival on 23th of December. • Essay writing on the topic Jal hi Jeevan hai during 1st week of this month under Jal Shakti Abhiyan. • Hackathon on Benefits of Millets to promote Millets during 1st week of this month under IYM/Poshan • Cooking competition / Symposium on Cuisines of Tamil Nadu during 2nd week of this month under EBSB. • Collection and disposal of e- waste during 3rd week of this month under My School My Pride • Symposium/National Youth Parliament on India's Self reliance in Space Technology during 4th week (AKAM).

January 2024	<ul style="list-style-type: none"> • Slogan Writing/Declamation on National Youth Day i.e. on 12th January (AKAM). • Cultural Program on Lohri Festival one day prior to Lohri festival. • Shabd Gayan / Symposium on life and teachings of Guru Govind Singh Ji one day prior to Guru Govind Singh Ji's Birthday. • Symposium on National Girls Child Day on 24th January. • Pledge Taking Ceremony on National Voter's Day on 25th January. • Celebration of Republic Day 26th January. • Essay writing /Symposium Reviving traditional Water Bodies during 1st week under Jal Shakti Abhiyan. • Essay writing/Declamation on Monuments of Tamil Nadu during 2nd week under EBSB. • Best out of Waste campaign during 3rd week of this month under My School My Pride.
February 2024	<ul style="list-style-type: none"> • Symposium/Doha Gayan on teaching of Guru Ravi Das Ji one day prior to the Guru Ravi Das Jayanti. • Speech/Essay competition on International Mother Language Day on 21st February. • Declamation on Water Bodies/Rivers of Tamil Nadu during 1st week of this Month under EBSB. • Painting competition on Rain Water Harvesting during 2nd week of this month under Jal Shakti Abhiyan. • Ban on Single use plastic campaign during 3rd week of this month under My School My Pride. • National Youth Parliament on Digital India during 4th week of this month under AKAM.
March 2024	<ul style="list-style-type: none"> • Cultural Program on Holi one day prior to the Holi festival. • Symposium on Safety and Security of Women to celebrate International Women's Day on 8th March. • Poem Recitation on World Poetry Day i.e on 21st March. • Painting/Symposium on International Water Day i.e. on 22nd March, 2023 under Jal Shakti Abhiyan. • Declamation on National Heroes of Tamil Nadu during 2nd week of this Month under EBSB. • Making Compost Pit/Bin during 3rd week of this month under My School My Pride. • Symposium/National Youth Parliament on RTI: Right to Information Act during 4th week of this month under AKAM.

NOTE:-

- ❖ Schools of both Summer Zone and Winter Zone will follow this Cultural Calendar and incase of Summer Vacation/Winter Vacations activities will be held online.
- ❖ In addition to this calendar, various activities under G 20 campaign shall also be held as per the G20 Action Plan issued vide this office order no: DSEJ/Cul/6386-6413 dated: 04/03/2023.
- ❖ All the HOIs will strictly follow the cultural calendar and not undertake any activity with any Pvt. organization/NGO without prior permission of this Directorate.
- ❖ In case of Holiday on proposed date, the activity can be conducted day before/after.
- ❖ Pics/Short videos of the Cultural/Educational activities held in schools should be sent by email to culturalcelldsej.media22@gmail.com
- ❖ Best Media will be uploaded on the Face book Page <https://www.facebook.com/Government Schools of Jammu Province> .


Director School Education
Jammu