



Government of Jammu &amp; Kashmir

**Directorate of School Education, Jammu**

No: DSEJ/Counselling/ 37098-127

Dated: 15/11/2021

The Chief Education Officer (All)  
Jammu Division

**Subject: Publicizing "Take it Eazy" initiative among students and teachers.**

Directorate of School Education Jammu in collaboration with UNICEF and NalandaWay Foundation is launching an innovative Programme titled "**Take It Eazy**" for addressing the mental health and well-being needs of adolescents. The Programme aims to build the socio-emotional skills of adolescent boys and girls (aged 13-17 years). It uses an innovative storytelling methodology, where two characters discuss and resolve issues of adolescents in a fun and engaging story.

The "Take It Eazy" project is designed as a 30 - day project beginning on **22<sup>nd</sup> November** 2021, one story every day. Students (grades 8 and above) can give a missed call to a number (**9266617888**). An automated call is placed back to their mobile phones and the story of the day is played. Each story is nearly 5 minutes long. The stories and art activities suggested at the end of every episode help students express their fears, emotions, motivates and support them in learning new positive habits. Students can send their feedback via WhatsApp to this same number or by recording their feedback on the call itself.

A set of stories for teachers dealing with adolescents will also be played to help them deal with stress and enhance their wellbeing. This programme will be coordinated by Counselling Cell DSEJ.

In this regard, The Chief Education Officers (All) of Jammu Division are hereby, directed to publicize this initiative Take it Eazy programme in their respective districts by involving District Counselling Coordinators, Zonal Counselling Coordinators, Faculty counsellors. so as to make its reach to every student.

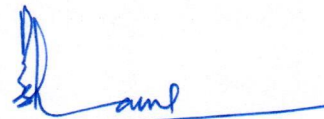
The key action points for promotion and implementation are suggested below:



File No. DSEJ-13/33/2021-O/o Lect-JAMMU  
I/6482/2021 • Informing teachers and students about the programme - via WhatsApp groups of schools and promoting in schools and community classes run by the government (during lockdown) 3

- Playing adolescent stories in school assembly and community classes- via the IVRS platform, so that more and more children can hear the content.
- Ensuring discussion among teachers and students about the stories and activities
- Encouraging teacher stories to be heard by the teachers- which will help them to manage themselves and the students they work with.

For any queries, contact Counselling Cell DSEJ or call on Aao Baat Karein helpline no. **6006800068**



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

**Copy to the**

1. Principal Secretary, School Education Department, Civil Secretariat Jammu J&K for kind information.
2. Joint Directors (All) of Jammu Division for kind information and Publicity
3. Joint Director Information, for publicizing it in print and electronic media
4. Principal DIETs (ALL) of Jammu Division for wider publicity.
5. Education Specialist, UNICEF India
6. Founder & CEO, NalandaWay Foundation
7. Head Counselling Cell DSEJ.
8. IC Website, for uploading on website.