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GOVERNMENT OF JAMMU & KASHMIR
DIRECTORATE OF SCHOOL EDUCATION JAMMU

Sub: Digital initiatives to be taken by the Schools under Digital Awareness week: 25th to 31st July 2022.

CIRCULAR

The UT of Jammu and Kashmir is celebrating **"Digital J&K Week"** from 25th to 31st of July 2022 to highlight various IT initiatives with an aim of making the common public "partners in Governance". Various e-Governance initiatives undertaken by the Govt. in making J&K digital are as under: -

1- Janta Ki Scheme- Janta Ki Bhagidari – Empowerment and Beams
2- 'Aap Ki Zameen – AapkiNigrani – Land Records Information System
3- Land Pass Book – A true extract of Records of rights in three languages
4- Adoption of e-office – End of Darbar Move Practice
5- Online Registration of Property documents
6- Jammu & Kashmir Integrated Grievance Redressal and Monitoring system (JK-IGRAMS)
7- Rapid Assessment System (RAS) – Measuring Quality of Service
8- Single Window Clearance System – Ease of doing Business in J&K
9- Unified Mobile Application for new Age Governance (Umang)
10- eUNNAT
11- MyGov – J&K
12- Digi Locker

In order to promote awareness and popularize these online services among the students/staff, following activities need to be organized at the school level:-

1. Displaying banners and Flex boards on these digital initiatives as per the digital content already emailed.
2. Organizing of quizzes in the schools.
3. Conduct discussions on these initiatives during morning Assembly and ICT Classes.

The Chief Education Officers of Jammu division are also directed to ensure participation of students in the following competitions:-

1. **Digital J&K Logo Design Competition from (25thJuly to 15th August.)**

The "Digital J&K 2022 "logo design competition shall include the theme of technology-driven impactful ideas among the citizens of J&K. The logo shall be timeless, memorable, and versatile which **reflects the identity of Digital J&K** with simple and symbolic design).The

theme, 'Digital J&K Week 2022', may be used as an idea to create the logo. The logo design may include artistic expressions of colour combination/ arrangements in the national the entries would be judged on the basis of various parameters which include elements of creativity, originality, composition, technical excellence, aesthetic qualities, simplicity, artistic merit, and visual impact, among others.

2. **Digital J&K Tagline Contest:-(25th July to 15th August.)**

The "Digital J&K Tag line" focuses primarily on the emergence of e-services in J&K. The tagline should be an impactful short phrase and create a positive brand impression of the accessibility and delivery of e-service in J&K.)

The winners of the competition will be rewarded with e-certificates and cash prizes below:
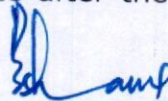
1st Prize: **₹10,000/-**

2nd Prize (1st runner-up): **₹ 7,000/-**

3rd Prize (2nd runner-up): **5,000/-**

3. **Painting competition**

In view of the above, it is impressed upon all the CEOs/ZEOs to undertake all such activities in the Schools under their jurisdiction for making the awareness programme a grand success & result oriented. The copy of the guide lines are enclosed.

Action taken report by way of photographs, short videos and write ups be provided to this Directorate after the culmination of the awareness week.

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

No.DSEJ// 10729-46
Copy to the: -

Dated: 28.07.2022

1- Principal Secretary tp the Government, School Education Department Civil Secretariat, J&K, Jammu/Srinagar for information.
2- Joint Director, School Education _____ (all) for information and n/a.
3- Chief Education Officer_____(all) for information and n/action.
4- I/c Coordination Cell to compile the reports so received from CEOs for its onward submission to the Administrative Department.
5- I/C Computer Section for uploading the circular in the official web-site of this office.
6- Circular file.