



Vidya Amrit Mahotsav

27 Sep 2022

Agenda

- About Vidya Amrit Initiative and Journey
- About Vidya Amrit Mahotsav – Objectives and theme
- Approach, timeline and modality
- Suggested team structure
- Suggested task list – Preparation, Implementation, Evaluation and Celebration
- DIKSHA support structure
- Suggested Outreach Strategy for States

Vidya Amrit Initiative



- **Vidya Amrit Initiative** launched on July 29, 2022
- To encourage, recognize and nurture **innovations**
- Micro-improvement approach: small steps toward great schools
- Scope of micro-improvement programs

NDEAR Compliant



Action Driven



Available on DIKSHA



Vidya Amrit Initiative - Journey so far



Link to [NDEAR Vidya Amrit \(Micro-improvement\) Site](https://microimp.ndear.gov.in)

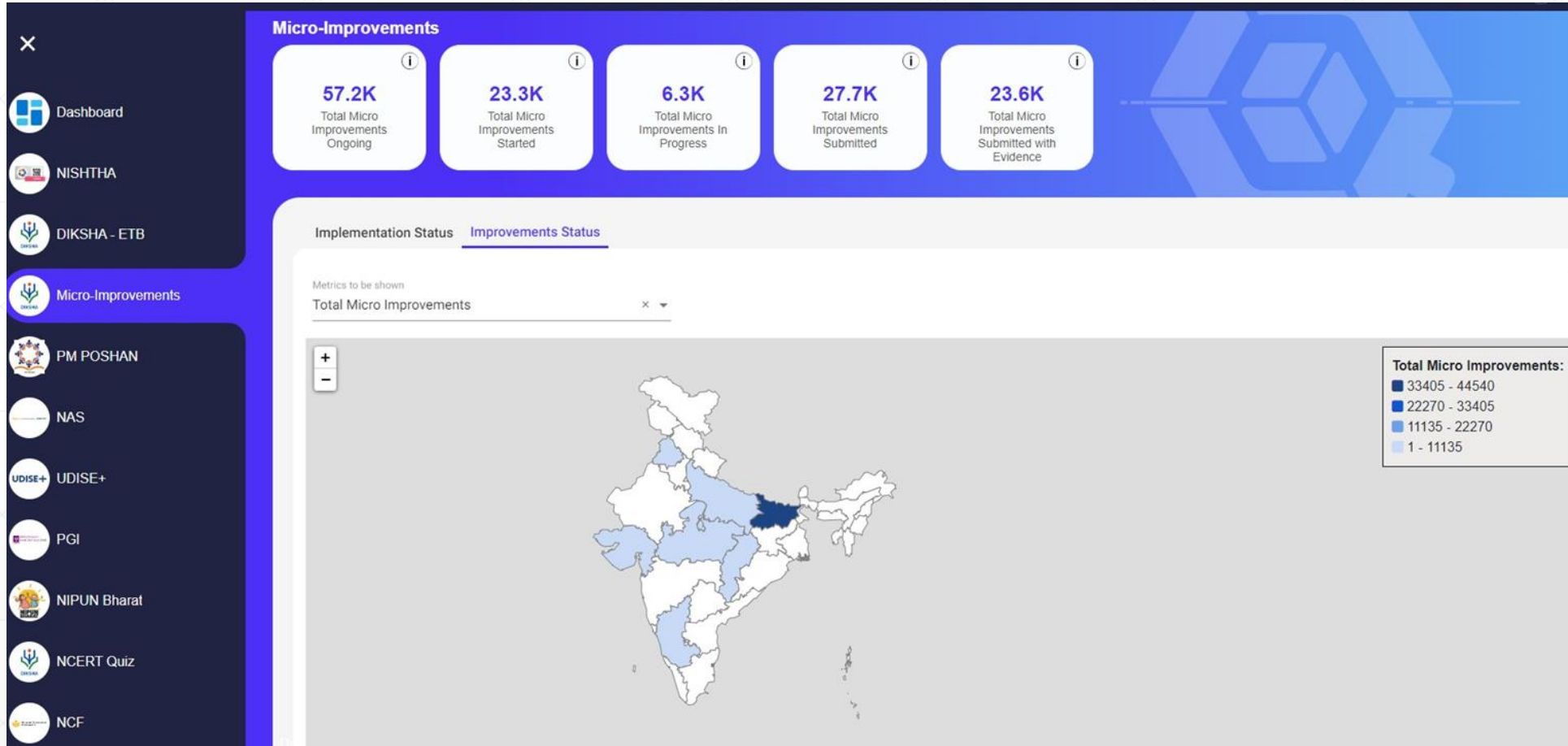
A screenshot of a web browser displaying the NDEAR Vidya Amrit website. The browser's address bar shows the URL "https://microimp.ndear.gov.in". The page header includes the Government of India logo, the Ministry of Education logo, and the text "National Digital Education Architecture Digital Infrastructure for the education ecosystem". The main content area features a large blue banner with the text "Vidya Amrit" and the tagline "Small Steps to Build Great Schools". Below the banner, three white boxes with orange borders display the following statistics: "57k+ Micro Improvements", "7 States/UTs", and "20+ Unique MI projects".

Category	Value
Micro Improvements	57k+
States/UTs	7
Unique MI projects	20+

Vidya Amrit Initiative - Journey so far



Link to [Micro-improvement dashboard on VSK](#)





Vidya Amrit Mahotsav

Objectives: Innovate, Motivate & Celebrate



Encourage innovations
within school



Create a collection of stories
of school improvement



Boost motivation by
recognizing efforts of
school team



Vidya Amrit Mahotsav

अनीता करवल, मा.प्र.से
सचिव
Anita Karwal, IAS
Secretary



स्कूल शिक्षा और साक्षरता विभाग
शिक्षा मंत्रालय
भारत सरकार
Department of School Education & Literacy
Ministry of Education
Government of India
Date: 25th August, 2022

D. O. 1-2/2022-IS.20

Dear School Education Secretary,

The Ministry of Education celebrates Shikshak Parv every year, since 2020, during the month of September, starting with the celebration of Teachers Day on 5th September. This year Shikshak Parv is to be celebrated from 5th September onwards for the complete month of September in schools, Higher educational institutions and also in institutions under MoSDE.

2. It is indeed my privilege to inform you that as per the vision and objectives of the National Education Policy 2020, the Department of School Education & Literacy has undertaken a multitude of initiatives at all levels of school Education. During the second year of implementation, the centrally sponsored scheme of Samagra Shiksha and PM Poshan has been aligned with the recommendations of NEP 2020.

3. In the past, all the States have shown active and enthusiastic participation in the celebrations of Shikshak Parv. This year we aim to celebrate the Shikshak Parv on a scale which encompasses all the stakeholders, involving each and every functionary of school education from school teachers, students to BRC/CRC etc. Thus, all States are requested to undertake the planned activities in a comprehensive manner.

4. The details of activities to be undertaken during the Shikshak Parv are enclosed at Annexure for your kind perusal in this context. You are requested to take necessary action in this regard so that all the stakeholders such as teachers/BRCs/CRCs participate in these activities during Shikshak Parv. It will go a long way in recognizing and strengthening the role of teacher community as per the vision of NEP-2020.

Further details shall be communicated shortly.

Best wishes

IV. Uploading of Videos on Innovative Pedagogy by the Teacher on Vidya Amrit Portal (15 Sept. to 31 Oct, 2022)

1. School Teachers may be requested to upload their videos on innovative pedagogy on the Vidya Amrit Portal.
2. Rating (in the form of stars) will be provided by the viewers on these videos.
3. Guidelines on the Video and its uploading will be provided by the CIET by 25th August 2022. Technical know-how of uploading of videos also needs to be observed by the CIET.



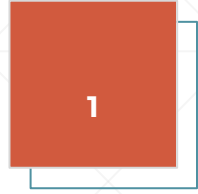
- Festival announced by MoE on 25th Aug 2022
- Guidelines/Starter pack for States/UTs to conduct the festival shared on 7th Sep 2022
- To achieve the recommendations of NEP 2020; Vidya Amrit Mahotsav encourages Innovative Pedagogy across the country
- To recognize, celebrate and acknowledge innovative practices by teachers, teacher educators and school leaders across the country
- The process of obtaining micro-improvement innovations is digitized through DIKSHA app (NDEAR compliant)

Theme : Innovative Pedagogy Practices



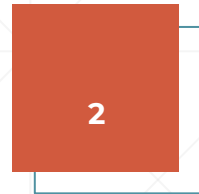
Innovative Pedagogy is proactively introducing new teaching strategies and methods into the classroom to improve academic outcomes and address real problems to promote equitable learning.

Approach and Timeline



Sep Week 2 - 3

DIKSHA readiness by state



Sep Week 2 - 3

Micro-improvement project and program upload by state



Sep Week 3 - Oct Week 4

Project submission by teachers, teacher educators and school leaders



Nov Week 1 - Nov Week 3

Evaluation to select top 15 submissions by state



Nov Week 4

Publication of the top 15 videos as DIKSHA collection by state



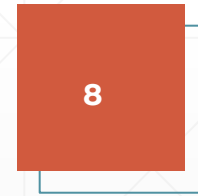
Nov Week 5 - Dec Week 3

Outreach activities for top 15 videos by state



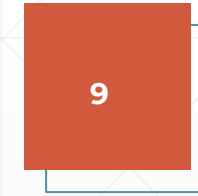
Dec Week 4 - Jan Week 1

Selection of top 3 videos by the state



Jan Week 1 - Jan week 3

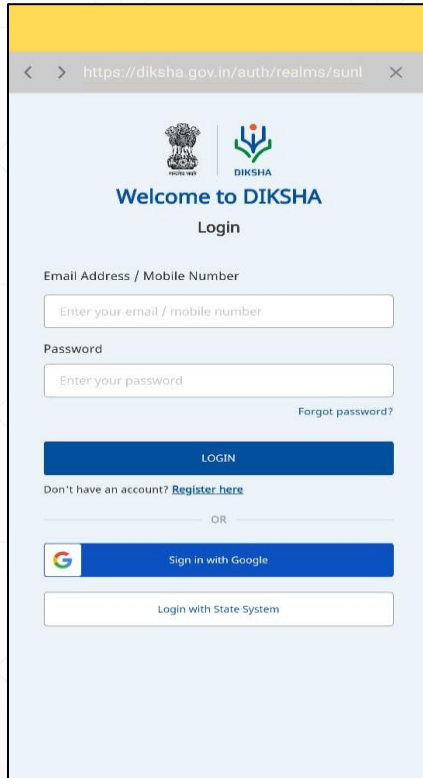
National Evaluation



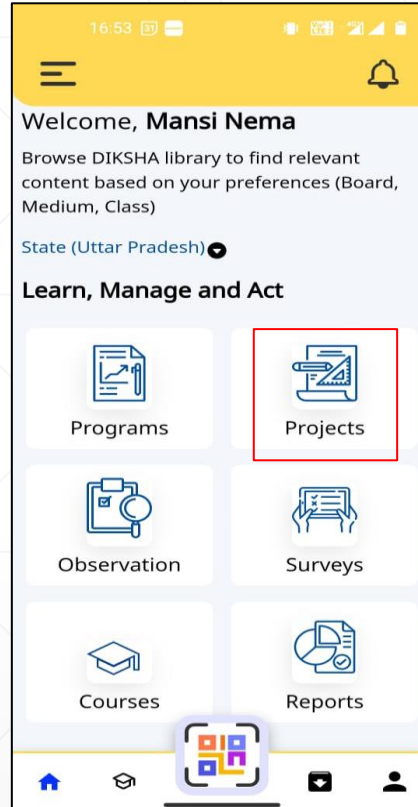
Jan Week 3 - Jan week 4

Celebration

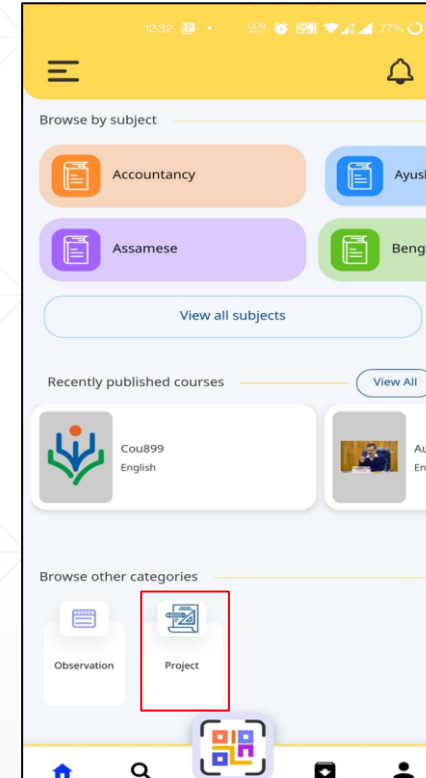
Modality of Implementation: DIKSHA app



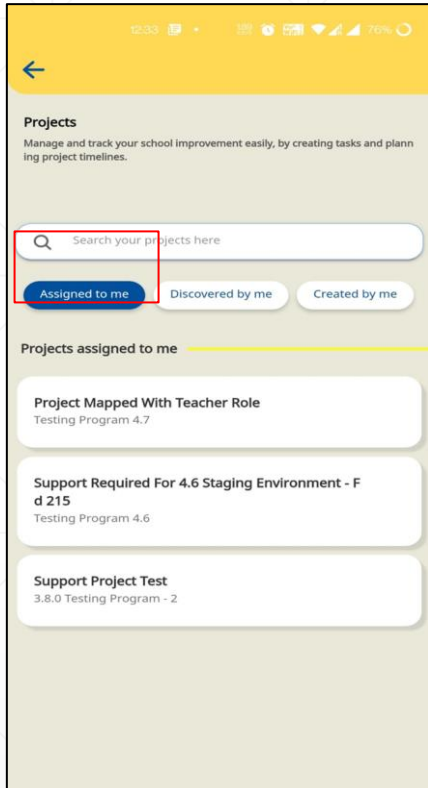
Login to DIKSHA app



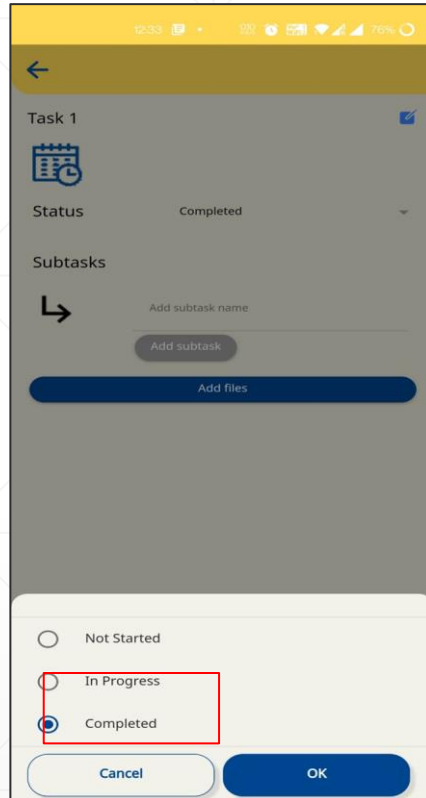
For School Leader - On the homepage click on 'Project' tile



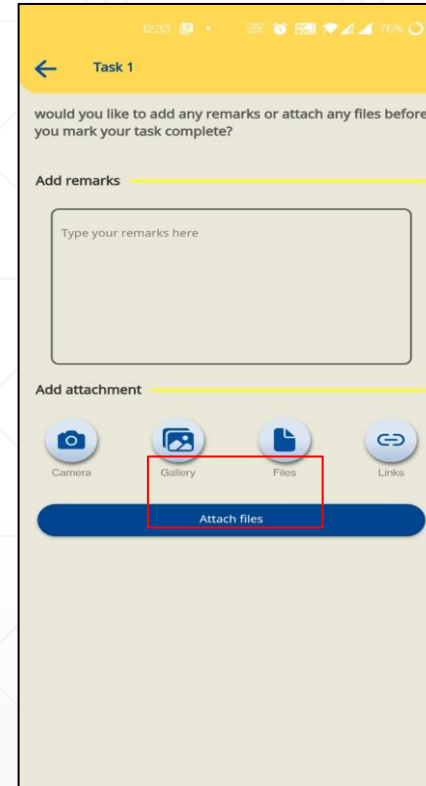
For Teacher - Click on 'Project' tile



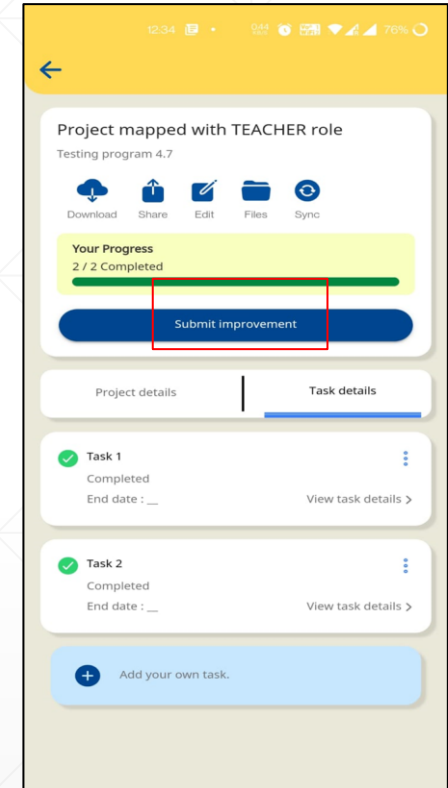
Click on the project under 'assigned to me' tab



Complete the tasks



Add images, links, documents and videos to the project



Submit the project

Team structure at State – Roles and responsibilities



Jury

- Form a committee of 5-6 members
- Evaluate synopsis and videos uploaded by teachers, teacher educators, school leaders using an evaluation form
- Identify top 15 and then top 3
- Submit results to NCERT

Program

- Create a project template which can be uploaded on DIKSHA
- Ensure daily operations
- Manage data and share reports regularly
- Internal and external communication and media reports

Support

- Support with technical know how
- Design support mechanism

Outreach

- Appoint SPOC for outreach
- Identify mediums and channels for outreach

Note – Similar team will be replicated for district and block levels

Task list for States/UTs



State/UT

Teacher, Teacher educators and School Leaders

Roles & Responsibilities

- a) Prepare for DIKSHA readiness – update 3 excel sheets and share with DIKSHA support team
- b) Design project template that help school leaders and teachers identify problem statements and design the innovative pedagogical practice
- c) Evaluate the best innovative practices using the suggested criteria
- d) Select top 15 videos out of total submissions
- e) Publish top 15 videos on DIKSHA state tenant
- f) Do outreach of top 15 videos
- g) Evaluate top 15 videos using the suggested criteria (on outreach parameters only) and select top 3
- h) Update the [Progress Tracker](#)

- a) Select project assigned option to complete the tasks
- b) Submit all the videos and synopsis for all the tasks on DIKSHA app

Preparation by State/UT (Sep - Week 2 & 3)



	Task 1	Task 2	Task 3
State Readiness*	Update <u>School list</u> sheet and share with projectsupport@teamdiksha.org	Update <u>Subrole</u> sheet and share with projectsupport@teamdiksha.org	Update <u>Diksha Platform Rights</u> sheet and share with projectsupport@teamdiksha.org
Project Readiness*	Contextualize the project and program template	Learning resource creation, if required	Project and program template upload on DIKSHA
Support Structure	Orient teachers, teacher educators and school leaders to submit tasks on DIKSHA app	<ol style="list-style-type: none"> 1. Conduct outreach of festival 2. Conduct workshops with district and block level officials to conduct outreach of festival 	Create a support structure for teachers to resolve queries

*filled templates to be shared with projectsupport@teamdiksha.org

Please don't change the format of any template. Please use the existing data-source being used.

Please use instructions sheets as reference



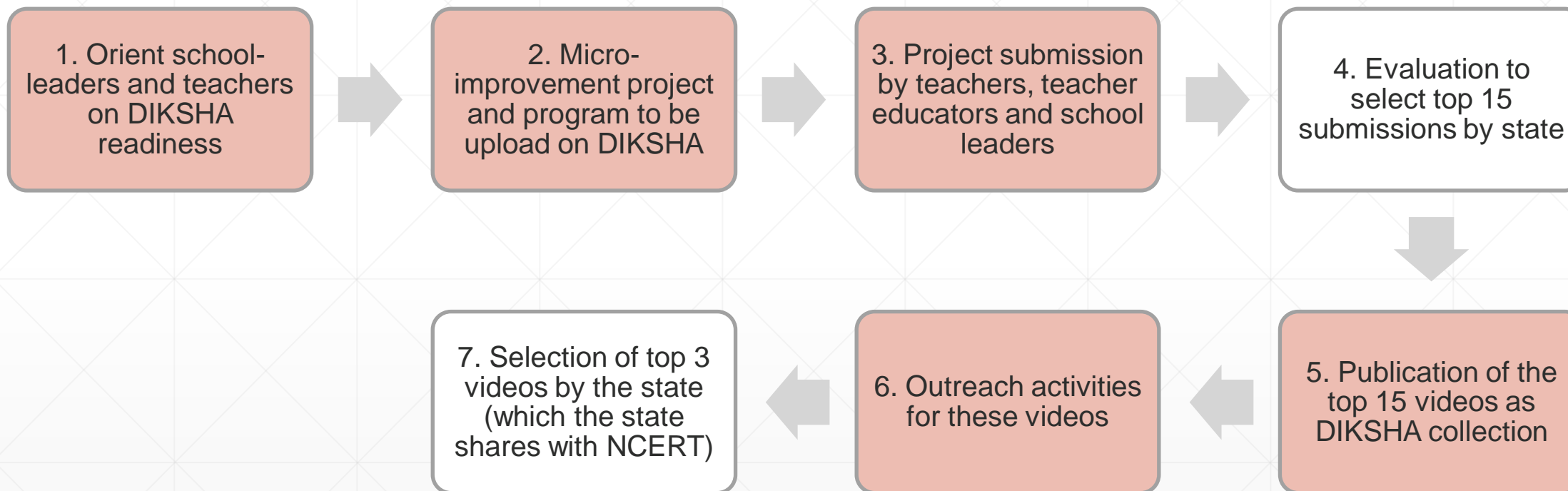
Suggested Outreach Strategy for States


Why this Outreach Strategy is needed:



- This strategy outline will help states to identify the necessary ingredients for a successful outreach campaign for conducting the Vidya Amrit Mahotsav.
- This strategy outline is an indicative outreach construct that will help in spreading awareness about the Vidya Amit Mahotsav amongst teachers and school-leaders and acknowledge their innovations.
- This outline has all the indicative activities, mediums of communications and channels that can be leveraged by states for executing the festival that will help in energizing the ecosystem.

When outreach is needed:



 Outreach to be done by states

Recommended guidelines for Outreach by NCERT: Preparation Stage



Activities / Type of posts	Process Information	Support Information	Value proposition messages	Reinforcement Messages
Key messaging	<p>Describe the following in a document/ppt/film:</p> <ol style="list-style-type: none"> 1. DIKSHA App. download process 2. Process for Login as HT and teachers 3. How to take access project and how to start working on a project by the 'Start Improvement' option 	<p>Publish the helpline and other support information</p>	<p>A series of communication to motivate school-leaders and teachers to participate in the festival.</p>	<p>Nugget size posts related to process and benefits at a regular interval</p>
Mediums / Platforms	<p>WhatsApp, Email, Webpage & Social Media(SM), official letters to district and block officials, workshops/webinars</p>	<p>WhatsApp, Email, Webpage & Social Media(SM), letters to district and block officials, workshops/webinars</p>	<p>WhatsApp /webpage/ SM/posters, standees at schools</p>	<p>WhatsApp /webpage/ SM</p>

Preparation Stage Requisites: Enable Motivate Reinforce



We have put together few key points on which a state is recommended to educate and enable its teachers and school-leaders before the announcement of the festival for school leaders to actively participate in the festival

- What is Vidya Amrit Mahotsav and how to participate
- What are benefits of micro-improvements
- How to download DIKSHA
- How to self register on DIKSHA/ how to create your username & password / how to create your login id
- Who should register – Teachers and school-leaders
- What are the end dates for entry submissions
- Helpline and support details

Sample artefact



How to download poster

Rollout-Outreach Strategy for States: Preparation Stage



	Day	Target Audience	Recommended Content	Medium
Week 1 Awareness	Day 1	<ul style="list-style-type: none"> School Administration Teachers 	Information on festival and benefits of micro-improvement programs	Poster/ Flyer/ video
	Day 2	<ul style="list-style-type: none"> School Administration Teachers 	Where and How to participate in the festival	Poster/ video
	Day 4	<ul style="list-style-type: none"> School Administration Teachers 	Benefits Message for teachers and school-leaders about the festival	Poster/ video
	Day	Target Audience	Recommended Content	Medium
Week 2 Enable	Day 6	<ul style="list-style-type: none"> School Administration Teachers 	Information on festival and benefits of micro-improvements	Poster/ Flyer
	Day 7	<ul style="list-style-type: none"> School Administration Teachers 	Message about festival and who are eligible to participate	Booster poster
	Day 9	<ul style="list-style-type: none"> School Administration Teachers 	About the festival and How to participate in the festival	Video by brand ambassador/campaign leader

Proposed outreach approach for Vidya Amrit Mahotsav:



Appoint an outreach SPOC for Outreach

Identify the channel of communication the state may want to follow

Prepare a detailed outreach plan well in advance for all stages of the Mahotsav

Ensure continuous orientation of teachers and school leaders for smoother participation

Set up a call center/helpline number/email/support system

Thank you!



Annexures

1. SOP for states
2. Starter Pack
3. FAQ