



Development Communication and Social Campaigns Division of Patrika group of Newspapers
MAGZINE- MAG Bulletin reaching to Opinion Makers, Social and Corporate Sectors with both print and online version
 Our Quarterly publication carried detail of the work for **Enrollment of Poor Children** to Schools under the Provisions of Education Act

http://www.mediaactiongroup.in/?page_id=465



Right to Education
 Right to Free and Compulsory Education Act for 6-14 years passed on 1st April, 2009 to be implemented in a span of 3 years. We launched campaign on 25th April, 2011 with stark focus on 25% reservation for poor children in private schools and later extended the ambit to bring back the drop outs.

'Right' way to School
 With most private schools reluctant to the idea of poor children getting seats in their schools, our campaign among the media, Rajiv Dholakia, Bharara, Devraj Joshi for taking up the administration and public resource generation for deprived children, building volunteer network and screwing up the system in news stories and taking lead in admission drive - all methods have been tried. Celebrations like 11th July 11 a clock, admission of 1000 children (eg Doongargarh) added energy to the cause. At some villages for Guj villages were also targeted and it was an experience for our team to have a glimpse of attitudes and reservations in sending their girl child to schools.

Common Schools?
 There were instances when those who were already capable of educating their children grabbed these reserved seats and we exposed these cases (eg Indore) and mobilized the real beneficiaries to utilize the opportunity. Facilitation for stay those schools for the homeless children in Bhopal was satisfying and the video is available on youtube also.

Touching Ground
Indore
 Multiple and Admission assistance for out of school children in poor families and their enrollment in private schools.

Bhopal
 Identification of Rag Pickers in Districts West, Implementation of May 25th project where all kids are enrolled.

Karauli
 Admission Drive of poor kids, support from the public with active support of administration. Also meeting in far flung villages.

Doongargarh
 Mass campaigning and admissions of children in government schools and support from the State and Public.

Bhopal
 Dialogue with the children of Shivan Nagar, Pithon Shivan, expressing ideas on District School on Post Cards reflecting innocence and reality.

Kota
 In Kota district (Kota, Sonoli, Bharosa, Jhalawar) enrollment of 200 children belonging to Sonoli and Pithon/Bharosa, Gadgaon (Latur etc).

Raatli Choupal
 He was the first reporter to have ever reached that village villagers were blank about RTE but knew Kulkarni and his newspaper.

Shiksha Panchayat in Bhopa Basti and Villages: Enrollment Increases
 Poverty had left this village at the brink of starvation. Not a single person in the village in Bharosa, Bhopa Basti of Kota, in Tonk district to see far from the capital city Jaipur. Patrika correspondent approached the village as part of the MAG campaign and held a Shiksha Panchayat (Education Meeting) with the villagers. Kulkarni, a villager shared how poverty has deprived their new generation to access basic education. Amid this dialogue, MAG representatives understood the importance of education in making their lives better. The village women raised their hands in support of the cause. A rally succeeded in bringing each of 20% reserved seats. The school head also took care of their uniforms and books. In Bharosa and Sonoli villages the drop outs and out of school children were enrolled. People joined the campaign and helped in admission drive. In Bharosa town of the Tonk district, the campaign might have led to school and children to a private school. Local trade organization supported all of these with accessories.



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Campaign Thought

EDITORIAL + GROUND Intervention for Community Service



“Lets Teach, Lets Lead” (Aao Padhayein, Sabko Badhayein)

Context: The Act passed on **1st April, 2010** by Central Govt to be implemented by states in 3 year span

Launch: Newspaper Campaign launched on **25th April 2011**

Focus: Provision of **25% seats for poor** children in **private schools** - which was resisted by the private schools, they reached to court for exemption of provision and government hand in glove with private schools with no intention to enforce the provision through state rules, rules were still to be drafted and government was totally clueless about those who were to be the real beneficiaries of the Act

Approach: Newspaper Campaign in **3 states** (Rajasthan, MP and Chattisgarh) covering **77 districts**, engaging **60 reporters**, **63 social organizations** and more than **600 volunteers**

www.mediaactiongroup.in/?p=283 / www.mediaactiongroup.in/?p=687 /
www.mediaactiongroup.in/?p=688

Challenges

16 million children out of school in India;

Official data of child tracking (of out of school children) full of discrepancies;

Lack of **Awareness** and utter **Confusion** about the Act and provisions;

Excuses and Resistance by the lobby of private schools;

no clarity on part of the government about admission procedure; reimbursement to private schools, criteria for the Poor; no transparency in admissions, no methodology to reach actual beneficiaries; no notification served to the private schools by government for admission on **25% seats** reserved for poor

Misuse of the act and provision; lack of understanding the provisions by the officials; utter confusion about meaning of provisions and actions against the defaulters schools

No strategy to tackle **post- admission retention - sustenance** of poor in **costly schools** and possibilities of **harassment**; no clarity on **allied issues** eg neighboring schools etc, what if the seats are grabbed by the non poor

As media house targeting private schools was not easy as there were pulls and pressures which we had to resist as private schools are big advertiser a we had to convince them that campaign is not against them but for the poor.

www.mediaactiongroup.in/ www.facebook.com/magpatrika/ / www.twitter.com/magpatrika/

Old blog www.mediaactiongroup.patrika.blogspot.com

आओ पढ़ाएँ
सबको बढ़ाएँ



Modus Operandi



Massive Campaign with national plan, agenda , theme and logo with scope for **localization, innovations, new angles and real action**

Combination of **Editorial Campaigning and Ground Intervention**

Reporters teaming up with **Civil Society and Community Groups** for Child Tracking in the vicinity of private schools

Awareness and **Application Helpline** assistance to the real beneficiaries in the **slums and localities** helping them seek their rights, clarifications and active intervention

Celebrity Endorsements and charging up the volunteers; sharing campaign on different forum and with **Education Activist:**

Rallying on streets to spread awareness and seek rights

Engaging Public Representatives and Affluent Communities to generate resources and support the needy children

Celebrating Admissions of the poor and **Recognizing** those schools who complied and pulling those who opposed

Highlighting the Changing Lives/ Realized Dreams of the poor children, mobilizing – sensitizing communities-machinery

Sharing the list of Children Tracked by our team online (blog) with child details with admission status

Doongarpur: www.mediaactiongroup.in/?p=281 / www.mediaactiongroup.in/?p=842

Kota: www.mediaactiongroup.in/?p=227 / Jhalawar: www.mediaactiongroup.in/?p=225

Bundi: www.mediaactiongroup.in/?p=224

Exposing the policy loopholes, lethargy of the officials, poor implementation of the act, anomalies, related aspects

Appealing the masses to offer support and join the campaign with ground level dialogue meets also

आओ पढ़ाएं
सबको बड़ाएं

Filing **Right to Information** (RTI) applications to dig out reality and facts to expose the intention of the government

Chhattisgarh - 27 Districts Heavy News Coverage in Patrika



Private schools neglecting the 'Act'



Why admission was denied

...but where are the Kids

Academic side is ignored!

Cheating in the name of Education

Students of the Government schools forgotten!

Half hearted efforts for children

Confusion overshadows the Act

Exploited childhood, not a cause of concern for schools!

Are private schools above the law?

High-tech funda for identification of Shala Tyagi a poor student

How to construct golden future?
One third teachers untrained

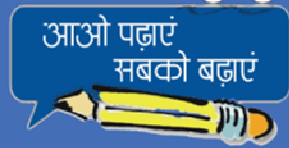
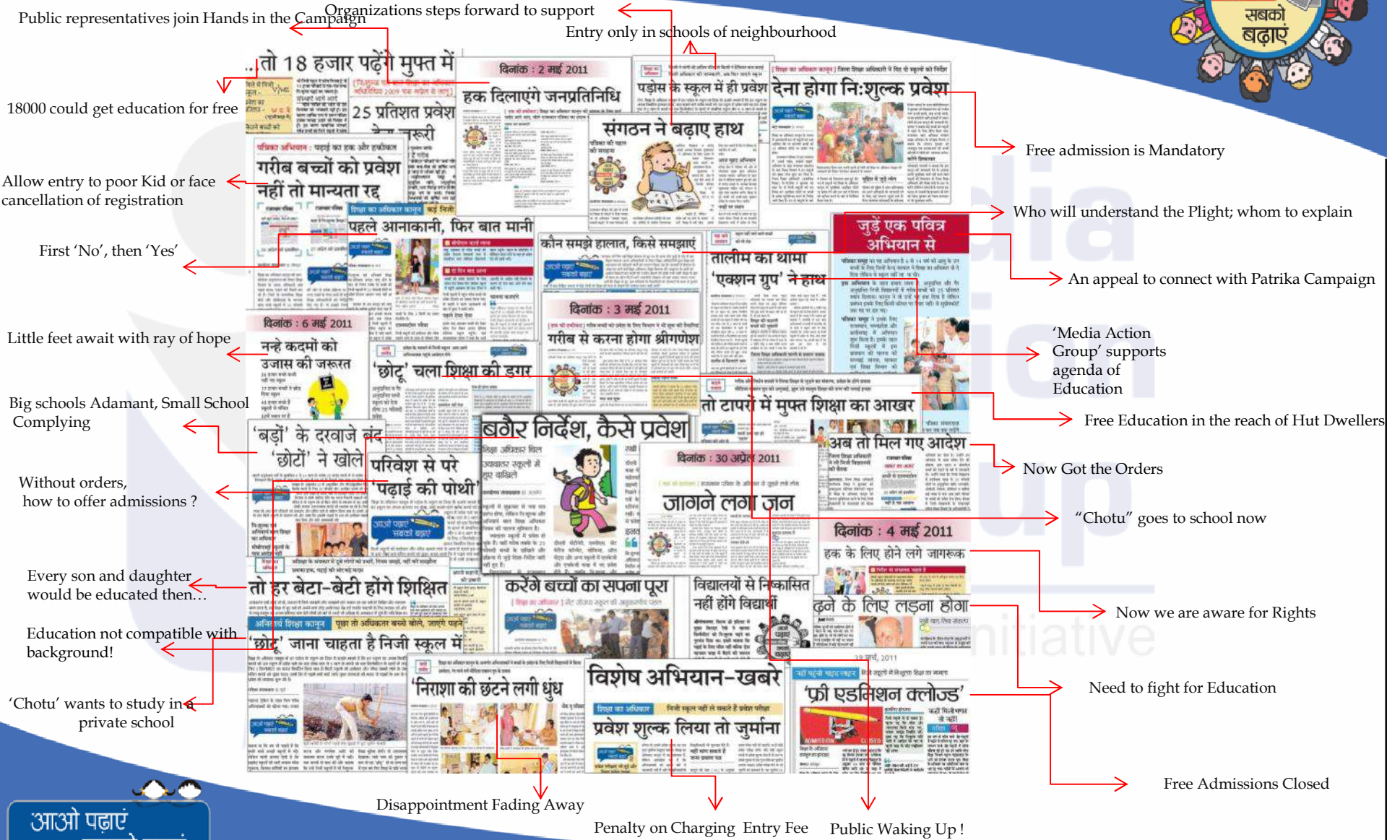
Late admission of one-fourth students

Public representatives need to take charge

Who will spend on Kids?



Rajasthan - 33 Districts Heavy News Coverage in Patrika



Madhya Pradesh – 50 Districts Heavy News Coverage in Patrika



MAG would help to get Education Rights

Lack of forms in the office of District Education Officer (DEO)

Who cares for Rules Regulation

Got Scolded upon asking for Rights

100% Free Education(comment)

Schools will be exposed on one Click

One rights, 4498 seats,1694 applications

An appeal to connect with Patrika Campaign

'We would make you access your Rights'

One Right, thousands of Barriers

Digambar School set an Example

Admission by lottery, if Kids are more in number

Schools Refuse to Accept Application

More reserved seats, less Applications

District Administration becomes strict for Schools

Playing with the future of Kids

Deadline to extend till all seats are filled

More than 400 asked for forms in only two days

Right to Education... Government should look here too!

Reserved seats are more than applications

Application on plain paper would be Valid

Beneficiaries still far from Rights

निर्णय-निर्देश तैयारी पर अधिकार दिलाने में मदद करेगा मंच

डीओ कार्यालय में फॉर्म का टोटा

जिला प्रशासन ने कसा शिकंजा

मांगा अधिकार, मिली दुल्कार

100% निःशुल्क शिक्षा

नौनिहालों के भविष्य से हो रहा खिलवाड़

एक क्लिक में होगा स्कूल का पदोक्ताश

'हम दिलाएंगे अधिकार'

सीटें न भरने तक बढ़ेगा दायरा

दो दिन में 400 से ज्यादा ने मागे फॉर्म

एक अधिकार...4498 सीटें, 1694 अर्जी

दिगंबर स्कूल ने पेश की मिसाल

आरक्षित सीटें ज्यादा आवेदन कम

एक अधिकार, बाधा हजार

बच्चे ज्यादा तो एडमिशन लॉटरी से

आवेदन लेने से ही इनकार

चलेगा सादे कागज पर लिखा घोषणापत्र

दूर हैं हक मांगने वाले



Stage 1 : Raising Issue, Engaging People, Seeking Action



Identifying compliance of **25% reservation** in private schools in all district editions. Selecting at least 5 private schools in a district and checking status of admissions (in given format)

Taking lead and **engaging the local NGOs / citizens** to identify out of school children in the vicinity of the school (within 1-3 kms) (in a given format) - **Child Tracking** with local reporter/volunteers..

Seeking admissions of the children in the selected private schools, documenting experiences through direct Intervention and building pressure with local communities and social organizations.

Publishing the stories in all respective additions of PATRIKA under **campaign's name and logo** covering the experiences, attitude of the school and authorities, view point and challenges with versions– both **positive and negative stories**

Making the campaign **sustainable** with responsibility sharing with community and volunteers at ward levels named as Patrika Connect) url : www.mediaactiongroup.in/?p=61 / www.mediaactiongroup.in/?p=178

Representation of the authorities about the outcome and ground reality, representation at various **formal-informal forum**

Status Sharing through newspaper : Eg in MP state district Ujjain : 973 pvt school, 7025 seats, 4553 applicants, 4267 admission Ratlam district : 262 school, 3371 seat, 1042 admission

Stage 2 Innovations

We also triggered education of the **Rag Pickers** and facilitated a government project of **Stay Home** in Bhilwara district, Rajasthan where these children could now study and stay. It was for the first time this project was implemented in the state url www.mediaactiongroup.in/?p=155

As follow up agenda we adopted 5 villages in Rajasthan (Kota division) and at city ward levels took up awareness and admission of all children out of school

Our teams / volunteers participated and tracked **discussions and meeting on RTE** organized by the government department/agencies and shared ideas and covered the reports

We also teamed up to bring out massive Rally in support of the rights of the cause www.mediaactiongroup.in/?p=144 / www.mediaactiongroup.in/?p=112 / www.mediaactiongroup.in/?p=156 / www.mediaactiongroup.in/?p=130 / www.mediaactiongroup.in/?p=129

Sarva Shiksha Abhiyaan – SSA joined hands(eg Karauli), shared resources for awareness and support the campaign www.mediaactiongroup.in/?p=308 ; www.mediaactiongroup.in/?p=1570 / www.mediaactiongroup.in/?p=246

Engaged Public Representatives (**MP and MLAs**) in public functions for admissions, donated money from their Development Funds for repairing govt. school buildings www.mediaactiongroup.in/?p=299 / www.mediaactiongroup.in/?p=642 / www.mediaactiongroup.in/?p=299

Where the kids couldn't get admission in private schools MAG sought to admit the children in **government schools**, www.mediaactiongroup.in/?p=1316

Celebrations like 11th July, 11 o clock, admission of 11000 children (eg Doongarpur) www.mediaactiongroup.in/?p=688 **Shiksha Panchayat** (Education Dialogues at Villages) and **Ratri Chaupaal** (Night Dialogues in Villages) in deep pockets proving effective.

Sharing the video footage on **MAG youtube channel** so that there is more visibility



Stage 3 : Impact and Further Push



MP - tedious application **process was made easy** and changes were effected

Private schools became **conscious of their image** upon expose in newspaper; began to take admissions

People reached to the schools with **newspaper cuttings** demanding admissions

Admission **procedure set in place**; defaulters served **notices**; officials began to **inspect** and act **on complaints**

MAG spoke to **the central minister of state (Ministry of Human Resource Development- MHRD)** on penalization - none were ready to speak due to confusion on some issues and the matter was subjected to state jurisdiction

Matter raised in MP **assembly**; state government sent a letter to Central government seeking clarifications

Right to Information revealed government didn't spend a single penny on awareness - entire credit for building awareness therefore went to our campaign

In the new phase started a month back (as this is the admission time) we have been carrying with added dimension of right to education of **Disabled kids**

Rajasthan – Difficulty in mobilizing government where **education minister was reluctant to defined rules**, the matter geared up gradually upon exposing the minister for his callousness

Notification was served, rules defined but big schools remained disinclined. MAG pushed officials for action and inspection.

Principal Secretary of Education Department in Raj. took **cognizance on our stories** and sought reply from the district education officers.

End of the session - a district list was released by the govt with number of students got admitted - (over 1 lakh students)

After exposing the **fake survey and non verifiable** to identify out of school children, there was immediate inquiry and action, the government had to re launch survey (child tracking) - the actual base for delivering benefits

We have been sharing our initiative for further support and push with government, civil society, national- international forum other media also to keep the issue alive, recently sent a memorandum on mail to Chief Secretary of Rajasthan and keeping our focus on direct intervention to reach to the marginalized and engagement of Concerned Citizens

www.mediaactiongroup.in/?page_id=483 / www.mediaactiongroup.in/?page_id=688 / www.mediaactiongroup.in/?p=240 / www.youtube.com/watch?v=kojR184QzL8&feature=related / www.youtube.com/watch?v=-VZ3U89Lto&feature=related

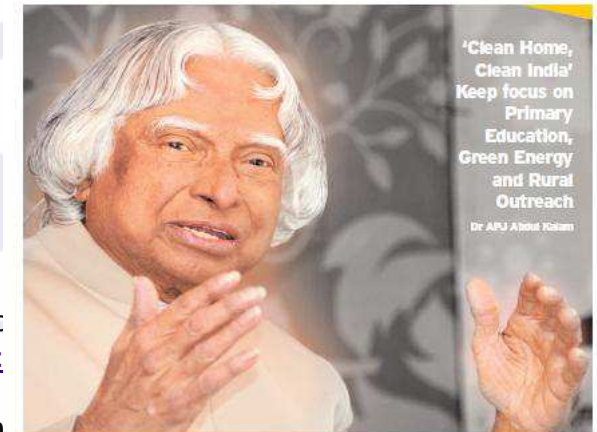
Endorsements



APJ Abdul Kalam, former President of India and a visionary

Kalam is a strong proponent of Quality primary education to shape better future of the nation. He interacted with our team and Patrika staff and select guests on Role of Media in Development at **Patrika office**. When we shared our initiative on Education, he appreciated and enquired about MAG and its initiative. He inspired us to take a collective oath to serve the nation with high integrity, service to the destitute and accepted our CD. Urged us all to teach at least one child, plant one tree and Use green energy.

To see this magazine log on to http://www.mediaactiongroup.in/?page_id=465



Mention on Communication Initiative Site:

www.comminit.com/global/patrika-media-action-group-mag-education-campaign

Anupam Kher: Celebrity Actor and Activist: shared and appreciated our initiative, interacted with our volunteers, social groups and intellectuals in support of the cause and spoke to the government on our behalf to implement the Act in spirit url: www.mediaactiongroup.in/?p=343

Nida Fazli: Urdu Scholar and Intellectual, interacted with campaign supporters and activists to share ideas on Child Education, appreciated our campaign and commitment www.youtube.com/watch?v=Gpto2VAOHcU&feature=related

Ashok Agarwal, Social Jurist, who is fighting for the cause of education in a personal meet apprec issue. He keeps us update about legal development and angle of the issue/ fight : www.mediaact

Kiran Karnik, former Chairperson, NASSCOM and Head, Task Force, RTE, shared in person : 'It Looks Like Great Work. Our long overdue meet is pending, would like to know more abo <http://www.mediaactiongroup.in/?p=2494>



This huge – sustained campaign running in 3rd year with heavy coverage consuming larger editorial space became possible because of the constant support of our Executive Editor and MD,

Patrika Group **Nihar Kothari** who is a conscientious person and always encouraged the team to pursue their passion with right intention and





MAG Blog carrying each day update and news of Campaign

One can search under the category- Education



The screenshot shows the MAG website interface. At the top, there's a navigation bar with 'Home', 'About Us', 'Magazine', 'Blog', 'OUR Divisions', 'Campaign', 'Connect With Us', and 'MAG IN'. A search bar contains the word 'education'. Below the navigation is the 'MAG BLOG' section with a red header. It lists several news items, each with a small image, a title, and a date. The items include:

- Bhopal-Case filed against Bilbong International School for being biased (July 12, 2012)
- Raipur- Parent file complaint against Kendriya Vidyalaya (July 11, 2012)
- Raipur- Rallies held, oaths taken to send children to school under RTE Act (July 11, 2012)
- Raipur- Private Schools are mocking at RTE Act (July 11, 2012)
- Jodhpur- Unique way of celebrating Guru Purnima (July 11, 2012)
- Bikaner-Poor Children got admissions in schools in Bikaner, Nokha and Shridungargarh under RTE Act (July 10, 2012)
- Jodhpur- 1st - 16th July -Teachers and Citizen Organizations to launch enrolment drive under RTE (July 7, 2012)
- Kuchamanoty-70 year old villager takes grand daughter to school under RTE (July 5, 2012)

 On the right side of the blog, there are sections for 'MAG on Facebook', 'MAG Channel' (with a video player), 'Archives' (a list of dates from July 2012 to May 2011), and a 'Calendar' for July 2012.

Kuchaman = 70yr old takes granddaughter to school

Tonk = > 627Pvt Schools Committ to fill 25%quota
> Rally for Enrollment..

Raipur = 1 Billion Penalty on 2 schools

Bhopal = Enquiry for non compliance

Dungarpur = Admission, but no Reimbursement
Journey Goes on

In the **third phase** of the campaign the focus is same ie admission of the Poor children under reserved quota of 25 % seats and in government schools also with added dimension of **Admission of the Disabled** under the same quota as the amendment recently passed by the Upper house of Indian Parliament and state rules also included disabled under the quota of 25%.

Innovations like **Shiksha Panchayat** (Education Dialogue in Villages) Tonk district, Rally, Old Age people initiating for admissions of grand children get highlight in the coverage.....

3rd Phase: 36 Reporters, 51 Social Organizations, Target – enrolment of 6950 children through a huge team of Volunteer Team and Citizens

<http://www.mediaactiongroup.in/?s=education&x=0&y=0>

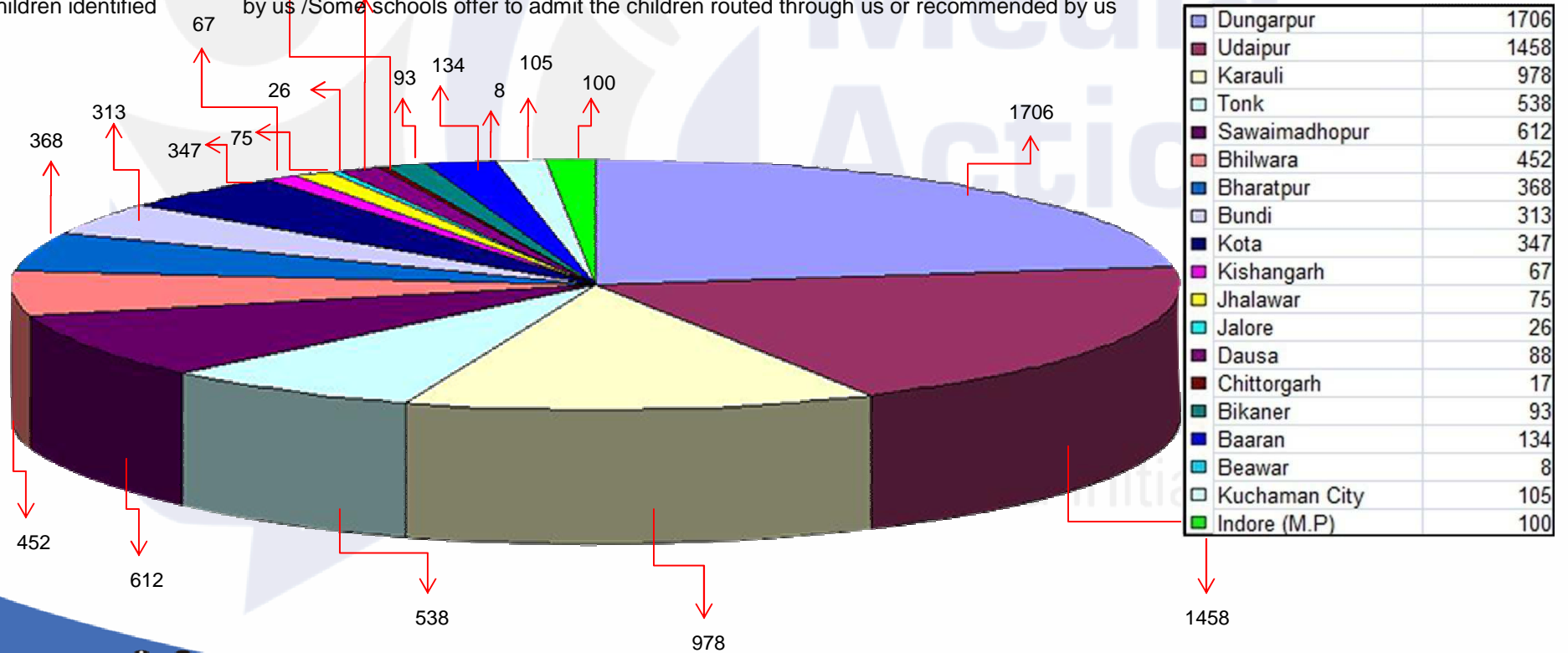
Patrika - MAG got 8000+ Poor children admitted in school under RTE Campaign (lists still in compilation stage – see break up of 7485 children and update on blog)



Admission of 1 Lakh + children in RAJASTHAN (Official data by govt questioned by our stories and found incorrect) ,
Approx 4 Lakh+ in MP and CG (**official data still not released**) ; we have got a list of **8000+** students identified and enrolled by our team
and supported for education by citizen groups/ individuals/ organizations...number of children reaching is increasing each day

There have been ample cases when after admissions these children were harassed by the schools management and forced to withdraw, here our team keep 17 the school management under scanner and keep supporting the child (8000+) for uninterrupted education.

Besides **Public Representative** who donated money for fee, bag, uniforms and school maintenance ,
Awakened Citizens also approach 33 us for guidance about helping the poor children and also to donate money for help, we link them up with the
Children identified by us /Some schools offer to admit the children routed through us or recommended by us



We published a **national page – News for Action** covering all aspects and Action in the campaign;

appealing the masses/ readers to join our campaign :

www.mediaactiongrouppatrika.blogspot.in/search/label/JAIPUR-Education%3B

There have been constant follow up and ground intervention ...updates on www.mediaactiongroup.in

Total = 7485

