



NO: SED/HCW/195/2018  
GOVERNMENT OF SINDH  
SCHOOL EDUCATION & LITERACY DEPARTMENT  
Karachi, dated: 13<sup>th</sup> August 2018

To,

The Regional Directors (Primary & ESHS)..... (All)  
The District Education Officers (Primary & ESHS)..... (All)  
The Taluka Education Officers (Primary & ESHS).....(All)  
The Head Masters..... (All)

**SUBJECT: SINDH ENROLLMENT & RETENTION DRIVE-2018 Phase-II.**

Kindly refer to the letter No. RSU/UNICEF/SESP-IV/2017-18 dated April 02, 2018 on the subject noted above. School Education & Literacy Department, Government of Sindh with technical support of UNICEF launched Sindh Enrollment & Retention Drive in April, 2018 with aims to enroll 100% out-of-school children (boys, girls) to support further enforcement of the Right of Children to Free and Compulsory Education Act (2013) in Sindh.

During Phase-I, SELD appreciates that, regional, districts and local level planning meetings were held. Enrollment campaigns were organized at various levels. Also, UNICEF provided technical support for provincial level planning & launch, developing Dashboard for tracking of new enrollment and in mobilizing public opinion using radio.

Despite all efforts, large number of boys and girls are still out of school.

In this view, launch of Phase-II of Sindh Enrollment and Retention Drive will be organized on 16<sup>th</sup> August, 2018 at provincial level. Following the launch, rigorous efforts must be made for effective planning, implementation and monitoring of Phase-II.

I urge you to conduct following activities during Phase-II at regional, districts and schools level;

1. Develop regional, districts and school level "Enrollment and Retention Plan";
2. Conduct regional, district and school level planning meetings for effective implementation of "Enrollment and Retention Plan, with clear responsibilities by all;
3. Conduct seminars and enrollment walks to sensitize larger communities on right to education;





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4. Organize door-to-door campaign engaging SMCs and convince parents/guardians of OOSC;
5. Organize community meetings to mobilize their support for enrolment of OOSC and retention in schools especially marginalized children, particularly girls (organize separate meetings with females in a culturally sensitive manner);
6. Display posters, banners at schools/other related places to cater public attention on the messages of campaign;
7. Provide guidance and monitor implementation of Phase-II at your respective levels;
8. Regularly update Enrolment and Retention Drive Dashboard;

Instruction Guidelines/SOPs along with Action plan with tier-wise role & responsibilities are enclosed as Annexure-I&II.

It is hereby directed that all DSEs, DEOs, TEOs and HMs will take this campaign at their top priority with aim to ensure all children (girls & boys of age 4-16 years) are enrolled and retained in schools.

**Mrs. Alia Shahid**

Secretary to Govt of Sindh  
School Education & Literacy Department  
Karachi

# Enrolment & Retention Drive 2018-Phase II

School Education & Literacy Department,  
Government of Sindh



Annexure-I

## **Instructions & SOPs-Sindh Enrolment & Retention Drive-2018 Phase II:**

These instructions & SOPs pertains to the Sindh Enrolment & Retention Drive and entails process of enrolment campaign and responsibilities from Provincial to School level, with timelines. All Directors School Education, District Education Officers, Taluka Education Officers and Head Masters to follow the instructions for timely implementation of the Sindh Enrolment & Retention Drive-2018 Phase II for 100% enrolment of out of school children particularly girls.

### **Provincial Level:**

The Reform Support Unit (RSU) is technically leading Sindh Enrolment & Retention Drive-2018 in collaboration with UNICEF. RSU will provide overarching support in designing, implementation and monitoring of Sindh Enrolment & Retention Drive 2018, embedded with development of communication strategy. RSU will be also providing support in analysing and consolidating new enrolment through Enrolment Dashboard.

### **Regional Level Responsibilities:**

The Director School Education with the technical support of Reform Support Unit will ensure to conduct following activities as per provincial plan of Sindh Enrolment & Retention Drive-2018 Phase II.

1. Director School Education will conduct planning meeting with District Education Officers on Enrolment & Retention Drive in 2<sup>nd</sup> week of August 2018
2. Organize regional level launch and develop District Enrolment Plans.
3. Conduct enrolment walk in the region with participation of stakeholder.
4. Develop Regional plan for monitoring of Sindh Enrolment & Retention Drive 2018 activities.
5. The District Education Plans and monitoring plans to be shared with Secretary, School Education & Literacy Department.
6. Director School Education to collect, analyse, compile and submit district new enrolment of the academic session 2018-2019 on dashboard for compilation & analysis by Reform Support Unit.



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Annexure-I

## **District Level Responsibilities:**

District Education Officers with the technical support of Reform Support Unit will ensure to conduct following activities as per provincial plan of Sindh Enrolment & Retention Drive-2018 Phase II.

1. District Education Officers will conduct planning meeting at district level to develop District Plan for enrolment & retention drive 2018 Phase II in 3<sup>rd</sup> week of August 2018
2. DEOs to organize district level launch of Sindh Enrolment & Retention Drive.
3. DEOs to hold enrolment walks in the district.
4. DEOs to develop monitoring plan of Sindh Enrolment & Retention Drive 2018 Phase II.
5. DEOs to disseminate and display communication material at prominent place and schools.
6. DEOs to share District Plans with Director School Education.
7. DEOs to collect, analyse, compile and submit new enrolment of the academic session 2018-2019 to concerned Director School Education.

## **School Level Responsibilities:**

The Head Master/Teacher with the support of School Management Committee and in supervision of Taluka Education Officer will develop school/village level plan for enrolment of 100% out of school children in the catchment area of concerned school. The Head Master/Teacher will perform the following activities;

1. Head Teacher will convene School Management Committee to develop school level plan in the 3<sup>rd</sup> week of August, 2018.
2. Head Teacher and SMC members will conduct Broad Based Community Meetings (BBCM) to mobilize communities for enrolment of out of school children.
3. Identification of out of school children and volunteers in BBCM.
4. Announcement through mosques for enrolment of OSCs
5. Head Teachers and SMC members to organize enrolment walk in village and conduct door to door visits of out of school children.
6. Regular follow up with parents, communities, influential and volunteers, for enrolment of left over children.
7. Display of, and dissemination of banners, poster and flyers.
8. Head Master/Teacher to submit new enrolment of the academic session 2018-2019 to concerned Taluka Education Officer.



**Plan of Action for Enrollment & Retention Drive 2018**

1	<p><b>Analysis &amp; Planning of Sindh Enrollment &amp; Retention Drive Phase I &amp; II with Regional Directors, SELD</b></p> <p><b>Purpose:</b> To analyze results and achievements of Sindh Enrollment &amp; Retention Drive Phase I and planning for Sindh Enrollment &amp; Retention Drive Phase II.</p>	7 <sup>th</sup> August, 2018	SE&LD, RSU & UNICEF	<p><b>Programme Design:</b></p> <ul style="list-style-type: none"> <li>• Development of agenda of the programme.</li> <li>• Develop tools and template for analysis and presentation by Regional Director/DEOs.</li> <li>• One day event on analysis of Sindh Enrollment &amp; Retention Drive Phase I.</li> <li>• Overview of Sindh Enrollment &amp; Retention Drive, 2018 Phase II by RSU.</li> <li>• Presentation of analysis by RDs/DEOs on Sindh Enrollment &amp; Retention Drive Phase I and Planned Activities for Phase II by Districts/Regions.</li> <li>• Briefing on Communication material and Public Service Messages on Radio programme and its SOPs.</li> <li>• Briefing on Social Mobilization Activities at school level.</li> <li>• Monitoring &amp; Evaluation of Sindh Enrollment &amp; Retention Drive and reporting of new enrollment.</li> </ul>
2	<p><b>Launch of Sindh Enrollment &amp; Retention Drive Phase II</b></p> <ul style="list-style-type: none"> <li>• Provincial level consultation</li> <li>• Regional Level consultation</li> </ul>	16 <sup>th</sup> August, 2018	SE&LD, RSU & UNICEF	<p><b>Programme Design:</b></p> <ul style="list-style-type: none"> <li>• Development of agenda of the programme.</li> <li>• Notification of Sindh Enrollment &amp; Retention Drive, 2018 Phase II along with SOPs and instructions to Regional and District Officials to enroll out of school children.</li> <li>• Develop presentation on key activities of Sindh Enrollment Drive Phase II.</li> <li>• Declare Enrollment Campaign for left over children.</li> <li>• Briefing/Presentation on SELD Reforms.</li> <li>• Media Campaign &amp; Dissemination of messages through Radio and printed material.</li> <li>• Field monitoring plan by SELD.</li> <li>• Printing of banners, flyer, brochures etc.</li> </ul>

3	<p><b>District Launch of Enrollment &amp; Retention Drive Phase II and Taluka level Planning at District level for enrollment of out of school children in 29 districts.</b></p> <ul style="list-style-type: none"> <li>Districts level Seminar (29 districts)</li> <li>Enrollment walk at district and Taluka level for awareness of communities.</li> <li>Display and dissemination of IEC material at district, Taluka and School level (prominent place).</li> <li>Airing on Radio Campaign.</li> <li>Enrollment walks and celebration at school level inclusive street theatres in selected areas.</li> <li>Compilation of District Wise Enrollment Report.</li> </ul>	17 <sup>th</sup> August, 2018	Regional & District Education Officer with technical support of RSU Regional Coordinators, UNICEF.	<p><b>Programme Agenda:</b></p> <ul style="list-style-type: none"> <li>Launch Enrollment &amp; Retention Drive Phase II at Districts level.</li> <li>Development of Taluka/school Action Plan for Enrollment campaign/Drive for left over children.</li> <li>Dissemination of key messages on enrollment campaign and instructions to TEOs &amp; Head Teachers.</li> <li>Plan for Monitoring of enrollment campaign/drive in Taluka and schools by Regional Director, DEOs, TEOs &amp; other.</li> <li>Display and dissemination of IEC material at prominent places of district &amp; taluka headquarters and Schools (banners, poster, leaflets, brochures etc.)</li> </ul>
4	<p><b>Enrollment of out of School Children (especially girls)</b></p> <ul style="list-style-type: none"> <li>Planning at School level</li> <li>School Management Committee &amp; Volunteers</li> <li>Data Collection &amp; identification of Out of School Children</li> </ul>	1 <sup>st</sup> August, 2018	District Education with technical support of RSU/LSU Regional Coordinators, SMCs	<p><b>Programme Agenda:</b></p> <ul style="list-style-type: none"> <li>Develop School Level Enrollment plan</li> <li>Identification of volunteers</li> <li>Collection of data and identification of OSC</li> <li>Display and dissemination of IEC material (banners, poster, leaflets, brochures etc)</li> <li>Plan for Monitoring of enrollment drive in villages</li> <li>Broad-based Community meetings at school level</li> </ul>



	<ul style="list-style-type: none"> <li>• Social Mobilization campaign</li> <li>• Communication material</li> <li>• Enrollment of OSC</li> <li>• Monitoring</li> </ul>			<ul style="list-style-type: none"> <li>• Enrollment walk at School / Village level for awareness of communities</li> <li>• Announcement through mosque for enrollment of out of school children</li> <li>• Dissemination of key messages on enrollment campaign and instructions to TEOs &amp; Head Teachers</li> <li>• Door to door visit for enrolling out of school children</li> <li>• Assign GR Number to new entrants</li> <li>• Submission of enrollment reports</li> </ul>
5	<p><b>Celebration of International Literacy Day.</b></p> <ul style="list-style-type: none"> <li>• Provincial level event</li> <li>• District level events</li> </ul>	8 <sup>th</sup> Sep, 2018	Provincial and district level	<p><b>Programme Agenda:</b></p> <ul style="list-style-type: none"> <li>• Designing provincial &amp; district level event according to the global theme</li> <li>• Designing &amp; printing of banner, posters and IEC material relevant to the theme</li> <li>• Invitation to participants</li> <li>• Participation of teachers, SMCs and children</li> <li>• Performance by children</li> </ul>
6	<p><b>Monitoring of Enrollment and retention campaign Phase II by SELD and attached Directorates.</b></p> <ul style="list-style-type: none"> <li>• Contribute in the Analysis of Sindh Enrollment &amp; Retention Drive Phase I</li> <li>• Technical support in district and Taluka level planning</li> <li>• Field monitoring of Sindh Enrollment &amp; Retention Drive Phase II</li> </ul>	During enrollment campaign	All Teacher / HM	<p><b>Key Contribution:</b></p> <ul style="list-style-type: none"> <li>• Participation in Analysis of Sindh Enrollment &amp; Retention Drive Phase I</li> <li>• Participation and contribution in development of district level plan and setting targets at regional level launch.</li> <li>• Monitoring and facilitation in development of Taluka and school plans at district level launch.</li> <li>• Monitor and participate in the District &amp; Taluka level enrollment walk.</li> <li>• Monitoring of Enrollment Drive at school level.</li> </ul>
7	Enrollment compilation at school	7 <sup>th</sup> Sep,	All Head	<ul style="list-style-type: none"> <li>• TEOs to send instructions with timelines to all HMs/HTs.</li> </ul>

	level and submission at Taluka level	2018	Master/Head Teachers	<ul style="list-style-type: none"> <li>HTs/HMs to compile and report gender disaggregated data of new enrolled children as per GR register.</li> </ul>
8	Enrollment Compilation at Taluka level and submission at District level	14 <sup>th</sup> Sep, 2018	All TEOs (M/F)	<ul style="list-style-type: none"> <li>Taluka &amp; Gender wise Enrollment Report.</li> <li>Report through Enrollment Dashboard</li> </ul>
9	Enrollment Compilation at District level and submission at Regional level	19 <sup>th</sup> Sep, 2018	All DEOs	<ul style="list-style-type: none"> <li>District &amp; Gender wise Enrollment Report</li> <li>Report through Enrollment Dashboard</li> </ul>
10	Enrollment Compilation at Regional level and submission at Provincial level	25 <sup>th</sup> September, 2018	All Regional Directors	<ul style="list-style-type: none"> <li>Region &amp; Gender wise Enrollment Report.</li> <li>Report through Enrollment Dashboard</li> </ul>
11	Enrollment Compilation at Provincial level	29 <sup>th</sup> Sep, 2018	Reform Support Unit or DG M&E	<ul style="list-style-type: none"> <li>Analyze and consolidate region wise report.</li> <li>Gender disaggregated and class wise new enrollment.</li> <li>Plan for enrollment of leftover out of school children.</li> </ul>
<b>Interventions for Retention of Students in Schools</b>				
01	Support for communication and social mobilization, digital birth registration/ Registering new births and maintaining Data of Out of school children in catchment area of schools	On-going	Head Teachers/ TEOs/DEOs	<ul style="list-style-type: none"> <li>Collecting new birth data in the catchment area of schools and registering new birth data in school register.</li> <li>Maintaining data of 5-9 years out of children and make follow up visits with volunteers.</li> <li>Bridging gap between school and parents/community.</li> <li>Conduct parent's teachers meeting on monthly basis</li> </ul>
02	Activation of SMCs and Development of School Improvement Plan	On-going	Head Teachers/SMCs TEOs/DEOs	<ul style="list-style-type: none"> <li>Activate SMCs of the schools or conduct SMC elections as per Government rules</li> <li>Activate SMC bank account</li> <li>Follow up with RSU/LSU for transfer of SMC funds</li> <li>Develop and implement school improvement plans (SIP)</li> </ul>





# Sindh Enrollment & Retention Drive 2018-Phase II

School Education & Literacy Department,

Government of Sindh



Annexure-II

03	Provision of missing facilities	On-going	Head Teachers/SMCs TEOs/DEOs	<ul style="list-style-type: none"> <li>Engaging community during planning and implementation of SIP</li> <li>Maintenance of SMC record</li> <li>Rooms for students.</li> <li>Provision of missing facilities e.g furniture</li> <li>Teaching Learning Material.</li> <li>Provision of water facility.</li> <li>Provision of sanitation/latrines facility.</li> <li>Ensuring best hygienic practices.</li> </ul>
04	UNICEF interventions for Enrollment & Retention of Children.	On-going	SELD, UNICEF and implementing partners	<ul style="list-style-type: none"> <li>Overall support in Enrolment &amp; Retention Drive Phase II.</li> <li>Early Childhood Care Education classroom in government schools, NFE centers and SEF assisted schools.</li> <li>Establishment of NFE centers for most marginalized children, especially girls.</li> <li>ECCE and NFE teachers training.</li> <li>Social mobilization in selected government schools &amp; communities for enrollment and retention of children.</li> <li>Training of SMC &amp; village education committee members on School Improvement Plans in the selected Government Schools and NFE centers.</li> <li>Development of School Improvement Plans in the selected Government Schools and NFE centers.</li> </ul>