

Uttar Pradesh School Choice Campaign



Fund Children, Not Schools!

Supported By:



Centre for Civil Society (CCS)
New Delhi



State Partner:



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Table of Contents

<i>Table of Contents</i>	<i>i</i>
<i>Introduction</i>	<i>ii</i>
<i>Abbreviations Used</i>	<i>iii</i>
<i>Executive Summary</i>	<i>iv</i>
1. Coverage	1
2. Process	3
3. Communication Modules	8
4. Monitoring	10
5. Participation of Different Stakeholders	13
6. Impact of Mass Campaign	15
7. Impact on Media	17
8. Learnings	19

Introduction

Various indicators show pitiable condition of primary education in Uttar Pradesh. The parents are sending their wards to primary schools with a hope that they will gain needed knowledge in the schools but story is different. After spending five years period, children, mostly belonging to socially and economically weaker sections of the society, are not able to acquire quality education. This is the issue of concern to all those who have been working and discussing for the cause of right of education, quality education and child right.

Centre for Civil Society (CCS) is the first such NGO in India who have took initiative on campaigning and advocating for education vouchers to poor and needy children. Centre for Rural Education and Development Action (CREDA) is highly grateful to CCS for involving us in School Choice Campaign in U.P. The field campaign was started in U.P. from 15th July 2007 and ended on 15th of January 2008. But campaign related activities continued further. The enthusiasm of NGOs, civil society members and public in general has indicated that the campaign is gaining proper support and cooperation.

Abbreviations Used

BDC	Block Development Council
CBO	Community Based Organization
CCS	Centre for Civil Society
CF	Campaign Facilitators
CGSC	Citizen's Group on School Choice
CREDA	Centre for Rural Education and Development Action
FAQ	Frequently Asked Questions
FGD	Focused Group Discussion
MLA	Member of Legislative Assembly
MLC	Member Legislative Council
MP	Member of Parliament
NGO	Non Government Organization
NSS	National Service Scheme
NYK	Nehru Yuva Kendra
PRI	Panchayati Raj Institution
SC	Scheduled Castes
SCC	School Choice Campaign
SHG	Self-Help Group
SRN	Sant Ravidas Nagar
ST	Scheduled Tribes

Executive Summary

Children from poor and deprived communities have equal right to receive attention and get opportunity for quality primary education. The earlier studies has shown that primary education being provided by government run primary schools lacks quality as compared to services being provided by private schools. The School Choice Campaign was initiated in U.P. in selected blocks of U.P in order to reach to the people to make them aware about the amount of money being spent on children for their primary schooling and the quality of education in primary schools, which is not upto the standard.

The School Choice Campaign supported by Centre for Civil Society (CCS) was launched in U.P. by Centre for Rural Education and Development Action (CREDA). Following major issues were taken during the campaign:

- Reaching to larger areas and people with the message of campaign
- Strengthening the capacity of masses, with special focus on parents to understand the impediment in quality education for their children at primary level
- Strengthening and empowering public through various means strategies and process of campaign to demand education voucher
- Providing a platform for discussion regarding the campaign and demand for education voucher
- Training of NGO partners and volunteers to develop sensitivity towards children and their right of quality education
- Enabling parents to raise questions about the pitiable conditions of primary schools
- Structured interventions and perspective building with intellectuals, staff and elected representatives
- Reaching out through signature campaign, posters, banners, handbills, street plays, dramas, campaign songs, marches, rallies, wall writing, public meeting, media management, and interaction with media people through press conferences for wider coverage of masses and campaign activities, etc
- Involvement of various stakeholders and groups in mobilizing parents and community on the issue of education vouchers

After discussion and understanding with CCS, need-based preparations were done to make the campaign success. Various interventions, strategies, methodologies and programmes were discussed and planned in CREDA and partners in various districts and blocks identified and provided adequate training/orientation. Following major activities were carried out at inception stage:

- Pre-launch press conference in Lucknow
- Meeting with CCS and signing of MoU
- Internal Discussion
- Pre-campaign state level workshop in Allahabad
- State level press conference, press release
- Printing of information brochure/write-up and purchase and printing of portfolio bags to be distributed during launching
- Listing for invitation to participating NGOs/CBOs and media persons
- Information to above through email, phone and personal contact
- Identification and rapport building with NGOs
- Orientation of partner NGOs
- Campaign was conducted in 32 blocks of 14 districts in U.P.
- Orientation of campaign volunteers through district level contact organizations/persons

Processes involved:

- Translation of campaign materials
- Printing of campaign materials
- Transportation of campaign materials through NGOs/CBOs in campaign districts
- Press briefing at village and block level
- Organizing block/district level marches/rallies

- Visit to campaign block/districts
- Initiatives for the formation of CGSCs at block level (development of format)
- Role of partner NGOs in formation of CGSCs
- Coverage at grassroots
- Media management
- Impact analysis
- NGOs expression of interest in participation in the campaign
- Key supporters identified: cultural programme, media, organizing people meetings.

Achievements:

13,00,000 signatures collected, 1,04,03,522 persons were contacted directly through signature campaign, 2,781 parents meetings organized in which 1,27,546 parents attended. 201 block level meetings were conducted with campaign volunteers, teachers, panchayat members, BDC member, block pramukhs, women, students, parents, representatives and volunteers of NGOs and CBOs, NSS volunteers and retired teachers whereas 36 district level meetings were organized with NGO representatives, print and electronic media representatives, social workers, resource persons, writers, trade unionists, advocates, doctors, lecturers, activists, women group representatives, block pramukh, village pradhan, national awardees, saint, etc.

563 training/orientations, meetings were organized to train the School Choice volunteers, campaign facilitators and NGOs as well as resource persons to organize training/orientations independently.

1,453 delegations to village panchayats, 534 delegations to Kshetra panchayats and 89 delegations met to Zila Parishads representatives and submitted memorandum to them demanding that they should raise the issue of right of school choice in their concerned panchayats. Delegations to 67 MLAs/MLCs and 6 MPs met and submitted the memorandum to them for the same. During the campaign period 204 rallies were organized and approximately 12,770 persons participated in these rallies.

20 press conferences organized and 299 press releases sent to apprise people through print and electronic media about the objectives and activities under school choice campaign and also encourage their participation in the campaign.

Documentation of expression of interest, letters and telephonic messages from campaign areas, correspondence from NGOs/CBOs, campaign photographs, progress monitoring and reporting.

Focus Group Discussion meetings were organized in Mirzapur, Sonebhadra and SRN Bhadohi district to discuss on formation of *abhibhavak manch*. The FGD were supported locally by partner NGO Sarvodaya Gram Swarajya Samiti in Chhanbey Block of Mirzapur, Jan Sanrakshan Samiti in Suriyava Block of SRN Bhadohi and Duddhi Vikas Samiti in Duddhi Block of Sonebhadra.

Major Impact on Different Stakeholders:

<u>Stakeholders</u>	<u>Major Impact</u>
➤ General public	<ul style="list-style-type: none"> • Awareness about the per child yearly expenditure at primary level • Understanding about the government expenditure on children and quality of education should have been received by the children • Awareness about educational right of the children • Impact regarding demanding better education facilities in primary schools • Hope for quality education if education voucher system is implemented by government • Mothers' are specially hopeful for better education for their girl child • Socially economically weaker society, e.g. tribal, dalits, minorities are especially hopeful for fulfillment of their dream of quality education to their wards

- Private schools and NGOs
 - The problem of child labour will be solved through better education facilities
 - Private schools functioning in the several areas has thought of improving the quality and facilities if the education voucher system is introduced
 - Private schools/NGO schools are impacted to establish schools or branches of school in unserved areas and run it by gaining support through education voucher
- Elected village heads
 - Not all of them but considerable number of elected village heads are satisfied with objective of education voucher
 - Many pradhans were of the opinion that if voucher system is introduced the mid-day meal programme will go from their hands
- Politician
 - Politicians and member of political parties are happy with the idea of education voucher because it will provide a better ground to them for political mobilization of the people in their favour.
- Primary School teachers
 - Negative impact, because facilities like mid-day meal and stipend will go from their hands
 - Positive impact, because in a competitive atmosphere, the situation of the primary level in terms of facilities and quality education, will improve
- Shiksha-mitras
 - Negative impact, because they are afraid of their job
- Child right activists
 - They have received new idea to demand quality education for children
- Media
 - For print and electronic media, school choice campaign and education voucher became a focused material
 - Media, particularly print media, largely supported the campaign by giving space to campaign activities

Major Learnings:

- The campaign should be at least for one year. The time of five to six months is very short. This period also involves several preparations.
- Negative and positive responses and reactions of community and representatives.
- Sharing of experiences from field.
- The inordinate delay in the printing of signature format affected timing launching of signature campaign in the field. At the inception stage, the learning is that the campaign should be launched after every type of the campaign materials are developed, procured and socked.
- Printed campaign material has greater impact among the masses and it enhances people's understanding and participation. The newspapers have a very strong reachout hence more and more press conferences at block, district and state level need to be organized and special fund to be located for this purpose.
- Village level discussion meetings have encouraged people to come out with a very clear message that they prioritize education of their children rather than mid-day meal and stipend.
- The campaign is getting larger cooperation from people and they want extension of the campaign in more areas. Elected representatives are also contributing their support in the campaign.
- Sustained effort is to be made to make masses demanding the school vouchers and continuous participation in school choice campaign. Contact at village, block and district should continue through partner NGOs, CBOs, etc.
- The campaign needs to be strengthened at village, block and district level. The committees which have been formed at block level need to be provided useful and related inputs so that people's alliance gets strength for further action and participation for demand of school vouchers.
- Effort is to be made to get cooperation of local journalists so that through vernacular newspapers the reach out of campaign message is wider.
- As compared to the urban, rural people are more supportive to the campaign. The campaign must continue for longer time.
- Instead of campaigning in three blocks, whole district needs to be covered under the campaign so that a powerful lobby at district level is created for political influence.

- In each campaign district, motivated and trained campaigners need to be supported for sustained campaigning.
- Children's parliament for school choice needs to be organized so that the message reaches to community through children.
- Need to create a state level platform and networking for those NGOs and civil society members who are supporting the campaign.
- During election period, the issue of education voucher is to be highlighted.
- Elected PRI members at various levels should continuously get information about school choice campaign and they should be motivated to discuss the issue in their meetings. Print outs in Hindi should reach them monthly or bi-monthly.
- Mobile units of puppet show, street theatres, films, etc. need to be developed for public education on school choice and education voucher.

Way Forward:

The campaign has been successful in taking the message to people. This should be considered at initial stage because education voucher is a policy matter in which many government departments and ministries are involved. This requires mobilizing the opinions of policy makers in favour of education vouchers. The politicians representing the constituencies, assembly and parliaments, needs to be clarified on the education voucher issue and encouraged to raise the issue in assemblies and parliament. For this, the pressure from below will certainly play an important role. Although at initial stage, only few districts and blocks have been covered in the campaign, but in future all the districts in the state is required to be given the opportunity to participate in the campaign.

1. Coverage

In 14 districts, 32 blocks have been covered under the campaign. The campaigners have tried to give coverage to whole blocks but in the case of larger geographical area and large number of the villages and panchayats in the blocks, some areas have been left out. In several blocks, all of the panchayat have been covered. Most of the blocks covered are rural blocks except in Allahabad, Lucknow and Kanpur districts, where urban blocks have also been covered.

Most of the area covered, are the backward areas with larger population of scheduled castes, Muslims and backward classes. The other reason for selecting the campaign area was presence of good NGOs who have been working on the issue of education and child right since long time. Except one case, i.e. Kanpur, all partner NGOs have made all possible efforts to make the campaign a success.

Some remote areas e.g. Shankargarh block in Allahabad district and part of Sonebhadra district are area of migrant labourers, who come with their families to work in quarries and mines. These areas have been specially selected for creating demands for education vouchers. Similarly areas where scheduled caste and scheduled tribe populations is large have been given priority for the campaign. In urban areas, those localities have been covered which are inhabited by socially and economically weaker sections of the society. Slum areas, forest areas, hilly areas and *naxal* areas have also been targeted.

Following table shows the districts and the blocks in the districts covered in the campaign:

Sl. No.	Campaign Districts	Selected Blocks
1.	Varanasi	Sewapuri, Pindara, Harahua
2.	SRN Bhadohi	Suriyavan, Aghauli (<i>partial</i>)
3.	Jaunpur	Sujanganj (<i>not satisfactory</i>)
4.	Mirzapur	City, Chhanbey, Halia
5.	Banda	Mahua
6.	Chitrakoot	Chitrakoot
7.	Jhansi	Mauranipur
8.	Lucknow	Chinahat
9.	Fatehpur	Malavan
10.	Kanpur	City slum areas
11.	Kannoj	Kannoj
12.	Sonebhadra	Robertsganj, Duddhi, Babhani, Ghorawal, Chopan, Chatra
13.	Allahabad	Koraon, Saidabad, Shankargarh, Bahadurgarh, Jasara, City slum areas
14.	Kaushambi	Chail, Muratganj, Manjhanpur, Sirathu
	14 Districts	32 Blocks

As a result of school choice campaign in a particular block, the demand has come from neighbouring block for coverage under the campaign. In Varanasi district, all the panchayats in Sewapuri block have been covered and the youths from neighbouring block Pindara and Harahua approached the partner NGO, the campaign was spread over to such demand areas.

Most of the partner organizations were already in touch with CREDA. CREDA was also aware about the strength of these organizations. The organizations were contacted and mobilized to participate in the campaign in their respective areas. This was also one of the reasons for selection of the campaign area where partner NGOs presence and impact already exist.

Following map shows the districts (with red boundaries) in Uttar Pradesh covered under the school choice campaign:



Note: The blocks in the districts could not be shown separately in the districts.

2. Process

After finalization of discussion with CCS about U.P. School Choice Campaign, a discussion within the CREDA was held to make the campaign success and for this, proper planning was done. In the planning meeting, the strategies and stages for implementation of the campaign were finalized, which are as follows:

- To begin with, a state level press conference was organized at Press Club, Lucknow to communicate the masses through print and electronic media about the objectives of the campaign in Uttar Pradesh. This was also attended by Mr. Parth J. Shah and Mr. Ritwik Patra.
- On the basis of printed material and ideas provided by Mr. Parth J. Shah and Mr. Ritwik Patra, the campaign materials were ordered for development and printing after translating in Hindi, as per requirement. The samples of the materials have also been sent to CCS, New Delhi.
- The NGOs were identified according to their capability, presence and credibility to involve in campaign process.
- State level workshop was organized in Allahabad which was participated by NGOs and other civil society members. The workshop followed with a press conference which resulted in wide coverage about school choice campaign.
- The campaign districts and blocks were identified. The NGOs in these areas were also identified. Visit by the staff of CREDA associated with campaign was made to each NGO and district. The NGOs and their volunteers were provided needed materials and orientation about the whole campaign strategy and process. Following is the month-wise details of the orientation/training and discussion meetings organized:

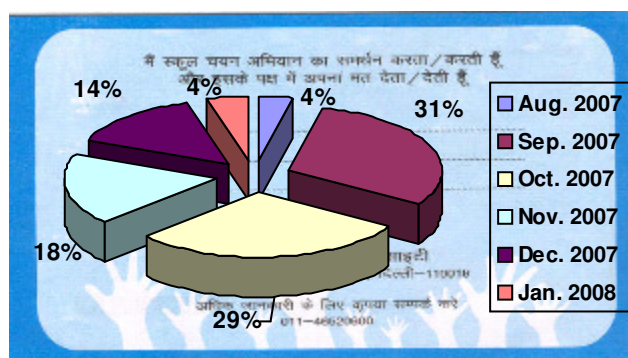
Description	August 2007	September 2007	October 2007	November 2007	December 2007	January 2008	Total
No. of orientation/training conducted	13	45	18	11	4	-	563
No. of participants	235	943	365	86	36	-	1,665

- The NGOs, volunteers and press persons were provided writing pad, notebook, pen, folder with printed materials on campaign and education voucher.
- Refreshment/lunch packets had been arranged for the participants.
- Launching of the campaign was done in the blocks on various dates. This was also a learning to us because development and printing of the materials took quite some times and the supplies were slow. First, visit to the identified campaign areas was done.
- The campaign volunteers were identified and provided by NGO partners who worked for the whole campaign period. Materials supplied to campaign partners were provided to their field campaigners. A central storage facility for the campaign materials was hired.
- During the campaign district visits, press conference and press release was organized and the press clippings were collected and sent to CCS office time to time.
- The campaign volunteers planned their date and times to reach to campaign areas with needed materials and in some cases campaign volunteers started living in those areas and coming back to their home on Sundays.
- During the campaign, campaign facilitators along with the programme manager started visiting to the campaign areas to understand the process and momentum of the campaign.

- During these visits, short notes were also prepared by one of campaign facilitators given responsibility for process documentation.
- Campaign volunteers and programme manager organized their timings for field visit in each campaign district and during these visits meetings were held with NGOs, volunteers and community. Even larger public meetings were organized to communicate the objectives of the campaign.
- The community was also encouraged to participate in the campaign. It was observed that panchayats and community member organized sitting arrangements, mike, drinking water, sweets, etc. during the meetings.
- The field campaigners were reporting time to time about the progress of campaign to their NGO heads, who in turn were providing us the information. The information was mostly provided through telephone calls which were noted down in CREDA office.
- The signed formats were counted and collected at panchayat and block level in their respective campaign areas and NGOs were providing information on monthly basis as per the format provided by CCS.

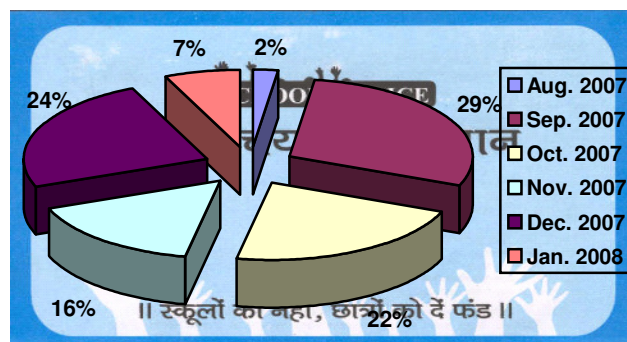
Number of Signatures Collected

Sl. No.	Month	Signatures Collected
1.	Aug. 2007	47,300
2.	Sep. 2007	3,94,900
3.	Oct. 2007	3,76,746
4.	Nov. 2007	2,39,765
5.	Dec. 2007	1,83,643
6.	Jan. 2008	57,646
	Total:	13,00,000



Number of persons directly contacted through signature campaign

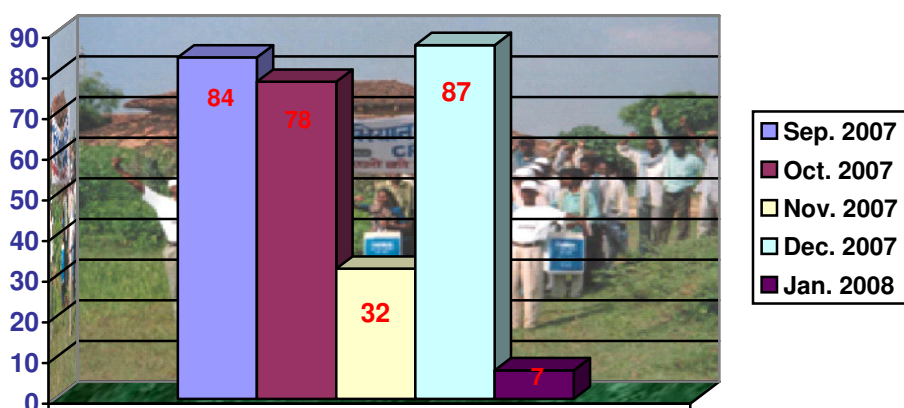
Sl. No.	Month	Persons Contacted
1.	Aug. 2007	2,35,000
2.	Sep. 2007	30,09,000
3.	Oct. 2007	23,08,000
4.	Nov. 2007	16,68,529
5.	Dec. 2007	25,38,421
6.	Jan. 2008	6,88,572
	Total:	1,04,03,522



- The time for rallies and village/block level meetings were pre-announced for the participation of public in the campaign. Banners, handbills, pamphlets, carry bags, T-shirts and caps were used during these events. Following are the details of rallies and meetings organized and the number of persons participated:

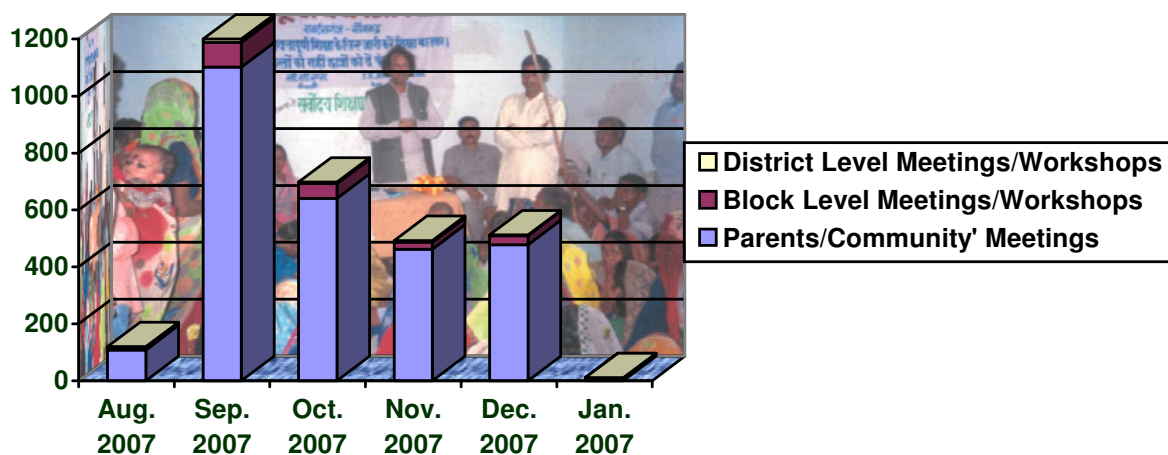
Details of rallies organized

Description	August 2007	September 2007	October 2007	November 2007	December 2007	January 2008	Total
No. of rallies conducted	-	84	78	32	87	7	288
No. of participants	-	6,810	8,501	6,700	12,315	12,770	47,096



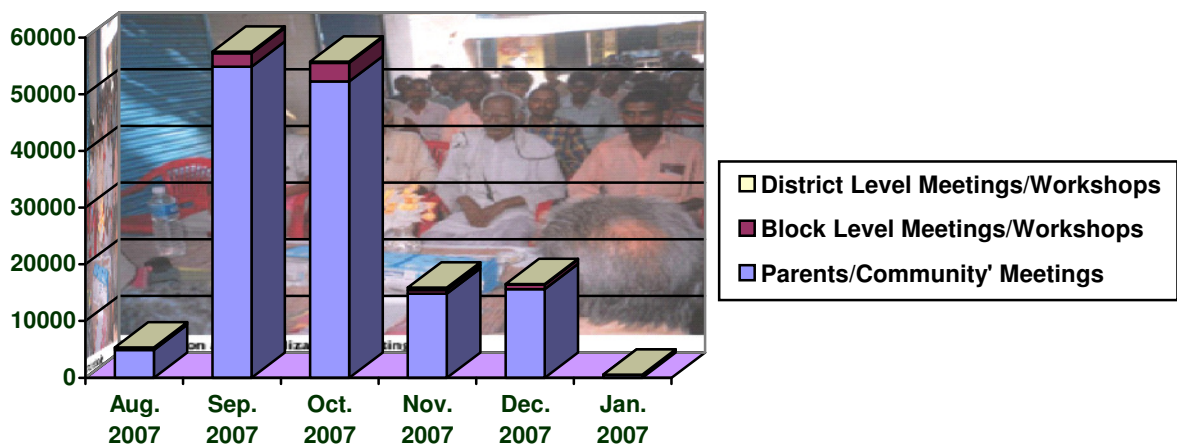
Details of meetings organized

Type/Level of Meetings	August 2007	September 2007	October 2007	November 2007	December 2007	January 2008	Total Meetings
Parents/Community Meetings	108	1,102	641	462	478	10	2,781
Block Level Meetings/ Workshops	9	86	51	24	32	1	201
Districts Level Meetings/ Workshops	3	12	6	7	2	-	36



Number of parents/persons attended the meetings

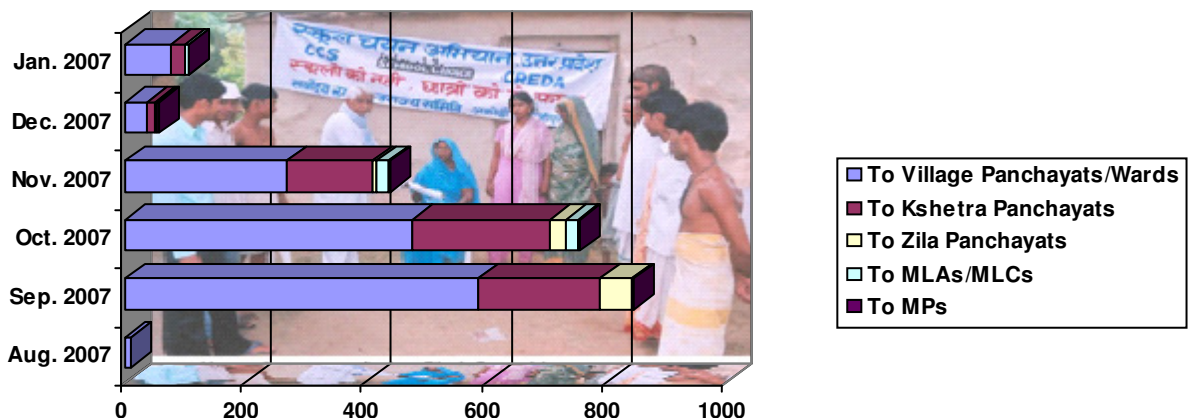
Type/Level of Meetings	August 2007	September 2007	October 2007	November 2007	December 2007	January 2008	Total Parents/ Persons
Parents/Community Meetings	4,860	54,902	52,274	14,827	15,647	455	1,27,546
Block Level Meetings/ Workshops	315	2,344	3,318	597	754	80	7,408
Districts Level Meetings/ Workshops	170	279	200	470	127	-	1,246



- Partner NGOs and their volunteers formed delegations and met the elected representatives in the campaign areas. During these meetings, the elected representatives were requested to take the message to policy makers for making the provision of education voucher to the deserving children. Following is the month-wise detail of the memorandums handed over to elected representatives:

Memorandums handed over	August 2007	September 2007	October 2007	November 2007	December 2007	January 2008	Total
To Gram Panchayats / Wards	11	585	478	269	35	75	1,453
To Khetra Panchayat Samiti	-	202	227	141	15	25	610
To Zila Parishads	-	55	26	6	2	-	89
To MLA/MLCs	-	18	21	21	2	5	67
To MPs	-	1	2	2	1	-	6

Memorandums handed over to elected representatives



- All the letters sent to the partner NGOs have been documented and entered in dispatch register. Letters received from the partner NGOs have also been entered in postal receiving register.
- Most of the communications with CCS have been done via email and telephonic conversation.

- Number of telephone enquiries received from the persons in campaign areas or those who have read about the campaign in newspapers. All the enquiries have been properly answered from Central office of the campaign in U.P.
- Several complaints were also received from the fields. Immediately a team from CREDA rushed to the complaint area to find out genuinity of the complaint.
- FGD was also conducted in four blocks i.e. Chhanbey and Halia (Mirzapur), Suriyavan (SRN Bhadohi) and Duddhi (Sonebhadra). It was done on the issue of formation of Abhibhawak Manch and to suggest the name for the manch and its activities.
- Constituting abhibhawak manch in each campaign block.
- Continuous process of collection and counting of signatures.
- In between field visits by campaign facilitators and programme manager for monitoring of the campaign.
- Continuous process of preparation of campaign songs, slogans, street plays.
- Wall writing in some campaign areas.
- Organizing field visits for CCS Director and Associate Director. These were organized in Banda, Chitrakoot, Kaushambi and SRN Bhadohi districts.
- Organizing evening and late evening meetings in the areas where poor people go for work on daily wages in the morning and reach home in the evening.
- Meeting at Allahabad with NGOs to get feedback of the campaign in their respective areas.
- Collection of signatures at NGO headquarters level.
- Counting and packing of the signature format.
- Developing format to get information from partner NGOs about the campaign and number of signatures colleted.
- Deciding payment and payment schedules to volunteers.
- Preparation of cheques, vouchers and declaration form, to get declaration from signature volunteers about the receipt of payment. As far as possible payments have been made by account payee cheques.
- Feedback from the partner NGOs to share their experience about the campaign.
- Continuous telephonic contact with partner NGOs.
- Translation and dissemination of guidelines for submission of proposal for next phase to selected partner NGOs.

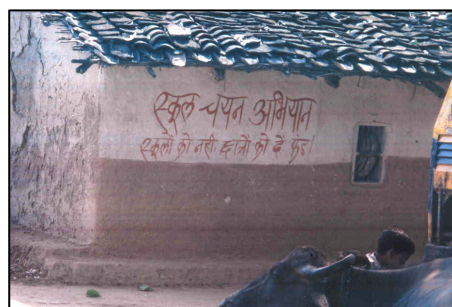
3. Communication Modules

Well before the launching of the campaign, a workshop in CREDA office was organized to discuss ways and means of effective communication modules so that the campaign message reaches to larger population and various concerned stakeholders. Two types of the materials were used in the campaign: first, those which received from CCS office and translated in Hindi and printed, and second, those materials which were developed in the organization by the campaign team and used widely in the campaign areas. As per budget, following campaign materials were used by the organization, partner NGOs and campaign volunteers:

- 5,25,000 handbills
- 4,000 Guidelines
- 12,000 pamphlets
- 12,000 FAQs
- 500 carry bags printed with campaign message
- 520 T-shirts, printed with campaign message
- 520 caps, printed with campaign message
- Large and small banners

In addition to the above, following communication tools were also used:

- Street plays
- Songs
- Slogans
- Wall writings
- Rallies
- Addressing large meetings with plays and songs
- Small village level meetings with plays and songs



The public distribution of handbills was very useful. Our earlier observation shows that at least one handbill is read by 10 people and through handbills the campaign message must have reached to 5 million people in the campaign areas.

In buses, and local weekly market, melas, gathering at tehsil and blocks, and other public places, handbills were distributed. For the purpose of answering the questions of the people on school choice campaign and education voucher, FAQ translated in Hindi was given to concerned category of person mostly intellectuals. Jeep mounted with loudspeaker and covered with banner were also used as a communication tool in the some of the campaign areas.

We tried our best to disseminate the message of campaign through print and electronic media. Although we could not get the CDs of the electronic media but a number of newspapers have largely covered and communicated the campaign message. English vernacular, dailies and weekly newspapers provided enough space to the campaign.

In some far off tribal areas, local communication tool was effectively used for calling meetings and addressing people. In these backward areas, traditionally *duggy/dugdugiya* is used to inform the people about campaign and place of gathering. The *duggy/dugdugiya* player uses set of traditional words which communicate the message to the village people.



स्कूल चयन अभियान, उत्तर प्रदेश

संचालन : क्रेडा, मिर्जापुर - सहयोग : सी.सी.एस., नई दिल्ली

अभियान सहयोगियों, सहयोगी संस्थाओं एवं स्वयंसेवकों हेतु मार्गनिर्देशिका

मुख्य नोट का पीठ

- स्कूलचयन सम्बंधित पीठ के साथ नुककड नाटक या केसट गीत का प्रदर्शन/वाचना किया जाए।
- नुककड नाटक और गीत सहकारी स्कूलों की समस्याओं के बारे में बतावें और यह भी बतावें कि अभिभावकों का यह अधिकार है कि अपने बच्चों के लिए अच्छे स्कूलों का चुनाव करें और यह भी बतावें कि स्कूल वाचर के क्या काम हैं।
- नुककड नाटक के तुलना बाद ही लोगों से स्कूल चयन के बारे में चर्चा की मुस्माना हो।

अभियान के प्रमुख विन्दु

- उम्मेदवारों से तीन विचारत ध्यंठों का चयन किया जाए। प्राथमिकता के आधार पर विकसत ङकट एक चुनें से रू हें।
- स्कूल चयन अभियान के समेक को केवलने के लिए उचित परिकल्पनें चार्ने विमाने भाषण, प्रश्नोत्तर, नाटक, गीत, मुद्रित सामग्री का वितरण, वित्तसंबंधित, टी.वी. स्क्रीन, अच्छे माध्यम से चलेनी हैं।
- अभिभावकसंघों को उपयुक्त प्रशिक्षण दिया जाए जिससे वे उपरोक्त चापनी के आधार पर स्कूल चयन अभियान के बारे में लोगों का ध्यान आकर्षित कर सकें।
- क्षातिक समान में बहुत से सामाजिक-आर्थिक समस्याएँ हैं, मुझे हैं परन्तु इस संचित अभियान अवधि के दौरान केवल स्कूल चयन अभियान का ही चर्चा करना उचित होगा।
- स्कूल चयन अभियान में शामिल सबकेनी अपने क्षेत्र में किसी जाने वाले क्वेला काकाओं के बारे में दो पेज का नोट तैयार करने और इसमें खर्च का भी आ्तर देनी।
- निवेदन और रिपेंट की प्रस्तुतिकरण के लिए एक प्रश्न (क्वेस्ट) तैयार किया गया है। अभिभावक के सभी सारी सारी प्रश्न में सुव्याप्य प्रदान करनी। प्रश्न की एक प्रति उपरोक्त काननी जा रानी हैं।
- अभियान में समाहित सबकेनी एवं स्वयंसेवी समूह के सभी अभियानों को सफल बनाने हेतु कामकाज, ससुह चर्चा, संप्रीकृत कानकन, रानी, परलाना एवं अन्य बहुत समरकई के ज्यान रतिके अभावसे हुए हसहार अभियान करवैनी। हसहार पर-पर जाकर नती कराने हैं।
- अभिभावक समूहों का संचयन बनाने और ऐसे समूहों का प्रशिक्षण/प्रशिक्षण चुने हुए प्रशिक्षणियों से निकाल और जयशक्तिविविन का मात्र, मात्र आदि संचित करना अभियान का एक काम है। अभिभावकनी एवं समूहनों के सदसकेनी मुदुरी एवं किसी को अपने लक्ष्य और करवें का हिससा बानेनी।

समाचार चयन
अभियान संकेतक, उम्मेद



सर्वी, उत्तरप्रदेश :
संचालन : क्रेडा, मिर्जापुर
सहयोग : सी.सी.एस., नई दिल्ली
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SCHOOL CHOICE

स्कूल चयन अभियान के बारे में अक्सर पूछे जाने वाले प्रश्न एवं उनके उत्तर

- **शिक्षा वाचर क्या है ?**
शिक्षा वाचर बच्चों की शिक्षा के लिए एक निश्चित बजट/मातृका का चुनाव है जो कि अभिभावकों द्वारा प्रदान किया जाता है। इस बजट के अंतर्गत ही बच्चों को स्कूलों में भेजा जाता है। यह वाचर एक तरह से शिक्षा वाचर/बजट का चुनाव है जो कि अभिभावकों को स्कूलों को चुनने का अधिकार देता है। यह कि बच्चों के लिए स्कूलों को चुनने का अधिकार देता है।
- **आपके द्वारा प्रस्तावित वाचर व्यवस्था क्या है ?**
वाचर व्यवस्था के अंतर्गत बच्चों को स्कूलों में भेजा जाता है जो कि बच्चों के लिए एक निश्चित बजट/मातृका का चुनाव है।
- **स्कूल चयन अभियान क्या है ?**
स्कूल चयन अभियान का अर्थ है कि अभिभावकों को अपने बच्चों के लिए स्कूल चुनने में मदद देनी, जहाँ चयन में किसी भी प्रकार के बाधा नहीं होनी चाहिए।
- **उम्मेदवारों से तीन विचारत ध्यंठों का चयन किया जाए। प्राथमिकता के आधार पर विकसत ङकट एक चुनें से रू हें।**

स्कूल चयन अभियान - उत्तर प्रदेश

स्कूल वाचर - वैधिका अनुभव एवं भारत में इसकी संभावनाएँ

सालों में भारत में शिक्षा क्षेत्र में परिवर्तन आने पर शिक्षा क्षेत्र में सुधार लाने हेतु अनेक प्रयोग किए जाते रहे हैं। हाल ही में प्रत्येक के संस्करणों से प्राप्त करता है कि हमारी समस्याओं एवं सार्वजनिक प्रश्नों में उनीन आसमान का कर्म हैं। हमारे स्कूलों शिक्षा की दो तरह की व्यवस्था खड़ी कर ली है। खर्च उठा पाने में समर्थ लोग निजी स्कूलों में जाते हैं और जो इतने समर्थ नहीं होते, वे सहकारी स्कूलों में जाते हैं। मरीच के बच्चों के पास सहकारी स्कूलों में जाने के लिए और कोई चारा नहीं। स्कूलों शिक्षा व्यवस्था में क्या यह मीमांसा अमानता शिक्षा के प्रति हमारी दायित्व का नतीजा है।

सहकारी मरीच की शिक्षा पर जिस प्रकार से खर्च करती है, उसमें बदलाव लाने के लिए स्कूल वाचर एक उपयुक्त औजार है। स्कूल वाचर सरकार के द्वारा दिया जाता है। स्कूल में चयन है, जो विद्यार्थी की चर्चा के स्कूल का पूर्ण अवकाश अधिकार खर्च करना होगा। विद्यार्थी शिक्षार्थियों से वाचर एकत्र करेगा। उसे अपने बच्चे खाते में जमा करेगा। और बच्चे स्कूल वाचर की सुलभ कर्म के बचकर वाचर सरकार के खाते से निकाल कर विद्यार्थी के खाते में जमा देगा। किसी की हमको से होकर कोई पैसा नहीं मुजुरेगा। शिक्षा वाचर की विद्यार्थियों के साथ से निकाल कर विद्यार्थी के पास एवं पुनः वाचर सरकार के पास पहुँचनेगा।

आज स्कूल वाचर के प्रति अजायब है। वाचर प्रवृत्ति स्कूलों को विद्यार्थियों के प्रति जायबद नभारना, क्योंकि वे खुद अपना शुल्क वाचर के रूप में आज करते हैं। अगर विद्यार्थी को स्कूल चयन में आना, तो वह अपना वाचर लेकर किसी अन्य स्कूल में जा सकता है। वाचर प्रवृत्ति में पैसा विद्यार्थी के साथ चलता है। जबकि इसके चलते आज पैसा विद्यार्थी के गोद चलाता है।

स्कूल वाचर के कल्पना :

- **विद्यार्थी का शिक्षण -** वाचर मरीच विद्यार्थियों को अपनी परवर्त के स्कूल में पढ़ने की ताकत देता है। अगर स्कूल परकी आशाओं पर खरा नहीं उतरता, तो सरकार पास किसी अन्य स्कूल में चले जाने की ताकत देती है।
- **अंतर का समायोजन -** यह योजना इस प्रकार मायाधारिक के अनुकूल है कि सभी बच्चों को बचकर समान शिक्षा प्राप्त हो सके। बच्चे अपने बच्चे के अनुसार चयन कर सकें।
- **विद्यार्थी की चर्चा -** आज स्कूल के वाले विद्यार्थियों के लिए परस्पर होठ करते हैं। वाचर की विद्यार्थी में से उनीन-मरीच सभी के लिए होठ करेगी।
- **आज का अनुभव -** स्कूल का कोई भी बच्चा स्कूल आने करने वाले तथा वाचर देने वाले दोनों तरह के विद्यार्थियों की संस्था पर निर्भर करता है। अगर उनके अंतर दायित्व बढ़ाने तथा विद्यार्थियों को बचकर अपने मुझे किताब-सुर उपकरण उद्योग की अभिभावक/संस्था होती है।
- **सम ही सम -** सहकारी विद्यार्थी के वाचर प्राप्त जाने वाले विद्यार्थी विद्यार्थी बदलने में समान ही पाते हैं और अपना भाग काव लेते हैं। वाचर बनते हैं कि सहकारी विद्यार्थी में रूढ़ उद्योग वाले विद्यार्थी की श्रेष्ठता करने लगे हैं। पैसा, विद्यार्थी-शिक्षक अनुभव हीक हो जाता है। दूसरा, विद्यार्थी की श्रेष्ठता पर रोक लगाने के लिए खुद प्रयासरत हो जाता है। इस प्रकार सभी विद्यार्थियों को बचकर शिक्षा का जमाना मिलता है।

गौरव रवि विनय सोमावटी, दिल्ली
अंबर, उम्मेद

स्कूल चयन अभियान

सर्वी, उत्तर प्रदेश :
संचालन : क्रेडा, मिर्जापुर
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SCHOOL CHOICE

स्कूल चयन अभियान, उत्तर प्रदेश

स्कूलों को नहीं, छात्रों को दे फेक।

शिक्षा वाचर बच्चों की शिक्षा के लिए एक निश्चित बजट/मातृका का चुनाव है जो कि अभिभावकों द्वारा प्रदान किया जाता है। इस बजट के अंतर्गत ही बच्चों को स्कूलों में भेजा जाता है। यह वाचर एक तरह से शिक्षा वाचर/बजट का चुनाव है जो कि अभिभावकों को स्कूलों को चुनने का अधिकार देता है। यह कि बच्चों के लिए स्कूलों को चुनने का अधिकार देता है।

वाचर व्यवस्था का अर्थ है कि अभिभावकों को अपने बच्चों के लिए स्कूल चुनने में मदद देनी, जहाँ चयन में किसी भी प्रकार के बाधा नहीं होनी चाहिए।

स्कूल चयन अभियान का अर्थ है कि अभिभावकों को अपने बच्चों के लिए स्कूल चुनने में मदद देनी, जहाँ चयन में किसी भी प्रकार के बाधा नहीं होनी चाहिए।

उम्मेदवारों से तीन विचारत ध्यंठों का चयन किया जाए। प्राथमिकता के आधार पर विकसत ङकट एक चुनें से रू हें।

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स्कूलों को नहीं, छात्रों को दे फेक।

Advantage of Communication Modules

Street plays could not be performed everywhere because of non-availability of the performers. The training for street plays was not organized because we do not have expert to provide training for street plays. Some of the NGOs tried on their own to write the script and go for street plays. No budget provisions were made especially for street plays, songs, drama, rallies, etc. Banner, carry bags, handbills, caps, FAQs, slogans, T-shirts, and printed materials reached to the people and communicated the objective of school choice campaign.

We do not have any observation about the disadvantage of communication modules.

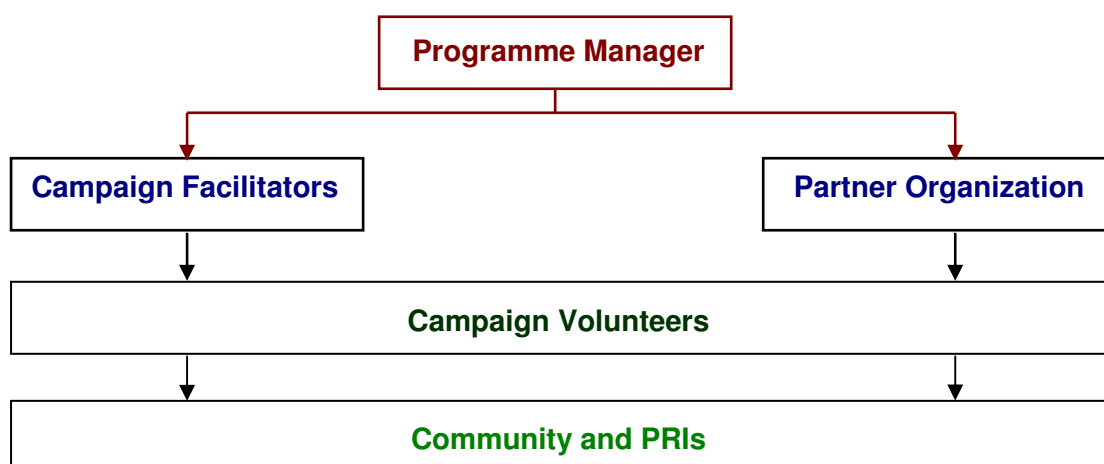
4. Monitoring

i. Systems and procedures for monitoring

A well designed system was put on place to monitor the whole process of the campaign. The monitoring process began at first level procurement and supplies and ensuring that all the needed materials have reached to the campaign partners. For the purpose of monitoring, training was organized at two level first within CREDA to equip the campaign facilitators about the systems and procedures of monitoring that includes monitoring at field level at various districts and also with partner organization at their headquarter level. During field level monitoring, the programme manager and CFs were making visits to the campaign areas to find out the campaign methodologies and effectiveness. Public in general in campaign areas was also been questioned during campaign to monitor the effectiveness of the campaign. Meeting with campaign partners and volunteers provided by them for campaign was organized on fixed date to monitor the progress of the campaign in their respective campaign areas.

ii. Personnel involved at different stages and levels of monitoring

The programme manager was involved at all stages of the campaign, such as procurement and supplies, development of materials, orientation and training of partner NGOs and their volunteers, monitoring with CFs at field level about the effectiveness of the campaign, monitoring to overcome grievances, difficulties and complaints in the field, monitoring for getting monthly reports and information, monitoring for press releases and coverage, and several other administrative procedurals and participation related activities. CFs were provided needed training to facilitate and monitor the whole process of the campaign. CFs were allotted districts and blocks to monitor the progress of ongoing campaign and also liaisoning with various stakeholders. CFs also monitored the memorandum handed over to elected representatives. Partner NGOs in various districts were provided orientation for carrying out the campaign successfully and monitor it at various levels in their respective areas about the material supplies, rallies, marches, meetings, etc. Reporting system of the partners NGOs was monitored time to time get the feedback and also for the purpose of monthly reporting to CCS. All the partner NGOs in the campaign districts were also constantly monitored through telephone. This was done almost on daily basis. Wherever complaints about some mismanagement were received, CFs and wherever possible programme manager visited the areas to find out the realities. The learnings of the campaign were also part of monitoring.



iii. Outcomes of monitoring process

Following outcomes have been identified as a result of monitoring process:

1. Timely procurement and supplies of campaign materials.
2. Corrective measures taken wherever necessary.
3. Preparation of timely qualitative and quantitative reports.
4. Procedures given in guidelines by CCS adopted.
5. Sharing of field experience within partner organizations and documentation.
6. Training requirement of partner organizations and volunteers identified.
7. Timely completion of field level campaign.
8. Improvement in reporting system.
9. Speed of campaign enhanced.
10. Proceedings of meetings and workshops documented.
11. Participation of various stakeholders ensured.
12. Any confusion or misunderstanding about the campaign resolved.
13. Alert signal was sent to all partners about misuse signature format.
14. Report about mismanagement prepared on the basis of spot visit.

iv. Constraints faced in monitoring

1. Fixing time of monitoring visit to campaign area of partner NGOs was sometimes difficult.
2. Vastness of the campaign areas and number of campaign facilitators was also a constraint in monitoring but it was removed through constant visits.
3. Partner NGOs have their own time schedule and priority for other activities.
4. Festivals, holidays, peak agriculture season, monsoon, and marriage season also contributed in constraints.

v. Impact of monitoring process

Monitoring processes updated about the field activities of various phases and steps of the school choice campaign. In Shankargarh block of Allahabad district, SHGs involved in the campaign in beginning starting collecting signatures through house-to-house visits which was corrected by organizing to meetings and signatures collected in public meetings.

We were receiving telephone calls during the campaign period and visits were made in the areas which showed certain problems.

5. Participation of Different Stakeholders

Campaign in U.P. tried to identify and reach to various stakeholders directly or indirectly concerned with the quality education of children. The campaign strategy was planned in such a way that stakeholders are mobilized on the issue and the participation in school choice campaign and for education voucher continues in future. There were mix response of the stakeholders, but in general, majority of the stakeholder supported the initiative. Following presentation focuses on extent of the participation and response of various stakeholders:

Stakeholders	Response and extent of participation
Poor Parents	Happy with the demand of education vouchers
General Public	Supportive to the campaign
Economically well-off parent	Supportive to the campaign and say that education voucher will bring uniformity in primary education
Primary School Teachers	Both supportive and non-supportive
Shiksha Mitra	Against the campaign
Village Pradhans	Too much supportive
Women's Group/SHGs	Support to campaign
Elected block representative	Support to campaign
Political parties	Mix response
Private schools	Support to campaign
NGOs/Civil societies	Full support
Media persons	Majority supports
Children	Happy with the idea of better schooling
Cultural Groups	Support and participation

Participation of stakeholders could be summarized as follows:

- **Parents of children:**

Literate parents tried to make illiterate parents understand about the campaign and also motivated them for their participation and involvement. Parents also supported organizing local/village level meetings by informing people about time and place of the meetings, sitting arrangement, drinking water arrangement, arrangement of light in the night meetings and microphone. During these meetings, local songs were sung which attracted to local people to come to the meeting place.

- **Youth groups:**

They acted as organizers of meetings, participation in rallies, marches, slogan writing, getting signatures at signature formats, and mobilizing peers.

- **Teachers:**

Except *shikshamitras* in few places, teachers supported the campaign and said that if they are given enough time and not involved in activities other than providing education to the children, they are capable to provide quality education to the children.

- **Print and electronic media:**

In all those districts, which were identified for campaign, the media was informed in advanced about the campaign on particular meeting. Media responded very well and provided vast coverage in vernacular and English dailies and weekly published from various districts and states.

- **Village Pradhans:**

Very good support and cooperation from village panchayats everywhere. They helped in calling and organizing meetings, responded positively the memorandum and signed it.

- **Women and women SHGs:**

Enthusiastically participated in the campaign and in some places they also acted as campaign volunteers.

- **Private school management and teachers:**

They were very responsive to the campaign and many of them told that if education vouchers were provided, private school will provide better service to the needy children.

- **Political leaders/parties:**

Political leaders/parties (elected or non-elected) listened carefully about the campaign, but their response to the campaign was mixed. Elected representatives from reserved constituencies responded favourably.

- **Children:**

Children, when told about the benefit of education vouchers, they showed happiness.

- **NGOs/Civil societies:**

In fact, large number of NGOs expressed their interest to participate in the campaign. The campaign in the district/block was carried out by NGOs and their volunteers.

- **Cultural groups:**

Cultural groups, wherever they existed, performed in favour of campaign.

6. Impact of Mass Campaign

1. The campaign spread and communicated general awareness that government is spending nearly Rs. 8000-10000 per child per year on the education of children at primary level. Parents also started discussing about the cost of education and quality of education.
2. Demand for quality education at primary level has been initiated in some places and people are desirous to get education voucher for better and quality education to their children.
3. Parents could also understand that the education is not charity but right of every child and they must get it. They also started questioning about the mismanagement in primary schools including absenteeism of teachers in schools.
4. Peoples started thinking surprisingly that such a big amount of money being spent on the education of children but education is without quality, which is impediment for upward educational movement of the children and they get dropped out at certain stage.
5. The aspiration for getting education vouchers has increased among all those who have come to know about the campaign and voucher scheme. The demand for voucher has increased in the community.
6. The people have started suggesting as how they will use the voucher, if implemented, to send their children in groups to cities and town for better education.
7. Demand has been raised to start the campaign in non-campaign blocks.
8. People shared with others about the benefit of education vouchers for quality education.
9. People have started contacting the partner NGOs and campaign volunteers for their understanding and participation.
10. People are hopeful that if government primary education system does not improve, the education voucher is the only and best option for getting quality education.
11. Schoolteachers supported the campaign by saying that quality primary education is the right of child, but they also said that most of their time they are involved in activities other than education of the children. They raised issue that primary teachers' association should demand that they should not be involved in other activities because this hampers providing quality education to the children enrolled in primary schools.
12. Panchayat leaders are in general supportive to the campaign, but group of panchayat leaders particularly the village pradhans found saying that if voucher system is applied, the mid-day meal programme will go out of their hand.
13. Politicians listen very carefully about the demand of the campaign. In general, politicians appreciated the education voucher demand.
14. During the course of campaign, to reach out to bureaucrats was very little hence, impact on them can not be judged.
15. Delegations for presentation of the memorandums to the leaders resulted in good response. All those who were contacted by the campaigners appreciated the campaign. Many of them have told the campaigners that they will raise this issue in their respective forum.
16. The impact of different interventions like village meetings, street plays, rallies etc. has already discussed earlier.

Some of the stories of the campaign are as follows:

1. In the village Kishunpur, one family offered lunch to signature volunteers. The family was very happy with the concept of school voucher.
2. In Sujanganj block of Jaunpur district, in few villages people kept the signature format with them over night and after carefully reading, next day handed over to campaign volunteers.
3. Primary school teachers and *shikshamitras* in several districts opposing the campaign in their respective areas.
4. In a meeting in Duddhi block of Sonebhadra district adjoining Jharkhand state, people were so enthusiastic that they declared to participate in a large march on the issue of school choice and education voucher.
5. Ex village pradhan of Rajpur village Mr. Nasir Ali has decided to form a committee to monitor the progress of primary school in his village.
6. Large number of women belonging to SHGs came forward to participate in school choice campaign in Rameshwar area of Sevapuri block of Varanasi.
7. One local leader provided 12 dozen pens to the campaign volunteers in the Rameshwar, Sevapuri block of Varanasi district.
8. In Varanasi district, campaign has been done in Sevapuri block. People from its bordering block named Pindera have demanded their participation in signature campaign.
9. One local theatre group in Kanpur district Tarang Sewa Santhan (Contact person: Ms. Kirti Gautam, contact number 9335732509, 9305226462) has approached us and offered to perform street-plays in Kanpur, Fatehpur, Allahabad, Kanoj and Lucknow, if they are financially supported.
10. अभियानकर्ता कृष्ण कुमार ने बताया कि गुर्गी गाँव के कुछ धनी जमींदार लोगों का कहना है कि यदि शिक्षा वाउचर व्यवस्था लागू हो गयी तो हमारे बच्चों की तरह गरीबों के बच्चे भी पढ़ने लगेंगे। ऐसी स्थिति में हमारे जानवरों को कौन चरायेगा।
11. अहुँगी खुर्द गाँव के प्राथमिक विद्यालय के प्रधानाध्यापक श्री रामसुमेर विश्वकर्मा एवं पूर्व माध्यमिक विद्यालय के प्रधानाध्यापक श्री रामलक्षन ने स्वेच्छा से हस्ताक्षर प्रपत्र पर हस्ताक्षर किये। उन्होंने कहा कि यदि हमारे हस्ताक्षर से बच्चों को फण्ड मिलता है तो यह हमारे लिए अच्छा है क्योंकि यह एक सामाजिक सेवा है।
12. रामलीला मंच के नायक रामराज जी ने उपस्थित लोगों को सम्बोधित करते हुए कहा कि अभियान के सन्देश से सरकारी प्राथमिक विद्यालयों की क्या स्थिति है, यह हमसब को अनुभूति हुई। अभियान के स्वरूप को एक आन्दोलन का रूप देना है, इसके लिए सशक्त समूह का निर्माण किया जाय। इस समूह, गोष्ठियों के आयोजन और आपसी विचार-विमर्श से प्राथमिक विद्यालयों पर निगरानी रखने की आवश्यकता है ताकि बच्चों को गुणवत्तापूर्ण शिक्षा मिल सके। इससे ग्रामप्रधान को भी जोड़ना होगा। यह भी ध्यान रखना है कि प्रत्येक बस्ती तक जाया जाय और आगे का संचालन समुदाय द्वारा हो।

7. Impact on Media

The campaign was particularly done in rural blocks hence the presence of electronic media could not be assured. Print media has shown great interest in the campaign and given wider coverage to the campaign. It is assumed that about 46 lakh people have read various newspapers which have covered the campaign activities.

The details of the press conference held and print media coverage is as following table:

Description	July 2007	August 2007	September 2007	October 2007	November 2007	December 2007	January 2008	Total
No. of press conference	1	3	7	9	-	-	-	20
No. of coverage	4	12	20	10	-	-	-	46

Coverage in Newspapers through Press Conference

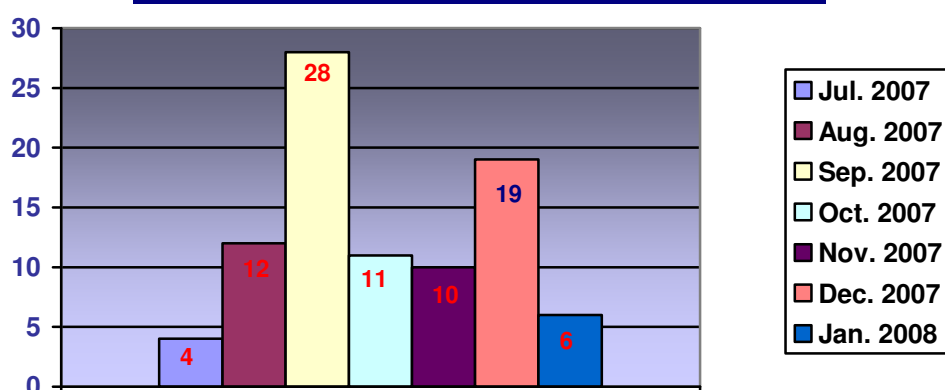


299 press releases were sent and out of that 91 has been covered i.e. as compared to press release the coverage in the various newspapers is nearly one third, which is a good example of press coverage. Apart from the press releases, the press persons / correspondent were invited in the press meet in various districts and blocks.

The following table gives the details of press releases and number of coverage:

Description	July 2007	August 2007	September 2007	October 2007	November 2007	December 2007	January 2008	Total
No. of press releases	40	67	74	33	45	34	16	299
No. of coverage	4	12	28	11	10	19	6	90

Coverage in Newspapers through Press Releases



Two interviews were accorded by two prominent newspapers. One being Nutan Savera published from Mumbai and the other The Pioneer published from Varanasi and Lucknow.

Following are the name of newspapers gave detailed coverage about the campaign in various campaign districts on various dates:

- Amar Ujala
- Aaj
- Dainik Jagran
- Daily Hindustan
- United Bharat
- Amrit Prabhat
- Nyayadhish
- Voice of Lucknow
- Vishwa Parivar
- Jag Prakash
- Swadesh
- Shri India
- Swatantra Prabhat
- Indica Times
- Janta Weekly
- The Pioneer
- Northern India Patrika
- Nutan Savera weekly

In all the campaign districts, contacts have been developed with print media, wherever electronic media is operative, the contact with their representative has also been developed.

Since print media has provided very good coverage, we are of the view that they will also continue support to the campaign in future.

Print and electronic media persons/journalists operating at the state headquarter, Lucknow the details of media persons such as name, name of newspaper or electronic media, residential phone number, mobile number, email have been documented.

8. Learnings

a. Aspects to be strengthened

1. Enough time should be given to campaign partner to organize classroom and field training to district partners and campaign volunteers.
2. More involvement of women volunteers will ensure better participation of women.
3. More focus on poor and vulnerable groups and communities.
4. The elected member of political parties and concerned bureaucrats need to be constantly contacted and mobilized on education voucher.
5. Evening *chaupals* in the villages are the best place to organize discussion meetings.
6. Mobile Van equipped with audio-visual materials regarding school choice and education voucher will have greater mass impact.
7. Volunteers should be trained in street plays and drama to communicate for demand of school vouchers.
8. Newsletter in Hindi needs to be printed and dispatched to PRIs, NGOs and political leaders.
9. Regress campaign during election time.
10. At least 50% districts in the state should be covered under the campaign.
11. All the campaign volunteers and partner NGOs involved at district/block level should be provided certificate of participation in the campaign and free subscription for the periodical publication of CCS.
12. Mobilization of media persons and media management.
13. Abhibhawak Manch should meet regularly to discuss the issue and proceedings of meeting should be properly maintained.
14. Exposure visit to other campaign states.
15. At state level, one documentation expert is to be supported by CCS.
16. Trade unions should be contacted and mobilized
17. People's committee should be formed at various level
18. More focus on media management for the outreach of the campaign
19. Closer contact and interaction with PRIs
20. Mobilizing NGOs at district and state level to partner for the cause of campaign
21. Lobbying with elected representatives of political parties and creating an alliance in favour the campaign

b. Things to be rectified

1. Signature format should be numbered and prominently written 'Not for sale' along with space for the signature of campaign volunteers.
2. Campaign volunteers should be provided identity card so that unauthorized fraud and cheaters are identified.
3. For future campaign, the background of partner NGOs should be properly scrutinized.

c. Things to avoid in the next phase

1. New areas/blocks should be selected and first phase areas/blocks should be avoided for signature campaign.
2. Issues other than school choice campaign should be avoided in the field.
3. All the volunteers should be preferably local or from the same area where campaign is to be done and not outsiders.

i. Self reflection/review:

We believe that children must get their right of quality education and during the campaign period we all have been trying to communicate to different stakeholders about the issue. This was also the important aspect that during the campaign period people listen to us carefully and consciously and came forward with their support and many ideas in favour of the campaign. Search for more concerned individuals and organizations should continue so that in future their involvement and participation could give strength to the campaign.

ii. 5 best partner organizations:

1. Abul Kalam Azad Jan Sewa Sansthan, Allahabad
2. Vivek Sadhna Mandir, Shankargarh, Allahabad
3. Jan Sanrakshan Samiti, Gyanpur, SRN Bhadohi
4. Yuva Sansadhan Evam Sookhna Vikas Kendra, Varanasi
5. Duddhi Gram Vikas Samiti, Duddhi, Sonebhadra

Rationale for saying best: Our assessment is based on the time and facilities provided by organizations.

iii. 5 best individual/volunteers:

1. Mr. Kripasindhu, Halia, Mirzapur
2. Mr. Indrajeet Yadav, Sewapuri, Varanasi
3. Mr. Aleemuddin, Duddhi, Sonebhadra
4. Mr. Ashfaq Ahmad Ansari, Gyanpur, SRN Bhadohi
5. Mr. Rajendra Kumar Yadav, Karari, Chitrakoot

Rationale for saying best: Assessment based on their concern for the quality education of children, particularly in remote villages and slum areas.

iv. 3 most effective communication tools

1. Mass distribution of handbills and posters
2. Rally with slogans
3. Small and large meetings addressed by local people

Rationale for saying best: Because of reach out to urban and rural project areas and even remote areas, handbill is always attractive to people. People eagerly read it or listen it from others to know the message. Rallies always attract the people and create eagerness among them about the issue the rally is being organized. Small and large meetings are one of the best medium of information dissemination because the people attending meetings will act as carrier of message to many people in several areas. Meetings addressed by the local people add credibility to the meeting because of local participation and involvement.

v. 3 best human interest stories

1. Migrant labourers from Madhya Pradesh and Chhattisgarh states working in stone quarries and sand collection have approached the campaign volunteers of the local organization to try financial support like school voucher for their children who are in a big number with migrant parents.
2. Special meal was provided by the villagers in Kishunpur village of Chhanbey block in Mirzapur district to campaign volunteers as a mark of respect for the campaign for the cause of educationally vulnerable and deprived children.

3. During an evening discussion meeting on campaign, the parents in a *dalit* hamlets named Chuck Chanda came with school going children and asked the volunteers that it is in vein to send them to school because they are not learning anything. They should be given opportunity to be covered under school voucher scheme.

Rationale for saying best: The above stories are considered to be best because of concerned vulnerable children and in depth people's participation and support to the campaign.

vi. 3 events that got the most media coverage

1. Signature campaign
2. Rallies, marches and meetings
3. State and national level workshops

vii. 3 events where you got the maximum attendance

1. Block level meeting and rally at Bahuwar village in Duddhi block of Sonebhadra district where people from 11 villages participated
2. Public meeting in Ghorawal block with participation of nearly 1,000 people
3. Public meeting in Kaushambi.

viii. 10 political leaders who are with us

Several political leaders have been contacted during the campaign. Although, verbally many leaders have appreciated the campaign, but none has given in writing that they will support the campaign; hence we do not want to put on record the names of political leaders.

ix. 10 activists who have joined in

1. Mr. Rajesh Chaubey
2. Mr. Anil Kumar
3. Mr. Shyamsurat Pandey
4. Mr. Shrawan Dubey
5. Comrade Kranti Bhushan
6. Mr. Mahesh Pandey
7. Mrs. Nisha Srivastava
8. Mr. Awadhesh Maurya
9. Mrs. Kailashi Devi
10. Mrs. Vimlesh

x. 3 biggest achievements (as you see it)

1. 13,00,000 x 5 members in each families = 65 lakh people have carefully read the signature format and printed materials and are very well aware about the demand.
2. As a result of successful mass campaign, 91 news items have been covered by various vernacular and English dailies in Uttar Pradesh. The message must have reached to millions of people. Telephone enquiries are indicators of reach out of the campaign message through print media.
3. The discussion has been initiated among primary school teacher and *shiksha-mitras* about their futures if the 'education voucher' system is implemented.