

**PROCEEDINGS OF THE COMMISSIONER OF COLLEGIATE EDUCATION  
A.P., VIJAYAWADA  
Present: Dr. Pola Bhaskar, I.A.S.**

Rc. No. 01/CCE/AC-5/GER\_GPI/2022

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**Sub:** Collegiate Education –Implementation of Sustainable Development Goals (SDGs) - Strategies for enhancement of GER & GPI - Issue of guidelines for implementation of strategies/work plan at institutional level - Reg.

**Ref:** Sustainable Development India Index Report 2020-21

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Education is covered under Goal No:4 (SDG4) of the Agenda 2030 for Sustainable Development.

**SD Goal 4: “Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all”.**

The Factors that influence the attainment of the Sustainable Development Goal (SDG) are Sustainable Development Indicators (SDIs). They impact the outcome of the Goal. SDIs mapped to Higher Education are

- I. Gross Enrolment Ratio (GER) in Higher Education (18-23 years)
- II. Gender Parity Index (GPI) in Higher Education (18-23 years)

Economic and social development may not guarantee sustainable development. Factors such as lack of access, limited resources impede sustainable development. The State Government is working towards building a quality based system that is accessible, inclusive, responsive and caters to the needs of diverse groups of young people with special focus on students from disadvantaged sections of the society by implementing “Jagananna Vidya Deevena (Full fee Reimbursement)”, “Jagananna VasathiDeevena (Maintenance fee)”.

The Department of Collegiate Education, in line with the state Government directives, has envisaged strategies for improvement of enrolment in Government Degree Colleges (GDCs) and accordingly prepared an Action Plan comprising of various activities. The expected outcome is attainment of 100% admission target in the ensuing academic year 2022-23 and thereafter in all GDCs across the state. The execution/implementation of the Work Plan at institutional level is coordinated & monitored at District/Zonal/State level.

The different levels at which Work Plan for Enhancement of GER & GPI is executed and monitored are:

- a) **Institutional Level:** Institutions are testing grounds for realization of a policy through implementation of the work plan. HOI and Lecturers are the Torch Bearers of policy/work plan execution. Lecturers perform academic duties in imparting quality education as well as support HOI in administration through various college committees.
- b) **District Level:** District Identified Colleges have to offer support through the District Resource Center (DRC) platform and also coordinate with the authorities at Zonal & State level.

- c) **Zonal Level:** Regional Joint Directors shall monitor the implementation of Work Plans at each institutional level within the zone through visits/Zonal level meetings.
- d) **State Level:** As an authority responsible for monitoring & coordinating the Work Plan at various levels i.e., institutional/ District/ Zonal/State level. CCE organizes periodical review meetings in online/offline mode.

**I. Strategies for enhancement of Gross Enrolment Ratio (GER) in Higher Education (18-23 years):**

The following activities are to be carried out at institutional level:

**1) Organizing Campaigning in all Junior Colleges (Feeder Colleges) along with door-to-door canvassing in surrounding areas**

**i. Execution at Institutional Level**

- Principal and Admission Promotion Committees (APCs) along with students shall interact with the principals and staff of junior colleges & Model Schools to seek their cooperation in motivating their students to take admissions into Govt. Degree Colleges by highlighting quality enhancement strategies like Teaching Learning Process Management system (TLPMS), infrastructure facilities, Innovative practices, extra-curricular activities etc. Awareness should be created among intermediate students about the courses, facilities, faculty, and quality initiatives and the student details such as group studying and mobile number are to be collected for providing guidance to the students during the admission process. Guest lectures to Intermediate students and invite Intermediate staff and students to GDCs to get first-hand information about the college.
- The APC members have to reach out to the students and parents in surrounding villages/areas through Alumni linkages or taking support from village/ward secretariats and carry out door-to-door campaigns.
- Guidance and services of Elected Representative also may be utilized.

**ii. Collaborating with Junior Colleges**

Plan and take measures to collaborate with Junior Colleges throughout the year and organize campaigning in all Junior Colleges (Feeder Colleges) along with door-to-door canvassing in surrounding areas at the time of admissions.

**iii. Alumni Engagement**

A series of alumni meetings are to be held in both offline & Online mode for arriving at strategies and for receiving support. They should be roped into canvassing along with college APC or at individual level through mouth publicity.

**iv. Making Use of the Services of Village/Ward Volunteers/ Secretaries**

Identification of localities of feeder areas where the potential for new

admissions is significant by making use of the services of the local secretariat employees.

## **2) Advertising:**

- i. The Principal of the college has to take initiative to provide wide publicity through print and electronic media – newspapers, local cable TV, flexi banners, F.M radio; village secretariats, students, CPDC members, etc. Digital advertising through Instagram, twitter, Facebook, etc., shall be widely used for cost effectiveness and wider outreach.
- ii. Each College shall conduct a press conference before the commencement of online admission process with print and electronic media representatives/ reporters to showcase the infrastructure, explain the strategies being adopted for implementation of quality Teaching, Learning and Evaluation, co-curricular and extracurricular activities, innovative and best practices, etc., and request them to give wide coverage of the achievements/ infrastructure in the feeder areas so that stakeholders develop a positive perception about the college. Also advertise through FM radio (radio jingles).

## **3) Preparation of brochure/pamphlets:**

The college shall prepare brochure/pamphlets highlighting the courses, facilities, strengths, Facilities for women students, students incentivisation programme, sports and games, extracurricular activities, IT infrastructure, JKC initiatives, Certificate/Value added courses, training for PG Entrance, Competitive exams, CCE-LMS etc., for campaigning among stakeholders and for distribution to junior college and intermediate students

## **4) Establishment of Help Desk:**

- i. Each college should create a help desk with a minimum of two staff members and a dedicated WhatsApp linked contact phone number to guide Intermediate students.
- ii. The help desk team should be provided with internet enabled desktops/laptops, printers and stationery for the online admissions process.
- iii. The help desk team shall provide Complete guidance to the candidates on admission procedures, documents required, fee particulars, timelines, etc.
- iv. The help desk team should interact with the parents as well as students in a polite and pleasing manner.

## **5) Parent Interaction:**

- i. Parent-Teacher meetings have to be arranged at least once in a semester by making it part of the academic calendar.

- ii. In the Parent –Teacher meetings, feedback from the parents has to be taken on programmes and invite suggestions (in recorded form) for improvement of the college
- iii. Parent suggestions/feedback has to be analyzed and discussed in the departmental review meetings and action taken reports have to be prepared.

**6) Awareness on programmes/courses:**

Information on courses /programmes/ value added courses/ certificate courses /Online Courses/market Oriented Programmes. B.Voc. Programmes/ Apprenticeship based Programmes etc., offered in colleges along with Programme Outcomes, Course Outcomes, Programme Specific Outcomes has to be made available to all students at the time of admission. This would create awareness among students on the course outcomes/job opportunities/ future potential for higher education etc.

**7) Ensuring Quality in Teaching-Learning Processes- Strengthening of Blended Learning**

- i. The educational practice of combining digital learning tools with more traditional classroom (face to face) teaching requires teachers to be trained in adapting to their new role as “mentor & coach” rather than being a knowledge provider.
- ii. The department will continue to organize Faculty Development Programmes (FDPs) to encourage technology in teaching and learning process, and to broaden horizons in their subjects.
- iii. Colleges are advised to utilise CCE-LMS , video lessons for the benefit of the students and to encourage faculty to prepare e content in 4 quadrant model
- iv. Teachers' role is invaluable and they shall act as mentors/coaches for helping students manage in any learning situation. It is up to teachers and learning designers to offer blended activities that best suit the subject, the learners' needs and the curriculum requirements.
- v. Resources such as video lectures, podcasts, recordings and articles shall be provided in order to transfer the main bulk of the necessary knowledge from teacher to student before each class (Flipped Class). This then frees up time in class for teachers to support students in activities, lead discussions and facilitate engagement.
- vi. The blended MOOC is a form of flipped classroom using in-person class meetings to supplement a massive open online course. Students access MOOC materials - perhaps from another institution or instructor if the course is openly

accessible - outside of class and then come to a class meeting for discussions or in-class activities.

#### **8) Strengthening of libraries - Rotation of Books**

- i. Library committee shall conduct a meeting with final year students to motivate them to donate their books to departmental libraries in order to utilize the same for freshers. Each Department shall maintain separate logbooks for donations and utilizations.
- ii. The College level Library Committee has to identify the alumni and educated elite in the area/nearby areas who can donate books to the library.
- iii. Library committee should identify the required books for each department and conduct a meeting with alumni and educated elite to sponsor/ donate in cash or kind.

#### **9) Conduct of Certificate Courses:**

- i. Phase II of the Choice Based Credit System (CBCS), designed in line with the National Education Policy (NEP: 2020), offers more flexibility to the student in choosing intra-disciplinary and interdisciplinary avenues of learning beyond the core subjects for holistic development of an individual.
- ii. Government Degree College (GDC) must have provision for added courses and activities which may not be directly linked with one's discipline of study but contribute to sensitizing students to cross-cutting issues for curriculum enrichment.
- iii. Hence, GDCs must offer 'Add-on Courses' or 'Certificate Courses' of short duration (STCs: Short Term Courses) that are not mandatory for acquiring a degree but are aimed at giving supplementary enrichment to students in his/her core subject or interdisciplinary topics or multi-disciplinary issues cutting across the streams (BA/BCom/BSc) either online or online.

#### **10) Mobilization of Resources for Infrastructure Development-Tapping of Funds through CSR/Alumni/Philanthropy/ MPLADS/Other Sources**

- i. In matters of resource mobilization, strategies for alumni engagement play a vital role in the strengthening of the HEIs. An active Alumni Association (AA), would not only ensure contributions in academic matters, student support and resource mobilization but also provide linkages that would set in motion a cascading influence on the resource mobilization (both financial & infrastructural) through philanthropy and CSR initiatives or other sources.
- ii. All the HEIs are required to maintain records on the quantum of contributions received through Alumni/Philanthropy /CSR initiatives/Other Sources and audited statements of accounts with utilization reflecting the receipts.

### **11) Ensuring Internet Facility in All GDCs**

- i. HOIs/Principals must ensure that the speed of the Internet connection and or Wi-Fi facility available in the Institution should not be less than 10 mbps.
- ii. HOIs must ensure that bills for one quarter (maximum three months Period) in the current academic year indicating internet connection and / or Wi-Fi in the name of the HEI must be shared through a .jpeg image by mail/whatsapp to the concerned Academic Officer in charge of the district in which the institution falls.

### **II. Strategies for enhancement of Gender Parity Index (GPI) in higher education (18-23 years):**

In addition to the above activities the following strategies may be adopted for enhancing women enrolment in GDCs.

### **12) Ensuring Security of Girl Students, DISHA App :**

- i. Awareness campaign to girl students on download & usage of DISHA app, Disha Mahila Police Stations, Disha Patrolling Vehicles, Disha Special Courts and other initiatives
- ii. Creating awareness on the efficacy of the app by highlighting awards won by "Disha women safety and security system" at the national level.
- iii. To alert girl students for adopting countermeasures during the incidents of eve-teasing, domestic violence, accidents and mischief by pranksters either to self or fellow women.

### **13) Ensuring Transport Facility**

- i. HOI or his/her deputed committee has to approach RTC officials for arrangement of transport facilities wherever necessary.
- ii. The Department will also obtain a list from such GDCs for communicating with the HOD of APSRTC for the provision of transport facilities.

### **14) Medical Facility**

- i. College shall provide basic medical aid (Medical facility) and must be equipped with all required first aid medication to the students and needy staff members. The services of gram/ward Sachivalayam Health Secretaries are to be availed.
- ii. Regular check-ups for girl students are to be organized with the help of local medical officers.
- iii. Girl students should be monitored for anaemia and other related issues.

### **15) Girls Waiting Room**

- i. Revamping of Women Empowerment Cells (WECs) in GDCs which are already having WECs & creation of WEC cells in newly established GDCs for ensuring

equity. The convener of WEC must ensure that 'Girls waiting room' is fully functional with adequate amenities & is well maintained.

- ii. In addition, the convener of WEC should take all necessary measures for proper maintenance of girl's toilets and all women related amenities/facilities.

#### **16) Women's Hostels**

- i. A survey on women student's accessibility to college has to be carried out for identifying the colleges requiring women hostel facilities.
- ii. Local or nearby women hostels established and maintained by various welfare departments have to be identified for mapping with GDCs for accommodating girl students in the hostel.
- iii. In respect of colleges where there is no 'Girls Hostel', the HOI or his deputed committee has to liaise with the local administration viz. Revenue Department or Municipal Department officers for the identification of un-occupied secure Government buildings in proximity to the institution for the purpose of Hostel accommodation to accommodate girl students coming from far off places.

#### **17) Women Related Campaigns**

- i. WECs in each college shall continue to organize gender equality/gender sensitization programmes for both boys and girls with an objective to build an egalitarian society.
- ii. Women related campaigning or programmes such as '**Women safety and law**', '**Self Défense Training**', '**Know your Rights**', '**Workshop on 'Download & Usage of DISHA app**', 'Women Health' etc., are to be organized with a periodicity of at least one campaign per month.
- iii. Community outreach for inculcating leadership qualities among girl students through exposure to social issues/problems where they take lead as problem solvers shall be organized twice in a year.
- iv. To adopt inclusive strategies on girl child protection, female literacy, employability opportunities through higher education etc., in the campaigns organized at ward, village, and community level.

#### **18) Sanitary Napkin Vending Machines**

- i. Arriving at the number of vending machines required for each college through Women Empowerment Cells (WEC).
- ii. Estimation of cost for procuring the vending machines.
- iii. Approaching the Agencies through the government and/or Health Department for procuring/ purchasing vending machines.
- iv. WEC of the college has to take up the responsibility of maintaining vending machines and record utilization through entry in the stock register.

Hence, the Principals/HOIs are hereby directed to roll out the above work plan meticulously for attaining 100% admission target and optimum women enrollment. They are also instructed to run programmes/courses that are in demand, meet student aspirations and provide local/global employment for maximizing enrollment in their institutions.

Further, RJDCEs are requested to monitor the implementation of the action plan of each GDC within their respective zones through online/offline meetings & visits.

**Sd/- Dr Pola Bhaskar**  
**Commissioner of Collegiate Education**

To  
The Principals of all GDCs in the state

Copy Submitted to Principal Secretary (to Govt.), HE Dept. AP Secretariat, Velagapudi  
for favour of information

Copy to the RJDCEs of all zones

**//Attested//**

*Tulasi*  
*12/5/22*  
**Academic Guidance Officer**