National Conference on
'Branding of Government Schools'
(27-28 March 2018)

School education in India is one of the largest systems in the world serving a huge population of around 260 million children falling in the age group of 6-18 years with the help of around 10 million teachers. The system is broadly categorized into three sub-systems i.e., Government, Government-aided and Private. Government schools are further categorised into centrally funded schools and state government funded. Centrally funded schools majorly include KendriyaVidyalayas(KVs) and NavodayaVidyalayas(NVs)which have already gained reputation in the society as far as quality of education is concerned. However, major chunk of state government run schools figure low in status.

Although still majority of students in India are going to government schools, migration from government schools to private schools is on the rise. There are many factors behind this. The draft report of the CABE Sub-Committee on Devising Pathways for Improving Government Schools (2016) includes some of the factors as: Negative perceptions and image, absence of showcasing, etc.There may be many more reasons such as parental aspirations about their child's education, and also the ways school systems address the contemporary needs of the society.

This issue of decreasing enrolment in government schools needs our immediate attention, reflection and substantial action. In this regard, to explore multiple perspectives on school education in India and also various ways to improve public education gradually making government school a brand in the country, NCERT is conducting a **National Conference on 'Branding of Government Schools' from 27-28 March 2018.**

The Conference will provide a platform for mutual sharing of concerns, perspectives, experiences and initiatives of individuals and institutions (government and non-government organisations) towards improving government school system. This will help in drawing roadmap for collaborating our efforts towards improving government school system.

The **two-day** conference will deliberate upon the following themes:

Themes of the Conference: Initiatives for Improving Government Schools in India relating to:

- Classroom Processes and Management

- Learning resources including ICT

- Assessment, Evaluation and Monitoring

- Teacher-student relationship

- Social recognition of teachers

- School –community relationship

- School governance and Leadership style

- Systemic factors such as availability of teachers, funds, infrastructure, etc.

- Researches on the perceptions of teachers, parents and students about government schools

Papers are invited on the above themes from the researchers, teacher educators,educational administrators and teachers.

Guidelines for the authors:

- Paper may be sent in English or Hindi.

- Word limit of a paper shall not exceed 5000 words. Paper shall be written in simple language including proper references wherever required. Images and pictures if included shall be clear also referring a source from where these are drawn. Diagram or line drawings must be supplied separately, numbered neatly for identification and their position in the text clearly indicated. Tables may be given as part of the text.

- Manuscripts of the paper in English must be typed in Times New Roman -12 pt., double space.

- Manuscripts of the paper in Hindi must be typed Unicode-12 pt. double space.

- An abstract of the paper in not more than 150 words must be sent alongwith each manuscript.

- References need to be listed at the end of the paper, in alphabetical order.

- Papers may be sent on email address: dcsncert2016@gmail.com or dr.arora1997@gmail.com

- In case of any difficulty in sending the paper through email, the same may be sent in CD or in hard copy to the Head, Department of Curriculum Studies, Room No. 210, CIET, NCERT, Sri Aurobindo Marg, New Delhi-110016,.

- Papers received will be selected on basis of their relevance w.r.to the objectives of the conference, elaboration of theme, novelty, originality in ideas, implications for the education system, etc. Clear and simple language, research base, suggested readings, proper referencing will also be important criteria for the selection of the paper.

- **The last date of submission of full paper is 2nd March 2018(Friday).**