



GOVERNMENT OF WEST BENGAL
Women & Child Development and Social Welfare Department
Bikash Bhavan, North Block, 10th Floor, Salt Lake City, Kolkata-700091.

No. 314/WCDSW/18

Date: 03.10.2018

From: Sanghamitra Ghosh,
Secretary to the Dept. of WCD&SW,
Government of West Bengal.

To : **The District Magistrate**
Darjeeling / Kalimpong / Jalpaiguri / Alipurduar / Coochbehar / Uttar Dinajpur / Malda / Dakshin
Dinajpur / Nadia / Murshidabad / Birbhum / North 24 Parganas / Bankura / Purba Burdwan /
Hooghly / Howrah / Purba Medinipur / Purulia / South 24 Parganas / Paschim Medinipur / Paschim
Burdwan / Jhargram.

Sub: Organization of 'Monthly ECCE Day' under ICDS at Shishu Aloy.

Madam / Sir,

Preschool education (PSE) is meant for 3 to 6 years of children for making them ready for formal school education on attaining age of 6 (six) years. From the year 2012 Government of West Bengal has adopted theme based annual curriculum for running PSE. As per guideline of Ministry of WCD, Government of India, Preschool Education with theme based contextualized annual curriculum is termed "Early Childhood Care and Education (ECCE)".

Introduction of ECCE at the AWC level needs some preparatory work starting from training on ECCE to the AWWs, supply of ECCE Kit and arrangement of theme based decoration in the interior of the centre. Selected AWCs have been introduced with theme based ECCE curriculums as well as other necessary parts of running ECCE in the AWCs. Such AWCs with ECCE curriculum and decoration has been named as "Shishu Aloy" by the Honourable Chief Minister.

In order to promote ECCE curriculum in the Shishu Aloys, it has now been decided that Monthly ECCE Day be organized on **3rd Monday** of every month in Anganwadi Centres functioning as Shishu Aloys. Monthly ECCE Day may be used as a platform for interface between the Anganwadi Worker and the parents & community. The ICDS functionaries would organize activities for advocacy, awareness generation and involvement of parents and community. This would facilitate involvement of parents and community in the early childhood care and education of children and establish the partnerships for optimum development of the young child. All the children attending the Anganwadi centre, and preferably all other children in the age group of 0-6 years in the community and their parents, should participate in the Monthly ECCE Day.

'Monthly ECCE Day' will be organised on 3rd Monday every month. If the specified day is a holiday, it will be observed on next working day.

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A Brief guideline of the 'Monthly ECCE Day' (in Bengali) & suggested activities that may be performed on the day are *enclosed* herewith in booklet form. This is to be shared with all concerned. A sum of Rs.75/- (seventy five) per month per centre to meet up incidental charges for conducting the Monthly ECCE Day is being sanctioned. It is expected that Observation of Monthly ECCE Day is expected to be initiated from the Month of November 2018 in the presently running Shishu Aloys of your district.

A monthly report in the *enclosed* proforma is to be submitted by the 5th of every month, in the mail Id icdswestbengal@gmail.com. The first report is expected by 05.12.2018.

Encl: As above.

Yours faithfully,


(Sanghamitra Ghosh)
Secretary