



GOVERNMENT OF JAMMU & KASHMIR  
SCHOOL EDUCATION DEPARTMENT  
CIVIL SECRETARIAT, J&K

Subject: Creation of Departmental Social Media Handle-constitution of cell thereof.

**Govt. Order No. 69-JK(Edu) of 2024**  
**Dated: 11.01.2024**

Sanction is hereby accorded to the constitution of a Social Media Cell of School Education Department comprising of following officers:-

1. Deputy Secretary to the Government (A), School Education Department.
2. Personnel Officer, Directorate of School Education, Jammu.
3. Personnel Officer, Directorate of School Education, Kashmir.
4. Representative of Samagra Shiksha/JKBOSE/SCERT.

**The Media Cell shall attend to the following:**

- i. referral of daily departmental activities for social media handle.
- ii. strengthening the mechanism for an active interaction of the department on Social Networking groups and through other means.
- iii. creation of publicity materials in the forms of advertisement, publications, video/audio clips etc in collaboration with the field officers.
- iv. monitor the issues of the department highlighted in different media platform.

The Cell shall work under the overall supervision of Special Secretary to the Government, School Education Department. The supervisory officer shall create a technical team for regular updation of information for various social media handles for which separate orders shall be issued.

**By order of the Government of Jammu and Kashmir.**

**Sd/-**

(Dr. Piyush Singla)IAS  
Administrative Secretary  
School Education Department  
Dated 11.01.2024

No:-Edu-Adm/6/2024-01

Copy to the:-

1. Commissioner/Secretary to the Government, General Administration Department.
2. Joint Secretary, J&K, Ministry of Home Affairs, Government of India.
3. Director SCERT.
4. Secretary, JKBOSE.
5. Director, School Education, Jammu/Kashmir.
6. Project Director Samagra Shiksha.
7. Concerned officers.
8. PA to Administrative Secretary, School Education Department.
9. PA to Director Finance, Special Secretaries/Additional Secretary and Joint Director (Plg) School Education Department.
10. I/c website.
11. Govt. order file w.2.c.

(Neha Bakshi)JKAS

Under Secretary to the Government  
School Education Department