

GOVERNMENT OF INDIA
MINISTRY OF EDUCATION
DEPARTMENT OF SCHOOL EDUCATION & LITERACY

LOK SABHA
UNSTARRED QUESTION NO. 5116
ANSWERED ON 03.04.2023

New Guidelines for Promotion and Advertisement by Private Educational Institutions

†5116. SHRI KUNWAR PUSHPENDRA SINGH CHANDEL:

SHRIMATI MALA RAJYA LAXMI SHAH:

Will the Minister of EDUCATION be pleased to state:

- (a) whether the Government has taken the initiative to issue new guidelines for the promotion and advertisement of their institutions by private educational institutions;
- (b) whether the Government has also made efforts to reduce the psychological pressure exerted on students by private educational institutions and private coaching institutions; and
- (c) if so, the details thereof?

ANSWER

MINISTER OF STATE IN THE MINISTRY OF EDUCATION
(SMT. ANNPURNA DEVI)

(a): No, Sir.

(b) & (c): The National Education Policy (NEP), 2020, inter-alia, emphasises on the importance of the nutrition and health (including mental health) of children which can be addressed, through healthy meals and the introduction of well-trained social workers, counsellors, and community involvement in the schooling system to optimize students learning. (NEP para 2.9 and 4.28)

The Ministry of Education has undertaken an initiative, named, 'Manodarpan', covering a wide range of activities to provide psychosocial support to students, teachers and families for Mental Health and Emotional Wellbeing. A Working Group, having experts from the fields of education, mental health and psychosocial issues as its members, has been set up to monitor and promote the mental health issues and concerns of students and to facilitate providing of support to address the mental health and psychosocial aspects during and after COVID-19 lockdown, through counselling services, online resources and helpline. Under the Manodarpan initiative a Web page (URL: <http://manodarpan.education.gov.in>) has been created on the Ministry of Education website carrying advisory guidelines, Frequently Asked Questions (FAQs), Practical tips, posters, videos, do's and don'ts for students, teachers/faculty and families for psychosocial support. A National Toll-free Helpline (**8448440632**) for a country-wide outreach to students from schools, colleges and universities to provide them tele-counselling to address their mental health and psychosocial issues during and after the COVID-19 situation has been set up, which has been functional since 21st July, 2020. All the State and Union Territory Governments were advised to give wide publicity to the

Manodarpan initiative of this Ministry so that the interested students/teachers/parent could make full use of these services. Series of Webinars and discussion sessions 'Paricharcha' are held under the Manodarpan initiative to reach out to students and all stakeholders with the aim to create awareness about mental health and well-being concerns and ways of dealing/coping with them. It provides a platform for all to seek psychosocial support from experts in the field of mental health, counsellors, psychologists and educationists. 'Sahyog' live interactive sessions are held every day for students (classes VI-XII) from 5-5:30 pm on PM e-vidya channel with the focus on providing guidance for promoting mental well-being among students.

The Ministry of Education with the help of National Council of Educational Research and Training (NCERT) had conducted in the year 2022 a Mental Health Survey keeping in view the perspectives of National Education Policy, 2020 which emphasizes students' mental health and well-being in order to provide holistic development. A total of 3,79,842 students of classes 6 to 12 from different schools across the country participated in the survey. A Modular Handbook on 'Early Identification and Intervention for Mental Health Problems in School-going, Children' has been developed. The Handbook includes common mental health issues and flag signs which can alert teachers and care-givers to identify them, sensitizing stakeholders on issues and concerns and suggestions for promoting mental health in the school eco-system.

Further, the Ministries of Health & Family Welfare and Education jointly implement School Health and Wellness Programme under Ayushman Bharat to improve health and mental wellness outcomes of school going children. Two teachers selected in every elementary school are trained as 'Health and Wellness Ambassadors' to transact weekly on health promotion and disease prevention with the children. In spite of Covid restrictions, National Resource Group (NRG) trained 1700 State Resource Groups (SRGs) across all States/UTs. SRGs facilitate the training of Health and Wellness Ambassadors (HWAs) in their respective states. More than 2,49,000 HWAs have been trained so far from 279 districts in 33 States/UTs. About 1.4 lakh Head Teachers of School have also been appropriately oriented. The programme is not only expanding to more districts, but the trained HWAs have also begun weekly school-based activities with students in many States/UTs. In order to strengthen reporting by HWAs, a comprehensive management information system has also been operationalized and is currently being pilot tested in select States.

University Grants Commission (UGC) has issued guidelines to all the Higher Educational Institutions (HEIs) to provide psychological support to students which *inter-alia* states that all the HEIs should mandatorily put in place a "Students Counselling System" for the effective redressal of problems and challenges faced by students. It should be a unique, interactive and target-oriented system, involving students, teachers and parents to address common student concerns ranging from anxiety, stress, fear of change and failure to homesickness and a slew of other academic worries. It should bridge formal as well as communicative gaps between the students and the institution at large. Teacher counsellors, trained to act as the guardians of students at the college level, should remain in close touch with the students allotted to them throughout the year, cater to their emotional and intellectual needs and guide them to move up in their career at regular interval of time. Besides, Universities were requested to create the Students Counseling Centre where the services of a trained psychologist may be availed as and when required. UGC has also issued an advisory regarding National Suicide Prevention Strategy in January, 2023 which is available on the website of UGC.
