



**Government of West Bengal
Department of Higher Education
Bikash Bhavan (6th Floor)
Salt Lake, Kolkata – 700 091**

No. 400-EH/RUSA-59/21

Date : 14 December, 2021

From : The Commissioner to the
Government of West Bengal,
Department of Higher Education &
State Nodal Officer (WBSCC Scheme)

To : **The Vice- Chancellor** (All Universities)
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Sub : Awareness Camp on Student Credit Card Scheme

Madam/Sir,

This is to bring to your kind notice that in connection with West Bengal Student Credit Card Scheme it has been decided to organize awareness generation camps at all University/College/Secondary and Higher Secondary Schools once in a week, preferably on Mondays commencing on 20.12.2021.

In this regard your kind intervention is earnestly requested to mobilise the SCC team of your University and all affiliated colleges/ institutions for arranging wide publicity among the students at least three days prior to scheduled dates with detailed information on such camps.

On the day of the camp the institutions have to be requested to arrange sufficient number of table/chairs manned by suitable number of staff under the guidance of SCC Nodal Officer of the University/ College to facilitate and simulate the students of the institute in applying for the credit card for pursuing their studies further.

The guidelines as provided below may be followed for bringing success to the awareness camps on Student Credit Card Scheme:

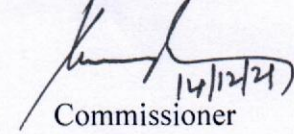
- 1) Publicity among the students. First camp may be organized on 20th December, 2021 and the next on 27th December, 2021.
- 2) Display of banner/poster/standee in conspicuous places in each University/College announcing the programme day/ venue and timings.
- 3) Arrangement of camp desk as advised above
- 4) Distribution of Leaflets to interested students and making them aware about the process/benefits.
- 5) University/College may engage students who have already received the SCC cards to facilitate other students in the camps for awareness generation.

You are requested to take suitable steps to ensure smooth organization of these Awareness Camps at your University and as well at all colleges affiliating to your University. You are also requested to inform all the Colleges/Institutions affiliated to your University so that they may initiate similar efforts. It is also requested to share reports on the outcome of the Awareness Camps with the Higher Education Department, on the enclosed format, at the end of the camp day each week. Nodal Officer of the University may kindly be assigned to compile reports of all your affiliating institutions with that of the University and send them to ieccampwbsecs@gmail.com for each of the Awareness Camps. The format is providing herewith for reporting:

Sl. No	Date of camp	Name of District	Name of the University/ College/Institution	Name and Phone number of the Nodal officer	Whether existing Beneficiaries were engaged as Ambassador in Camp (Yes/No)	Number of Students who attended the camp	Whether Flex/ Banner/ Standee used and whether leaflets distributed (Yes/No)
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The Design of Backdrop, Standee, Banner, Flex, Leaflets shall be provided from Higher School Education Department shortly for placing in the venues. The same may be used in camps to be held in the coming year too every week preferably on Mondays.

Yours faithfully,



Commissioner

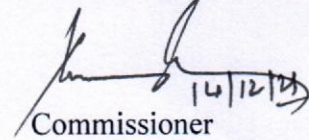
Department of Higher Education &
State Nodal Officer (WBSCC Scheme)

No. 400 - EH/RUSA - 59/12/1(3)

Date : 14th December, 2021

Copy forwarded for information & necessary action to :

1. The Commissioner, (University/ CS Branch), Higher Education Department, Bikash Bhawan, with the request to kindly coordinate)
2. The Director of Public Instruction, Education Directorate, Govt. of West Bengal.



Commissioner

Department of Higher Education &
State Nodal Officer (WBSCC Scheme)