



NO. DD(M) Misc/2014  
GOVERNMENT OF THE PUNJAB  
SCHOOL EDUCATION DEPARTMENT

Dated Lahore the 8<sup>th</sup> April, 2014

To

The Director Public Instructions (SE & EE),  
Punjab, Lahore

**SUBJECT:- ENROLLMENT CAMPAIGN 2014**

Refer to the subject noted above.

2. Enrollment campaign for the year 2014 have been launched from 1<sup>st</sup> April, 2014. Targets for each district have been fixed and conveyed to the District Managers. You have been assigned the task to supervise the campaign and to collect data. You are well aware that enrollment and retention of students is prime and high prioritized function of the School Education Department. It has been reiterated in various meetings that School Education Department will achieve the targets of enrollment in schools for this year. It is also imperative that the backlog children be also brought in the schools in the campaign.

3. I have been directed to convey that close supervision of this campaign will be made by your office. Data would be collected on daily basis and further will be shared with the School Education Department on daily basis at 08.30 a.m.

4. Rana Abdul Qayyum has been assigned the functions of a focal person to collect data from your office and put up analysis report for Secretary School Education, Punjab.

**THIS MAY BE CONSIDERED MOST URGENT.**

  
(AHMAD ALI KAMBOH) 8/4/14  
ADDITIONAL SECRETARY (GENERAL)

C.C.

- i) All the EDOs (Education), in Punjab.
- ✓ ii) Rana Abdul Qayyum, Director (Monitoring), School Education Department, Lahore
- iii) PS to Secretary School Education.