PREFACE

With increasing competition and rising customer expectations, services have acquired immense significance, both as a separate business and as a support to the business of manufactured goods. It has become increasingly clear that quality and efficiency in services, rather than new product features or technology, can contribute substantially towards endowing organizations with sustained competitive advantage. In non-profitable service organizations, increasing public accountability is demanding integration of various dimensions of services management – quality, managing and empowering people, marketing, evolving competitive strategies and institutionalizing effective systems. In educational services, the potentialities of elementary education in accelerating social and economic development cannot be over emphasized. For decades together since independence, the elementary education continued to be moving with slow pace and most of the vital problems ranging from provision of clean administration, rationalized expansion, efficiency in delivery system and generation of employment were not addressed affecting the career prospectus of the millions of school goers. For bringing quantitative and qualitative improvement in education, a centre sponsored scheme – Sarva Shiksha Abhiyan (SSA), was conceived and implemented in all the states including J&K. It aims at providing a viable form of quality elementary education for all children in the 6-14 age group and achieving the goal of Free and Compulsory Education to All by 2010.

The present book endeavours to evaluate the performance of Sarva Shiksha Abhiyan programme in Jammu district covering various dimensions like awareness generation, resource utilization, allied operations, efficacy of teaching-learning process and continuous & comprehensive evaluation systems. The thesis consists of five chapters.
The first chapter deals with the Introduction of education, elementary education, primary education, educational development in Andhra Pradesh and framework of Sarva Siksha Abhiyan followed by Rajiv Vidya Mission. This chapter also described the need of the study, statement of the problem, objectives of the study, scope of the study, limitations of the study and summary followed by references to the end of the chapter. The second chapter is confined to present the existing available studies are reviewed as Review of Literature. on primary education programmes and Rajiv Vidya Mission (SSA). Chapter three is devoted for the Design of the study. It includes research methods about the present study, objectives, hypothesis, population and sample, tools used, procedure of data collection, scoring and recording of data, statistical techniques used and presentation of the study. The fourth chapter examines the Socio Economic Profile of the Respondents and also illustrates the perceptions of Head Master / Mistress / Teachers and Mandal Resource persons / CRP / Diet Lectures and Project officer on Rajiv Vidya Mission in the study area. The fifth chapter outlines the Summary of the precedent chapters, findings based on the study and offered suggestions for effective functioning of RVM in Guntur district.