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REGISTERED SDS/POST

Army Welfare Education Society (AWES)
Adjutant General's Branch
Integrated Headquarters
Ministry of Defence (Army)
Building No 202, Shankar Vihar
Delhi Cantt - 110010

B/45840/Gen/AWES

19 Jan 2021

(Comd / Fmn / Unit / Est)

PUBLICITY OF AWES PROFESSIONAL COLLEGES

1. Army Welfare Education Society (AWES) runs twelve Professional Colleges / Institutes, covering almost all popular disciplines in higher education. The same is with the objective to provide "Quality Education at Affordable Cost" to wards of serving and retired Army personnel. The placement record through campus interviews continue to improve in our institutes/colleges. Feedback from the environment has indicated that the info about our higher edn i.e. Colleges / Institutes run by AWES is not trickling down to the JCOs and OR.
2. With a view to increase the reach of AWES Professional Colleges / Institutes, a handout containing details in concise form, has been printed. The same is enclosed for your necessary action and wide publicity so that our JCOs and OR can avail of the facilities. The handout should be issued down to the units/sub units level so as to ensure maximum benefit is drawn by all ranks.
3. Some of the suggested methods of publicity are given below for your action :-
 - (a) Announcements in Sainik Sammelans on regular basis.
 - (b) To be prominently displayed on the Notice Boards of Units/Sub Units Recreation Rooms, Motivation Halls, Dining Halls, URC, Military Hospitals, ECHS Polyclinics etc.
 - (c) Publicity during Ex-Servicemen Rallies through, Ex-Servicemen Leagues.
 - (d) To be prominently displayed on the Notice Boards of AWES professional Colleges and Army Public Schools. Regular announcements during morning assemblies, career counselling and provide photocopy of handout to students of XI & XII classes.
 - (e) Publicity during various AWWA meetings/functions.
 - (f) Publicity during regimental annual conferences/get togethers.
 - (g) Info passed to JCOs/OR proceeding to pension est in the centres.
4. The distribution list is also enclosed at Appendix to give you an idea of circulation. Though we have tried to give you sufficient copies to meet your expected requirement, the photocopies of the handout may be made to give a personal copy to all officers, JCOs and OR.

Himmat Singh

(Himmat Singh)

Col (Retd)

Director Colleges

For Managing Director