

જા.નં./મા-૨/પરચ/૨૦૨૨/

જિલ્લા શિક્ષણાધિકારીની કચેરી,  
ઓ/૩, જિલ્લા સેવા સદન-૨,  
અઠવાલાઈન્સ, સુરત

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તા. /૧૦/૨૦૨૨

પ્રતિ,

આચાર્યશ્રી,

સુરત જિલ્લાની તમામ માધ્યમિક અને ઉ.મા. શાળાઓ તરફ  
જિ-સુરત.

આ સાથે સામેલ મેં,સંયુક્ત નિયામકશ્રી ગુ.મા.અને ઉ.મા.શિક્ષણ બોર્ડ,ગાંધીનગર નાં પત્ર ક્રમાંક/  
મઉમશબ/સંશોધન/૨૦૨૨/૧૧૬૪૯-૮૫ તા.૧૨/૧૦/૨૦૨૨ અન્વયે ' આઝાદીકા અમૃત મહોત્સવ " અન્વયે સ્ટેમ્પ  
ડીઝાઈન સ્પર્ધા બાબતે જાણ તથા અમલ થવા સારું

જિલ્લા શિક્ષણાધિકારી  
સુરત, જિલ્લો-સુરત

ગાંધીનગર. તા.12/10/2022

તમામ

4<sup>th</sup> October, 2022.

ઉપરોક્ત વિષય અને સંદર્ભ દર્શિત પત્રથી મળેલ Director Postal service (HQ) D.O.NO.Phil-6/Stamp Design Competition/2022-23 4<sup>th</sup> October,2022 ની નકલ આ સાથે સામેલ કરી મોકલી આપતા જણાવવાનું કે શિક્ષણ મંત્રાલય અને સાંસ્કૃતિક મંત્રાલયની ભાગીદારીમાં એક "સ્ટેમ્પ ડિઝાઇન સ્પર્ધા" આયોજિત કરવામાં આવેલ છે. જે "આઝાદી કા અમૃત મહોત્સવ" ના દાયરા સાથે સંબંધિત છે. આ સંબંધમાં, શાળા શિક્ષણ સચિવો 27.09.2022 ના પત્ર નંબર 17-10 / 2022 - EE 1 (ભાગ - 1) દ્વારા શિક્ષણ મંત્રાલય હેઠળના શાળા શિક્ષણ અને સાક્ષરતા વિભાગ દ્વારા તમામ રાજ્યો / કેન્દ્રશાસિત પ્રદેશોને પણ સંબોધવામાં આવ્યા છે (કોપી સામેલ છે). ઉક્ત સ્પર્ધાનો સમયગાળો તા.01.10.2022 થી તા.31.10.2022 સુધી રાખેલ છે. ગુજરાત રાજ્યમાં 53600 શાળાના બાળકો ઉપરોક્ત થીમ પર સ્ટેમ્પ ડિઝાઇન સ્પર્ધામાં ભાગ લેવા જણાવેલ છે. તમામ શાળાઓના ધોરણ VIII થી XII સુધીના વિદ્યાર્થીઓ આ અભિયાનમાં ભાગ લેવા માટે પાત્ર છે. શાળા તા.01.10.2022 થી તા.31.10.2022 ની વચ્ચે કોઈપણ દિવસે કાર્યક્રમનું આયોજન કરી શકે છે. સ્ટેમ્પ ડિઝાઇન સ્પર્ધા માટે પોસ્ટ વિભાગ દ્વારા A4 સાઇઝની આર્ટ શીટ્સ આપવામાં આવશે તેમ જણાવેલ છે.

a. શાળા કક્ષાએ સ્ટેમ્પ ડિઝાઇન સ્પર્ધાનું આયોજન કરવું.

b. જરૂરિયાત મુજબ આ સ્પર્ધા માટે A4 સાઈઝની શીટ્સની સંખ્યા જણાવવી જેથી ટપાલ વિભાગ પૂરતો જથ્થો આપી શકે.

c. શાળા સત્તાવાળાઓએ શ્રેષ્ઠ વિચારો સાથે AKAM પર વધુમાં વધુ 05 ડિઝાઇનને શોર્ટલિસ્ટ કરવા માટે તમામ એન્ટ્રીઓની સ્કીનીંગ કરીને AKAM પરની આ 05 ડિઝાઇન શાળા સત્તાવાળાઓ દ્વારા સ્કેન કરીને MyGov પોર્ટલ પર અપલોડ કરવાની છે. શાળાઓએ ભાગ લેવા માટે MyGov દ્વારા [www.innovativeindia.mygov.in/akamstampdesign](http://www.innovativeindia.mygov.in/akamstampdesign) URL સાથેની વેબસાઇટ બનાવવામાં આવશે.

d. આ ઇવેન્ટમાં વધુમાં વધુ ભાગ લેવા માટે તમામ શાળાઓ/વિદ્યાર્થીઓને પ્રોત્સાહિત કરવા જણાવેલ છે. વિગતવાર SOP જોડેલ છે. ડિપાર્ટમેન્ટ ઓફ પોસ્ટ માંગ પ્રમાણે A4 શીટ સપ્લાય કરશે. આ પ્રયાસની "ભવ્ય સફળતા માટે ગુજરાત રાજ્યની તમામ શાળાઓના સહકારની જરૂર છે. શાળાના

6294

12/60

સત્તાવાળાઓ દ્વારા શાળા દીઠ વધુમાં વધુ 05 પ્રવેશો પસંદ કરવા માટે. દરેક જિલ્લા/વિભાગના પોસ્ટલ નોડલ અધિકારીઓ શાળાના નોડલ અધિકારીઓ સાથે સંપર્કમાં રહેવાનું થાય અને સ્ટેમ્પ ડિઝાઇન સ્પર્ધા યોજવા માટે A4 કદની શીટ સપ્લાય કરવાની વ્યવસ્થા કરશે. સ્ટેમ્પ ડિઝાઇન સ્પર્ધા યોજવા માટે શાળા સત્તાવાળાઓ સાથે પરસ્પર પરામર્શ કરીને ચોક્કસ તારીખ અથવા તારીખો પણ નક્કી કરવામાં આવે. MyGov દ્વારા તમામ શાળાઓની ભાગીદારી માટે [www.innovativeindia.mygov.in/akamstamp designURL](http://www.innovativeindia.mygov.in/akamstampdesignURL) સાથેની વેબસાઇટ બનાવવાની છે. ઉક્ત વિગતે આપના તાબાની તમામ માધ્યમિક અને ઉચ્ચતર માધ્યમિક શાળાઓને જાણ કરશે.



(બી.એમ.સોલંકી)

સંયુક્ત નિયામક

ગુજરાત માધ્યમિક અને  
ઉચ્ચતર માધ્યમિક શિક્ષણ બોર્ડ,  
ગાંધીનગર

બિડાણ:- ઉપર મુજબ

નકલ સવિનય રવાના:-

- માન. અધ્યક્ષશ્રી, ગુ.મા. અને ઉ.મા.શિ. બોર્ડ, ગાંધીનગર.
- માન. સચિવશ્રી, ગુ.મા. અને ઉ.મા.શિ. બોર્ડ, ગાંધીનગર.

નકલ રવાના:-

- Major Satya Narayan Dave (I.P.o.s), Director Postal service (HQ), O/o. Chief Postmaster General Gujarat Circle Department of Post (Ministry of Communications), Government of India, Ahmedabad -380001.



मजर सत्य नारायण दवे (I.Po.S.)  
निदेशक डांक सेवाएं (मुख्यालय)  
मुख्य पोस्टमास्टर जनरल का कार्यालय  
गुजरात सर्किल  
डांक विभाग  
(संचार मंत्रालय)  
भारत सरकार  
अहमदाबाद - 380001



Major Satya Narayan Dave (I.Po.S.)  
Director Postal Service (HQ)  
O/o. Chief Postmaster General  
Gujarat Circle  
Department of Posts  
(Ministry of Communications)  
Government of India  
Ahmedabad - 380001

D.O. No. Phil-6/Stamp Design Competition/2022-23

4<sup>th</sup> October, 2022

Respected Sir,

This is regarding "Stamp Design competition" under the ambit of "Azadi Ka Amrit Mahotsav" to be organized by Ministry of communication, Department of Posts in partnership with Ministry of education and Ministry of Culture. In this connection, School Education Secretaries of all States/UTs have also been addressed by Department of School Education and Literacy under Ministry of Education vide letter No. 17-10/2022-EE.1 (Part-I) dated 27.09.2022 (copy enclosed).

The period of competition is from 01.10.2022 to 31.10.2022. The Campaign envisages that 53600 school children in Gujarat State will participate in the aforesaid Stamp design competition on the themes which are enclosed as Annexure-I. Students from class VIII to XII of all schools affiliated to CBSE including Kendriya Vidyalayas and Navodaya Vidhyalays as well as schools affiliated to state boards are eligible to participate in the campaign.

A school can organize the event on any day between 01.10.2022 to 31.10.2022. A4 size art sheets will be provided by the Department of Posts for the Stamp Design competition. Following activities are needed at School level:

- Organizing Stamp Design competition at school level.
- Assessing the requirement/no. of A4 size sheets for this competition so that Postal Department can provide sufficient no. of sheets to the schools.
- School authorities conduct a screening of all the entries in order to shortlist a maximum of 05 designs on AKAM with the best ideas. These 05 designs on AKAM shall be scanned and uploaded on the MyGov Portal by schools authorities. A website with the URL [www.innovativeindia.mygov.in/akamstampdesign](http://www.innovativeindia.mygov.in/akamstampdesign) shall be created by the MyGov for the participation of schools.

: 2 :

d. Encourage all schools/students for maximum participation in this event.

Detailed SOP is enclosed. Department of Posts will supply A4 sheets as per demand.

Cooperation of all schools of Gujarat State is needed for grand success of this endeavour in fulfillment of AKAM agenda. You are, therefore, requested to please direct all Education officers / schools to cooperate and make liaison with Department of Posts to make this endeavour successful through maximum participation in this campaign.

Expecting your kind support.

With sincere regards,

Encl.: As Above

Yours Sincerely,

( Major S N Dave )

Shri B.N. Rajgor,  
Joint Director,  
Gujarat State Open School,  
C/o Gujarat Secondary and Higher Secondary,  
Education Board Section 10-B,  
Near OLD Sachivalaya,  
Gandhinagar-382010.



No.F.17-10/2022-EE.1 (Part-I)  
Government of India  
Ministry of Education  
Department of School Education and Literacy

New Delhi, dated the 27<sup>th</sup> September, 2022

To,

School Education Secretaries of all States/UTs

Subject: 'Har Ghar AKAM Souvenir Aur Stamps' celebrations- regarding.

Madam/Sir,

It is informed that Department of Posts has been identified as the lead agency for 'Har Ghar AKAM Souvenir Aur Stamps' celebrations. It is expected to engage other Ministries also in this Campaign.

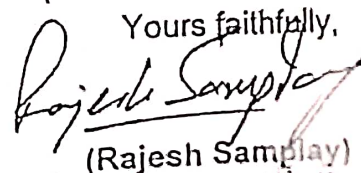
2. The key activity to kickstart this Campaign is to organise a Stamp Design Competition on Azadi Ka Amrit Mahotsav in schools. Therefore, it has been proposed to organize the Stamp Design Competition in any days from 1st October 31st October 2022, with a goal of participation of at least 10 lakh school students. It has also been requested to organize the competition in CBSE including KVs and JNVs as well as State Board Schools, ensuring Jan Bhagidari at pan India level.

3. An SOP highlighting the role of Department of Posts, this Department and Culture Ministry is attached. Department of Posts will design a set of stamps from the 5 best entries, selected at the National level. These Stamps will be released on 26th January 2023 at a national level event.

4. Cooperation of schools of all States/UTs is requested for grand success of this endeavour in fulfillment of AKAM agenda and it is also requested to apprise this Department in this subject matter.

Encl: As above

Yours faithfully,



(Rajesh Samplay)

Under Secretary to Govt. of India  
Tele No: 23384589

Copy for further necessary action and issuing further directions to:

- (i) AS(Institution)
- (ii) Heads of CBSE, KVS, NVS

SOP FOR STAMP DESIGN COMPETITION FOR AZADI KA AMRIT MAHOTSAV

*Department of Posts, Department of School Education & Literacy, AKAM  
Division, Ministry of Culture*

1. The Competition shall commence on 1<sup>st</sup> October and end on 31<sup>st</sup> October, 2022. The goal is to ensure participation of atleast 10 lakh school students and to get good drawings for designing the postage stamp on Azadi Ka Amrit Mahotsav.
2. Schools affiliated to CBSE, including Kendriya Vidyalayas and Navodaya Vidyalayas as well as schools affiliated to all State Boards shall participate in the Campaign.
3. Participation of students belonging to Class VIII to Class XII shall be ensured. Students should draw their ideas on AKAM through crayons/ pencil colors/ water colors/ acrylic colors on A4 size paper sheets to be provided by Department of Posts (DOP). A Theme Paper on AKAM is at Annexure I
4. DoP shall collect all the drawing sheets and preserve at Circle level upon completion of the competition.
5. The list of schools provided at the time of Postcard campaign shall be used. Department of School Education & Literacy can update the contact details of school Principals, wherever required. The Postal Department shall provide the list to its Postal Divisional Superintendents for coordination with schools.
6. Department of School Education & Literacy shall send a formal communication to Chairman CBSE, Commissioners of KV & NV, and all the Chief Secretaries/ Principal Secretary (School Education), requesting them to direct the schools under their jurisdiction/ control to hold the Stamp Design Competition.
7. CBSE/ KV/ NV/ State Governments shall issue instructions to all the Principals of schools regarding initial screening of entries to be done by



- the school authorities, in order to select a maximum of 05 entries per school.
8. The Postal Nodal Officers in each District/ Division shall get in touch with the School Nodal Officers and arrange to supply the A4 size sheets for holding the Stamp Design Competition. Specific date or dates shall also be decided with mutual consultation with the school authorities for holding the Stamp Design Competition.
  9. School authorities shall hold the Stamp Design Competition in their respective schools on any of the days during the 01 – 31<sup>st</sup> October, 2022, and conduct a screening of all the entries in order to shortlist a maximum of 05 designs on AKAM with the best ideas. These 05 designs on AKAM shall be scanned and uploaded on the MyGov Portal. A website with the URL [www.innovativeindia.mygov.in/akamstampdesgin](http://www.innovativeindia.mygov.in/akamstampdesgin) shall be created by the MyGov for the participation of all schools.
  10. Ministry of Culture and Department of School Education & Literacy would identify and nominate experts for each State to facilitate the evaluation process of the entries uploaded on MyGov portal. 05 best entries will be finalized from each state & UTs.
  11. National level evaluation would be done jointly by a committee nominated by Ministry of Culture and Department of Posts.
  12. Reporting format by schools:

Name of School	Class	No. of children participated at school level	No. of final entries selected by School
	(VIII)		
	(IX)		
	(X)		



	(XI)		
	(XI)		
Total			

13. Department of Posts will ensure to arrange the supply of sufficient quantity of art sheets (A4 Size, 200 GSM, White Color) for holding the Stamp Design Workshop in schools. Sample of Art Sheet is at Annexure II.
14. Department of Posts, Ministry of Education and Ministry of Culture will use their official social media handles to give wide publicity to the entire campaign.

## Theme Paper on Stamp Design for Azadi Ka Amrit Mahotsav (AKAM)

Envisioned by Hon'ble Prime Minister of India, Shri Narendra Modi, Azadi Ka Amrit Mahotsav is an initiative to celebrate and commemorate 75 years of independence and the glorious history of its people, culture and achievements.

This Mahotsav is dedicated to the people of India who have not only been instrumental in bringing India thus far in its evolutionary journey but also hold within them the power and potential to enable Prime Minister Narendra Modi's vision of activating India 2.0, fueled by the spirit of *Aatmanirbhar Bharat*.

The official journey of Azadi ka Amrit Mahotsav commenced on 12th March 2021 which started a 75-week countdown to our 75th anniversary of independence and will end post a year on 15th August 2023.

AKAM has five sub themes

1. **Freedom Struggle** - The fight against colonial rule in India constitutes a unique narrative, one which is not marred by violence. The soul of India's Freedom Struggle is full of variegated stories of valor, bravery, satyagraha, dedication, and sacrifice of millions.

AKAM aims to present a holistic view of India's Freedom Struggle and to bring alive stories of unsung heroes, whose sacrifices have made freedom a reality for us and also revisits the milestones, freedom movements etc. in the historical journey to 15 August, 1947. Stories on Unsung Heroes is an attempt to recall and remember forgotten heroes of our freedom struggle and to inspire and encourage the coming generations

2. **Ideas@75** - India is built upon ideas of modern infrastructure, growth and development through scientific power, taking pride in our culture and heritage, vibrant democracy through strong institutions and systems are unique to the 74 years of journey of India. These ideas bring alive programs and events and enhances India's contribution to the world
3. **Resolve@75** - Only through our collective resolve we can build strong and vibrant India. India of 21st century is poised to create a Better India, which is Clean, Inclusive, Self-Reliant and Proud of its roots.

New India is determined to move forward and achieve something big. Programs like Har Ghar Tiranga, Constitution Day, Good Governance Week, India Against Illicit Smuggling of Cultural Property, Yoga Day, Beti Bachao Beti Padhao and Swachh Bharat are indicative of the collective resolve of New India, giving everyone a deep sense of purpose.

4. **Actions@75** - The New India is moving forward on the clarion call of SABKA SAATH, SABKA VIKAS, SABKA VISHWAS, SABKA PRAYAS. It



encompasses Government policies, schemes, action plans along with commitments from businesses, NGOs, civil society that helps actualize our ideas and help us collectively create a better tomorrow.

New India stand on strong action plans of creating a knowledge-based society, use of scientific power for improving the life of all, continuous and multitude efforts for the deepening of democracy and instilling a sense of pride among everyone for our culture, history and beliefs. Journey of Amrit Kaal is our ability to adhere and propel these value systems in our thoughts, beliefs and actions.

5. **Achivement@75** - During its 75 years of Journey, India has grown strong, resilient and progressive. We have shown to the world that in spite of differences in languages, food habits and costumes, we can work together for creating a strong India. A country which was begging for food to feed its population, has transformed itself an exporter of food grains.

From being known as the land of snake charmers to the Global IT Powerhouse, India is today creating world class digital public services and infrastructure. The success of digital payment and UPI has amazed a number of developed nation. The success of COVID strategy has bring to forth our collective ability of transforming crisis into opportunities. Driving a technology led Largest Vaccination Drive of the world, India has shown to the it's the power of innovation, determination and collective will.

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