

જા.નં./મા-૨/પરચ/૨૦૨૨/- ૧૫૬૬૮

જિલ્લા શિક્ષણાધિકારીની કચેરી,
ઓ/૩, જિલ્લા સેવા સદન-૨,
અઠવાલાઈન્સ, સુરત
Web : suratdeo.org
Email : suratdeo@gmail.com
તા. ૧૮/૦૮/૨૦૨૨

પ્રતિ,
આચાર્યશ્રી,
સુરત જિલ્લાની તમામ માધ્યમિક શાળાઓ તરફ

આ સાથે સામેલ સંયુક્ત નિયામકશ્રી ગુ.મા.અને ઉ.મા.શિક્ષણ બોર્ડ,ગાંધીનગરના પત્ર
ક્રમાંક/મઉમશબ/સંશોધન/૨૦૨૨/૮૬૦૫-૪૧ તા.૧૦/૦૮/૨૦૨૨ અન્વયે પોસ્ટ વિભાગ દ્વારા
યોજનાર દીનદયાળ સ્પર્શ યોજના અને ઢાઈ અક્ષર પત્રલેખન બાબતે જાણ તથા અમલ સારું

જિલ્લા શિક્ષણાધિકારી
સુરત, જિલ્લો-સુરત

પ્રતિ,
જિલ્લા શિક્ષણાધિકારીશ્રી(તમામ)
ગુજરાત રાજ્ય.

વિષય:- પોસ્ટ વિભાગ દ્વારા યોજાનાર દીનદયાળ સ્પર્શ યોજના અને ઢાઠ અક્ષર પત્રલેખન બાબત
સંદર્ભ:- ચીફ પોસ્ટ માસ્ટર જનરલ ગુજરાત સર્કલ અમદાવાદનો પત્રકમાંક:D.O.No. Phil-6/SPARSH
YOJANA/2022-23 તા.25/07/2022

શ્રીમાન,

ઉપરોક્ત વિષય અને સંદર્ભિત પત્ર અન્વયે જણાવવાનું કે કાયરેક્ટર પોસ્ટલ સર્વિસ (HQ), ચીફ પોસ્ટ માસ્ટર જનરલ ગુજરાત સર્કલ, ડીપાર્ટમેન્ટ ઓફ પોસ્ટ, અમદાવાદ દ્વારા નીચે જણાવેલ સ્પર્ધાઓનું આયોજન કરવામાં આવેલ છે.

- (1) દીન દયાળ સ્પર્શ યોજના અને
- (2) ઢાઠ અક્ષર પત્ર લેખનની જાહેરાત
- (1) દીન દયાળ સ્પર્શ યોજના:- વિદ્યાર્થીઓમાં અભિરુચિ અને સંશોધનની હોબી(શોખ)ને વધારવા માટે છે. જેઓને પ્રોફેશનલ ટપાલ ટીકીટ સંગ્રહનો શોખ છે એવા ધોરણ- 6 થી 9 ના વિદ્યાર્થીઓને આ યોજના હેઠળ મેરિટ આધારે રૂા- 6000/- શિષ્યવૃત્તિ પ્રતિવર્ષ આપશે તેમ જણાવેલ છે.
- (2) ઢાઠ અક્ષર પત્ર લેખનની જાહેરાત:-
આ પત્ર લેખન જાહેરાતનો મુદ્દો 'vision for India 2047' (2047ના ભારત માટે મારો દ્રષ્ટિકોણ) છે. આ સ્પર્ધા તા. 01/07/2022 થી તા.31/10/2022 સુધી નીચે મુજબની કેટેગરીઓ માટે રહેશે.
(i) અક્ષર 18 વર્ષ સુધીના માટે આંતરદેશીય પત્ર, કાર્ડ, કેટેગરી 500 શબ્દોમાં તેમજ એન્વેલોપ કેટેગરી (કવર કેટેગરી) ૧૦૦૦શબ્દોમાં, A4 સાઇઝ કાગળનો ઉપયોગ કરી શકાશે.
(ii) અક્ષર 18 વર્ષથી ઉપરના માટે આંતરદેશીય પત્ર, કાર્ડ, કેટેગરી 500 શબ્દોમાં તેમજ એન્વેલોપ કેટેગરી (કવર કેટેગરી) 1000શબ્દોમાં, A4 સાઇઝ કાગળનો ઉપયોગ કરી શકાશે.
પત્રલેખનનો પત્ર અંગ્રેજી, હિન્દી કે પ્રાદેશિક ભાષામાં લખી શકાશે. ભારતના બધાજ નાગરિકો ભાગ લઈ શકશે.

ભારત સરકારની જુદો ચીલો ચાતરતી આ પહેલને લોકપ્રિય બનાવવા અને વિદ્યાર્થીઓને લાભાન્વિત કરવા ગુજરાત પોસ્ટલ સર્કલે સ્કૂલ આઉટરીચ (શાળાઓ સુધી પહોંચવા) જ્યાં વિદ્યાર્થીઓને આ બાબતે વધુ રસ લેતા અને ભાગ લેતા દરવા યોજના કરી છે. આવા વર્કશોપ દ્વારા વિદ્યાર્થીઓમાં સર્જનાત્મકતા માટે મદદરૂપ થશે. અને નાગરિકોને પણ ઇન્ડીયા પોસ્ટની સેવાઓનો લાભ મળશે.

વધુ વિગત માટે વેબસાઇટ www.indiapost.gov.in આપેલ છે, ઉપરાંત સુપ્રિન્ટેન્ડેન્ટ ઓફ પોસ્ટ, સિનિયર સુપ્રિન્ટેન્ડેન્ટ ઓફ પોસ્ટનો સંપર્ક કરી શકાય છે.

ઉક્ત વિગતે ધોરણ ૬ના વિદ્યાર્થીઓ ભાગ લઈ શકે તે માટે ચીફ પોસ્ટ માસ્ટર જનરલ, ગુજરાત સર્કલ, અમદાવાદના ઉક્ત પત્રની નકલ આગળની કાર્યવાહી અર્થે આ સાથે મોકલી આપવામાં આવે છે.

બિડાણ:- ઉપર મુજબ

(બી.એમ.સોલંકી)

સંયુક્ત નિયામક

ગુજરાત માધ્યમિક અને

ઉચ્ચતર માધ્યમિક શિક્ષણ બોર્ડ,

ગાંધીનગર

નકલ સવિનય રવાના:-

* માન. અધ્યાક્ષશ્રી, ગુ.મા. અને ઉ.મા. શિક્ષણ બોર્ડ, ગાંધીનગર

* માન. સચિવશ્રી, ગુ.મા. અને ઉ.મા. શિક્ષણ બોર્ડ, ગાંધીનગર

નકલ રવાના :-

* મેજર સત્યનારાયણ દવે, કાયરેક્ટર પોસ્ટલ સર્વિસ (HQ), ચીફ પોસ્ટ માસ્ટર જનરલ ગુજરાત સર્કલ, ડીપાર્ટમેન્ટ ઓફ પોસ્ટ, અમદાવાદ-૩૮૦૦૦૧

मेजर सत्य नारायण दवे (I.Po.S.)
निदेशक डाक सेवाएँ (मुख्यालय)
मुख्य पोस्टमास्टर जनरल का कार्यालय
गुजरात सर्किल
डाक विभाग
(संचार भंडालय)
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/SPARSH Yojana/2022-23

25th July, 2022

Respected Sir,

This is regarding launching of (1) Deen Dayal SPARSH Yojana, Scholarship Scheme and (2) Dhai Akhar National Level Letter Writing Campaign at Gujarat Circle by the O/o Chief Postmaster General, Gujarat Circle, Ahmedabad. The details are as under:

(1) Deen Dayal SPARSH Yojana:

This is a scholarship scheme for Promotion of Aptitude and Research in Stamp as a Hobby for the students. Under this scheme, scholarships are offered to 40 meritorious students of Class 6 to 9 having professional interest in Philately. The scholarship amounts to Rs. 6000/- per year for each student.

The detailed guidelines are enclosed herewith. The students of Class 6 to 9 of all the schools are eligible to participate in the competition.

(2) Dhai Akhar Letter Writing Campaign:

The Letter writing campaign on the topic "Vision for India 2047" is open from 01.07.2022 to 31.10.2022 for the following age Categories.

(I) Up to 18 years:

- Inland Letter Card category in 500 words
- Envelope category in 1000 words (Plane A 4 size paper can be used)

(II) Above 18 years:

- Inland Letter Card category in 500 words
- Envelope category in 1000 words (plane A 4 Size paper can be used).

Letter can be written in English / Hindi or local language. All Citizens of India can be participants.

In order to make these path breaking initiatives taken by the Government of India to popularize and in order to provide its benefits among the students, the Gujarat Postal Circle has planned a programme of school outreach where school students will be

म. द. स. (निदेशक) द्वारा
[Signature]

सत्य नारायण दवे

: 2 :

sensitized about these initiatives and efforts to be made to increase the participations. These workshops will be helpful for creativity of students and even citizens too will get benefits from the services of India Post.

The school outreach programme will be executed by Postal Divisional Heads and Sub Divisional Heads. It would be great if you direct the authorities under your control regarding the above schemes and to work with Postal officers in successful execution of these workshops.

Detailed information is available on our website www.indiapost.gov.in and also at all the office of the Superintendent of Post offices / Senior Superintendent of Post Offices.

You are requested to kindly cause action to make this Endeavour a success through maximum participation.

Expecting your kind support.

With sincere regards,

Encl.: A/A

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.

F. No 46-59/2017-Phil
Government of India
Ministry of Communications
Department of Posts
(Philately Division)

Dak Bhawan, Sansad Marg
New Delhi- 110001
Dated: 10/06/2022

To

All Chief PMsG

Subject: Implementation of philately scholarship scheme "Deen Dayal SPARSH Yojana" for the year 2022-23

Sir/Madam,

I am directed to inform that the process for "Deen Dayal SPARSH Yojana 2022-23" may be initiated. It has been decided that the SPARSH 2022-23 process upto declaration of result may be completed by 29th Nov 2022 as done in 2019-20 considering winter vacation, exams and other factors. Circles have the flexibility to decide the timelines in respect of the various actions steps on their own on the basis of past experience and local conditions so that the process may be completed on time. While formulating timelines, following aspects may be taken care of:

- i. 'Atleast 4 weeks' window should be given for submission of application.
- ii. 'Atleast 2 weeks' window should be given for submission of Project.

2. The suggested course of action for circle reference is attempted below:

| Sl no. | Action Item | Remarks | Dependency |
|--------|---|---|---------------|
| 1 | State Govt. Education and Schools Boards & District Administration may be informed again. | As done previously | Region/Circle |
| 2 | Promotion: Visit schools, hold Workshop and Seminars, Opening of School Philately Clubs | May be done till last date of application | Region/Circle |
| 3 | Issuing of Notification in Newspaper inviting application and promoting scheme | July | Region/Circle |
| 4 | Window for submitting application | July- August | Region/Circle |
| 5 | Preparation of Quiz Question Paper | August | Circle |
| 6 | Tentative date for Written Philately Quiz at Regional Level | September | Region/Circle |
| 7 | Philately quiz Result along with notice for submission of Project & Submission | October | Region/Circle |
| 8 | Evaluation of Philately Project | November | Circle |
| 9 | Declaration of Final Result | 29 th Nov, 2022 | Circle |
| 10 | Account opening of students | 1st week of December | Region/Circle |

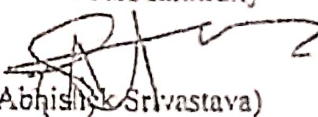
| | | | |
|----|--------------|---|---------------|
| 11 | Disbursement | Date to be intimated by Directorate | Region/Circle |
|----|--------------|---|---------------|

3 The guidelines for implementation of SPRASH 2022-23 will remain same as 2019-20. The scholarship amount will also remain same that is Rs. 6000/- per annum for a selected candidate.

4. It is, therefore, requested that Deen Dayal SPARSH Yojana 2022-23 may be implemented in campaign mode to maximize the participation.

This issues with the approval of the competent authority.

Yours faithfully


(Abhishek Srivastava)

Assistant Director General (Philately)

(Tel: 011-23096020)

Implementation Strategy cum guidelines for Circles

Methodology to be adopted for implementing Deen Dayal SPARSH Yojana

I. Notification and Wide Coverage:

- a. Notification for selection of scholarship would be issued by respective Circles in local Newspapers giving wide publicity to the scheme and inviting applications.
- b. Also, the Circles would contact/visit schools, hold workshops and seminars etc to inform about the scheme in detail to ensure maximum participation.
- c. Circles would also write to State Government Education & School Boards & District Administration etc informing them of the scheme and seeking support for its propagation.

II. Selection Process:

- A. A two level selection process is to be adopted for conducting the Quiz and Philately Project. At the 1st level, a written test will be conducted at regional level which would act as a Screening Test and students selected at first level will have to submit a Philately Project for final selection at 2nd level.
- B. There will be no weightage of the marks secured in Philately Quiz in the final evaluation and the final selection would be decided solely on the basis of the marks secured in Philately Project.
- C. For any given Circle the written test would be conducted simultaneously at all regional centres. All arrangements with regard to conduction of the test would be the responsibility of the Circles.
- D. Guidelines regarding Philately Written Quiz at regional level:
 - i. Question papers for the written quiz to be conducted at regional level will be prepared by the circle & same set of paper should be used across region.
 - ii. Philately Quiz will comprise of 50 Multiple Choice Questions (MCQ's). Each question will be of one mark with no negative marking. OMR sheet may be used for answering of these questions which would aid in evaluation.
 - iii. The Multiple Choice Question (MCQ) format based Quiz test would contain 50 (Fifty) questions which would be chosen from following subject areas in the following proportion:

| Subjects | Marks |
|------------------------------|----------|
| General Knowledge/ Awareness | |
| Current Affair | 5 marks |
| History | 5 marks |
| Geography | 5 marks |
| Science | 5 marks |
| Sports/Culture | 5 marks |
| Philately | |
| Local Philately | 10 marks |
| National Philately | 15 marks |
| Total | 50 marks |

- iv. Same set of Question Paper will be framed for all the eligible students across classes. Therefore the framing of Quiz question paper would be done considering the knowledge levels of participating students from class VIth to class IXth.
- v. Time duration for the test will be One Hour.
- vi. Circles would select through the written quiz approximately four times the number of scholarship to be given at circle level i.e. about 160 students at regional level.

E. Philately Project for final selection-

- i. After finalizing the list of candidates selected in the Quiz, Circles would issue communication to the selected candidates detailing them of the list of Philately Project Topics & broad guidelines to be followed for writing their project. The candidates selected at Philately Written Quiz can choose one topic from the list to submit the project.
- ii. The time given for the preparation and submission of project can be 15 days & the project can be directly submitted to the CPMG office through Registered/Speed Post.
- iii. The Philately Project should not be of more than 4 to 5 pages. In the project, student may use not more than 16 stamps (real/images) and not more than 500 words. Detailed guidelines regarding the Project & sample project template may be issued by Circles,
- iv. The evaluation of the Project will be done by the committee constituted at circle level. A committee comprising of DPS or other DoP officers & eminent Philatelist nominated by CPMG would evaluate the Project & shortlist the candidate for scholarship.
- v. The committee would recommend a list of top 40 students considering 10 students maximum from each of the VI, VII, VIII & IX class.

F. Requirement of having a Philately Deposit Account/Membership of the School Philately Club would be with respect to the Date of Application and the student applying would have to mention the same in his/her application form.

III. In addition Circles must make an all out effort to reach out to maximum number of schools and students to inform them about the scheme. Mechanisms adopted would include conducting meetings with School Management, Workshops during Parent Teachers Meeting, Advertisement through Newspapers or Social Media, conducting visit of Students to local Philately Bureaus etc. Considering that the Scheme is applicable to both Government and Private Recognised Schools an intensive campaign should be undertaken in all eligible schools.

In addition Circles may adopt their own local strategy to implement the Scheme. Any such adoption may be communicated to the Directorate so that it can be shared with all other Circles.

F. No. 46-29/2017-Phil
Government of India
Ministry of Communications
Department of Posts
(Philately Division)

Dak Bhawan, Sansad Marg
New Delhi - 110 001

To

Dated: 07.06.2022

All Heads of Circle

Subject: Holding of National Level Dhai Akhar Letter Writing Campaign on the theme Proposal for holding of Dhai Akhar Letter Writing Campaign for the FY 2022-23 - reg.

Dhai Akhar is an important initiative of the department to connect with the younger generation and to imbibe the hobby of letter writing among children. This initiative also attempts to crowdsource the thoughts of younger generation on key issues concerning the nation.

The last three editions of the Dhai Akhar Letter Writing Campaign for the year 2017-18, 2018-19 & 2019-20 were a great success. However, the campaign could not be conducted thereafter due to the Covid-19 Pandemic.

As we are recovering from the pandemic phase, Department would be organizing the Dhai Akhar Letter Writing Campaign at the National Level on the theme "Vision for India 2047" under the "Vision 2047" of the Government of India for this year i.e. 2022-23.

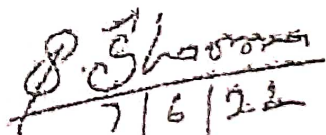
The Dhai Akhar, National Letter Writing Competition in the current year will be conducted from 01.07.2022 to 31.10.2022. The details of the program is Annexed. The Circle-wise target for participation of students is also Annexed.

Dhai Akhar competition, this year aims to promote students to pen down their ideas on Vision for India 2047. In view of the immense importance of the topic, it has been decided to ensure participation of at least 18 lakh students. Further, the program should be branded as an Azadi Ka Amrit Mahotsav (AKAM) initiative of the department.

Accordingly, it is requested that the events in the school should be planned properly and students should be given an outline of the theme. Circle should also maintain a proper database of schools and photographic records of the workshops conducted in schools. During these workshops, students should be educated about philately and should be motivated to open Philatelic Deposit Accounts.

A monthly reporting format will be shared shortly.

With Kind Regards


7/6/22
(Sunil Sharma)
Director (Philately)

To

All Heads of Circle

The details of the Dhai Akhar Letter Writing Campaign 2022-23 are as under:

(I) The organizing plan will be as follows:

- i. A National Level Letter Writing Competition "Dhai Akhar" will be conducted from 01.07.2022 to 31.10.2022.
- ii. The topic for the letter writing of Dhai Akhar 2022-23 will be "Vision for India 2047" under the "Vision 2047", the vision plan underway by the Government of India.
- iii. The letter to be written in English/Hindi/Local Language will be addressed to Chief Postmaster General of the respective Circle.
- iv. The letter can be written on plain A-4 size paper with a word limit of not more than 1000 words, or in an Inland Letter Card (ILC) (not more than 500 words). Only handwritten letters will be accepted, not typed letters.
- v. The embossed envelope/ envelope with stamp affixed for plain A-4 size paper letter and the Inland Letter Card (ILC) will be the permitted stationery.
- vi. The letter, in case of rural areas, will be brought to the local BO and posted. The BOs will dispatch it to their respective Account Office (HO/SO) duly entered in the Account Bag for further dispatch to the concerned Circle Office.

(II) The categories for National Level Dhai Akhar Letter Writing Campaign are as follows:

(i) Up to 18 years: -

(a) Inland Letter Card Category

(b) Envelope Category

(ii) Above 18 years: -

(a) Inland Letter Card Category

(b) Envelope Category

(III) The best 03 (three) entries in each category will be shortlisted by every Circle and prize will be awarded to these 03 entries at the Circle level. These best 03 entries chosen at the Circle level will be sent to the Directorate for further evaluation of the final best 03 entries in each category at the National Level. The proposed prize money to be given to the winners of Circle Level and National Level Letters in each category are as follows:

Prize to be given to the winners in each Category at Circle Level: (A)

| Prize Category | (Prize Amount) x (No. of Categories) x (No. of Circles) | Amount to be spent (*) |
|--|---|------------------------|
| First Prize in each Category | Rs. 25,000/- x 4 x 23 | Rs. 23,00,000/- |
| Second Prize in each Category | Rs. 10,000/- x 4 x 23 | Rs. 9,20,000/- |
| Third Prize in each Category | Rs. 5,000/- x 4 x 23 | Rs. 4,60,000/- |
| TOTAL (Rs. Thirty-six lakh eighty thousand only) | | Rs. 36,80,000/- |

(*) Requisite funds to this effect under Major Head Operating Expenses of Philately (A/c head 3201.01.001.03.01.13) have already been allotted to each Circle under BE 2022-23.

Prize to be given in each Category at National Level: (B)

| Prize Category | (Prize Amount) x (No. of Categories) | Amount to be spent (**) |
|--|--------------------------------------|-------------------------|
| First Prize in each Category | Rs. 50,000/- x 4 | Rs. 2,00,000/- |
| Second Prize in each Category | Rs. 25,000/- x 4 | Rs. 1,00,000/- |
| Third Prize in each Category | Rs. 10,000/- x 4 | Rs. 40,000/- |
| TOTAL (Rs. Three lakh forty thousand only) | | Rs. 3,40,000/- |

(**) Funds to this effect under Major Head Promotion & Marketing of Philately (A/c head 3201.01.001.03.01.26) are kept with Philately Division and requisite funds will be allotted to concerned circles after the declaration of National Level results.

(TOTAL (A+B) = 36,80,000/- + 3,40,000/- = Rs. 40,20,000/-)

(IV) Wide publicity of the Campaign shall be given through newspaper advertisements, electronic media, social media and other media including local level pamphlet distribution. Local School Authorities will be acquainted with the Dhai Akhar Letter Writing Campaign so that more students may be included. Considering the situation in wake of COVID 19, Postal authorities can also consider to arrange to get online classes of the students in order to promote the Dhai Akhar Letter Writing Campaign through online classes.

(V) Considering the theme and the popularity of Dhai Akhar, a target of 17.80 lakh entries for this campaign has been allotted to the Circle on the basis of the number of post offices functioning in the respective Circle, as well as considering the past performances of the Circle. The same is attached herewith as Annexure A.

(VI) The campaign will start from 01-07-2022 till 31-10-2022 (four months). Letters posted after 31-10-2022 will not be accepted for this edition's Dhai Akhar Letter Writing Campaign. The participants have to give a certificate of their age on the letter such as "I certify that I am below/above the age of 18 as on 01/01/2022". In case of winning entries, the age and other ID certificates will be verified by the respective Circle before sending the 03 best entries in each category to Directorate.

(VII) Circles must strive to surpass their allocated target for Dhai Akhar Participation.

(VIII) Each Circle must arrange and ensure to declare their respective State/Circle level results latest by 25.12.2022.

(IX) Circles must invariably ensure to send their best entries (of regional languages) along with English Translated Versions, to Postal Directorate so as to reach latest by 15.1.2023.

(X) Evaluation Committees at the Circle level will be constituted to read and evaluate the letters according to the content. CPMG will be the Chairperson of Circle level Committee. One of the members must be an academician or a scholar of the particular language/ literature/ associated with journalism including a professor/ teaching faculty in a college or school. The opinion of the scholars shall be given

utmost importance while making qualitative selections. Selection Committee at the National level will be constituted in due course.

(XI) To make Dhaf Akhar Letter Writing Campaign a success, Circles will have to ensure that sufficient stationery (ILC and envelopes) is available in their Circles. All the circles should give maximum publicity to the campaign.

3. The total financial implication for awarding prize money at Circles Level, and National Level (to be incurred by the respective circle) will be Rs. 36,80,000/- + Rs. 3,40,000/- + = Rs. 40,20,000/- (Rs. Forty Lakh Twenty Thousand Only). This expenditure is proposed to be met from the current year allocation of funds under the Scheme "Philately Operations" sub heads of Operating Expenses of Philately (A/c head 3201.01.001.03.01.13 and NE) and Promotion & Marketing of Philately (A/c 3201.01.001.03.01.26)
