

(ધર્મ નં ૧૬૨૧૭)

ક્રમાંક પ્રાશિનિ/છ-૨/સકલન/૨૦૨૧/૧૪૨૨૪-૨૦૨
પ્રાથમિક શિક્ષણ નિયામકની કચેરી,
બ્લોક નં-૧૨/૧, ડૉ.જીવરાજ મહેતા ભવન,
ગુ.રા. ગાંધીનગર. તા. ૦૨/૧૨/૨૦૨૧

પ્રતિ

- જિલ્લા શિક્ષણાધિકારીશ્રી, તમામ
- જિલ્લા પ્રાથમિક શિક્ષણાધિકારીશ્રી, તમામ
- શાસનાધિકારીશ્રી, તમામ

વિષય:- "આઝાદી કા અમૃત મહોત્સવ" બાબત.

સંદર્ભ:- (૧) શિક્ષણ વિભાગનો પત્ર ક્રમાંક:- પરચ-૧૨૨૦૨૧-૧૧૩-વ.૨ તા. ૨૯/૧૧/૨૦૨૧

(૨) શાળા શિક્ષણ અને સાક્ષરતા વિભાગ, શિક્ષણ મંત્રાલય, ભારત સરકારશ્રીના પત્ર

ક્રમાંક:- F.1-125/2021-Sch.3 તા. ૧૬/૧૧/૨૦૨૧

ઉપર્યુક્ત વિષય અને સંદર્ભ પરત્વે જણાવવાનું કે, શાળા શિક્ષણ અને સાક્ષરતા વિભાગ, શિક્ષણ મંત્રાલય, ભારત સરકારશ્રીના તા. ૧૬/૧૧/૨૦૨૧ પત્ર અન્વયે "આઝાદી કા અમૃત મહોત્સવ" ની ઉજવણીના ભાગરૂપે "Unsung Heroes of Freedom Struggle" and "My vision for India in 2047" ની વિષયો પર પોસ્ટકાર્ડ લખવા બાબતે અભિયાન અન્વયે પ્રથમ તબક્કાની કાર્યક્રમની શરૂઆત તા.૦૧/૧૨/૨૦૨૧ થી તા.૨૦/૧૨/૨૦૨૧ સુધી થનાર છે. SOP FOR 75 LAKH POST CARD CAMPAIGN આ સાથે સામેલ છે. ઉક્ત બાબતે આપની કક્ષાએથી તાત્કાલિક જરૂરી નિયમાનુસારની કાર્યવાહી કરવા તથા આપના તાબા હેઠળની તમામ પ્રાથમિક શાળાઓને આ અંગે જરૂરી સૂચના આપવા આથી જણાવવામાં આવે છે.

બિડાણ:- ઉપર મુજબ


નાયબ શિક્ષણ નિયામક,
પ્રાથમિક શિક્ષણ
ગુ. રા. ગાંધીનગર

નકલ સવિનય રવાના જાણ સાર:-

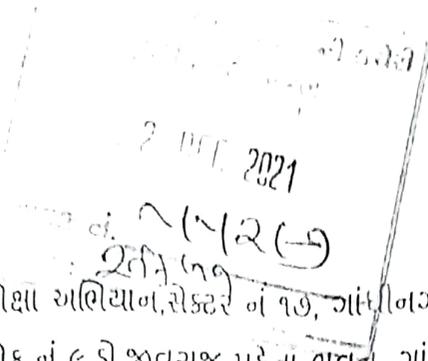
- શ્રી હેતલ સયાણિયા, સેકશન અધિકારીશ્રી, વ.૨ શાળા, શિક્ષણ વિભાગ, સચિવાલય, ગાંધીનગર

જા.નં. મા-૨/૧૩૦૩૩
જિલ્લા શિક્ષણાધિકારી કચેરી,
ગુ.રા.
તા. ૦૧/૧૨/૨૦૨૧

ઉપરોક્ત પરીપત્ર અન્વયે કાર્યવાહી કરવાનું રહેશે.

પ્રતિ,
શાસનાધિકારી,
જિલ્લા શિક્ષણાધિકારી કચેરી,
પ્રાથમિક, માધ્યમિક અને ઉચ્ચ શાળા નગર


જિલ્લા શિક્ષણાધિકારી
ભારત જિલ્લો સુરત.



પ્રતિ.

- (૧) સ્ટેટ પ્રોજેક્ટ ડાયરેક્ટરશ્રી, સર્વ શિક્ષણ અભિયાન, સેક્ટર નં ૧૭, ગાંધીનગર
- (૨) કમિશ્નરશ્રી, શાળાઓની કચેરી, બ્લોક નં ૯, ડો. જીવરાજ મહેતા ભવન, ગાંધીનગર
- (૩) નિયામકશ્રી, પ્રાથમિક શિક્ષણની કચેરી, બ્લોક નં ૧૨, ડો. જીવરાજ મહેતા ભવન, ગાંધીનગર
- (૪) નિયામકશ્રી, ગુજરાત શૈક્ષણિક સંશોધન અને તાલીમ પરિષદ સેક્ટર નં ૧૨ ગાંધીનગર
- (૫) સચિવશ્રી, માધ્યમિક અને ઉચ્ચ માધ્યમિક બોર્ડ સેક્ટર નં ૧૦બી ગાંધીનગર

વિષય- 'આઝાદીના અમૃત મહોત્સવ' બાબત

શ્રીમાન,

ઉપર્યુક્ત વિષય અન્વયેના ભારત સરકારના સ્કુલ શિક્ષણ અને સાક્ષરતા વિભાગ, શિક્ષણ મંત્રાલયના તા.૧૬/૧૧/૨૦૨૧ના અ.સ.પત્ર ક્રમાંક એફ.૧-૧૨૫/૨૦૨૧-એસસીએચ.૩ ની નકલ આ સાથે સામેલ રાખી મોકલી આપતા જણાવવાનું કે, 'આઝાદીના અમૃત મહોત્સવ'ની ઉજવણીના ભાગ રૂપે "Unsung Heroes of freedom Struggle" અને "My vision for India in 2047" વિષયો પર પોસ્ટ-કાર્ડ લખવા બાબતે અભિયાન અન્વયે પ્રથમ તબક્કાની કાર્યક્રમની શરૂઆત તા.૦૧/૧૨/૨૦૨૧ થી ૨૦/૧૨/૨૦૨૧ થનાર છે. આથી સદર બાબતે ભારત સરકારના પત્રની તમામ સૂચનાને ધ્યાને લઈ જરૂરી કાર્યવાહી કરવા વિનંતી છે.

આપની વિશ્વાસુ

(હેતલ સચાણિયા)

સેક્શન અધિકારી

શિક્ષણ વિભાગ

૨૧/૧૧/૨૦૨૧

૨૯/૧૧/૨૦૨૧

બિડાણ-ઉપર મુજબ

अनीता करवल, भा.प.से
राज्य

Anita Karwal, IAS
Secretary



स्कूल शिक्षा और साक्षरता विभाग
शिक्षा मंत्रालय
भारत सरकार
Department of School Education & Literacy
Ministry of Education
Government of India

D.O. No.F.1-125/2021-Sch.3

Dated: 16th November, 2021

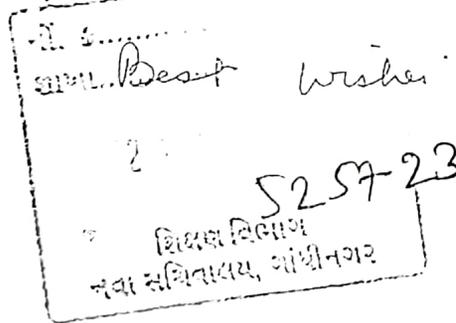
Dear School Education Secretaries,

This is regarding Post Card Campaign in connection with "Azadi ka Amrit Mahotsav (AKAM)" to be organised by Ministry of communication, Department of Post in coordination with Department of SE&L, Ministry of Education.

2. In this context, i would like to inform you that the phase I of the Campaign shall commence from 1st December, 2021 to 20th December, 2021. The SOP for the said event is enclosed for information and necessary action.

3. I shall be grateful, if you could kindly look into the matter personally and instruct the concerned officer to do the needful within time line.

4. Your cooperation and participation in this regard is highly solicited.



Yours sincerely,

Anita Karwal
(Anita Karwal)

To

The Principal Secretary / Secretary (Education)
All State Governments / Union Territories Administration.
(As per List enclosed)

SOP FOR 75 LAKH POST CARD CAMPAIGN

Department of Posts and Department of School Education & Literacy

1. The Phase I of the Campaign shall commence on 1st December and end on 20th December, 2021.
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 IV to Class XII shall be ensured. The language used for Post Card writing shall be English, Hindi and all Scheduled languages. The students shall be required to write a Post Card on any of the two topics - "*Unsung Heroes of Freedom Struggle*" and "*My vision for India in 2047*".
4. Department of Posts (DoP) shall put a rubber stamped address on each Post Card used in the Campaign. The Post Cards shall be addressed to Hon'ble Prime Minister of India, South Block, New Delhi-110 011. The Post Cards shall be arranged by the Postal Department through the local Post Office of the respective schools. The participating students shall purchase the Postcards @ 50 paisa per Post Card.
5. CBSE shall provide a list of all the CBSE affiliated schools, including Kendriya Vidyalayas and Navodaya Vidyalayas, along with contact details of Nodal Officers for each school, to DoP. The Postal Department shall provide the list of State and District Level Nodal Officers for Coordination of the Project with CBSE Regional Offices and School Heads as well as State and District Local Officers of the State Boards / State Education Departments.

6. For the schools affiliated to State Boards, Department of School Education and Literacy shall send a communication to all the respective Chief Secretaries and Principal Secretary, School Education, requesting them to provide details of the Nodal Officers at State level as well as in each District for taking forward the Post Card Campaign with schools affiliated to State Boards. The Postal Authorities shall get in touch with these Nodal Officers and follow the same procedure for conducting the Post Card Campaign as done for the CBSE affiliated schools.

7. CBSE shall issue instructions to all the Principals of CBSE affiliated schools regarding holding of the Post Card Campaign. CBSE shall also circulate detailed guidelines for writing of Post Cards by the students as well as for initial screening to be done by the school authorities, in order to select a maximum of 10 entries per school. Similar directions will also be issued by State Education Department to the DEOs and the Principals of schools affiliated with State Boards. The entire coordination with CBSE shall be handled by Joint Secretary (Instt.) in Department of School Education & Literacy, Ministry of Education.

8. The Postal Nodal Officers in each District / Division shall get in touch with the School Nodal Officers and arrange to supply the addressed Post Cards for holding the Post Card Campaign. Specific date or dates shall also be decided with mutual consultation with the school authorities for holding the Post Card writing campaign.

9. School authorities shall hold the Post Card writing campaign in their respective schools on any of the days during the campaign fortnight, and conduct a screening of all the entries in order to shortlist a maximum of 10 Post Cards with the best ideas. These 10 Post Cards shall be scanned and uploaded on the MyGov Portal. A website with the URL

www.innovativeindia.mygov.in/postcardcampaign shall be created by the MyGov for the participation of State Boards.

10. The CBSE shall create a website www.cbse.nic.in/postcardcampaign for all CBSE affiliated schools including KVS / JNV. All the specific Post Cards would then be handed over to the Postal Authorities, who shall send it to Nirman Bhawan Post Office, New Delhi through a Special Bag, for delivery to PMO.

11. In case of schools affiliated to State Boards, the only difference in evaluation would be that, instead of CBSE Regional Offices, the evaluation at State level for such schools would be done through SCERT and the entries selected at school level competition shall be uploaded on MyGov Portal.

12. National level evaluation would be done by CBSE for entries from CBSE affiliated schools as well as for entries from States.

13. The 16 Regional Offices of CBSE shall shortlist a total of 320 entries received on the CBSE Portal and forward it to CBSE Headquarters, New Delhi for final selection of best entries.

The SCERTs in the States shall shortlist 10 entries from each State received on MyGov Portal and forward it to CBSE through the CBSE portal for final selection of 75 best entries from the combined list of CBSE and State Boards. The list of 75 entries will be forwarded to DoP for participation in the final event to be held in the third or fourth week of January, 2022.

14. In case of around 250 CBSE schools in 26 countries abroad, CBSE shall provide a list of these schools along with their addresses and details of the Nodal Officers to DoP. DoP shall prepare packets containing the addressed Post Cards for each school and send them to the respective Missions abroad through Category 'A' Diplomatic Bags from Jawaharlal

Nehru Bhawan, New Delhi. Necessary co-ordination with MEA for this purpose shall be done by DoP, so that the Mission is able to send these packets to the schools and also collect them back for transmission to India again through Category 'A' Diplomatic Bags.

15. Reporting by CBSE affiliated schools shall be done in the following format to the relevant Regional Office of CBSE / KVS / JNV:

Name of School	Class	No. of children participated of school level	No. of final entries selected by School
	(IV)		
	(V)		
	(VI)		
	(VII)		
	(VIII)		
	(IX)		
	(X)		
	(XI)		
	(XII)		

Regional office will compile the above and send to CBSE.

16. SCERTs will also collect similar school-wise report from the respective State Boards and compile and send to NCERT at email dtee1999@rediffmail.com