



# केन्द्रीय माध्यमिक शिक्षा बोर्ड

( शिक्षा मंत्रालय, भारत सरकार के अधीन एक स्वायत्त संगठन )

## CENTRAL BOARD OF SECONDARY EDUCATION

(An Autonomous Organisation under the Ministry of Education, Govt. of India)

CBSE/DIR(ACAD)/2021

24 November, 2021

Circular No. Acad-119/2021

All the Heads of Schools affiliated to CBSE

**Subject: Azadi ka Amrut Mahotsav: DoSEL- DoP 75 Lakh Post Card Campaign**

Dear Principal,

As part of the ongoing celebrations of Azadi ka Amrut Mahotsav(AKAM), the Department of Posts(DoP), Ministry of Communication, along with the Department of School Education and Literacy, Ministry of Education, propose the '**75 Lakh Post Card Campaign**', as per the following details:

- i. Dates of the Campaign: : 1<sup>st</sup> December till 20<sup>th</sup> December, 2021.
- ii. **Participation:** Students of classes 4<sup>th</sup> to 12<sup>th</sup> of all schools affiliated to CBSE as well as State Boards can participate in the Campaign.
- iii. **What is to be done?**  
The students shall write a Post Card on any of the two topics - "**Unsung Heroes of Freedom Struggle**" and "**My vision for India in 2047**".
- iv. **Availability of the post cards:**
  - The Post Cards shall be available at the local Post Office of the respective schools. 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.
  - Local Postal Authorities and Schools shall coordinate for arranging the Post Cards for students.
  - Schools/students can purchase the Postcards @ 50 paisa per Post Card.
- v. **Role of the School Heads:** The School Heads shall:
  - arrange Post Cards for all students of the school through the local post office. They need to coordinate with the local post office.
  - organise the Post Card writing campaign in their respective schools on any of the days during the given dates of the campaign.
  - conduct a screening of all the post cards written by students.
  - shortlist a maximum of 10 post cards with the best ideas.
  - Scan and upload these 10 post cards having the best ideas on the CBSE portal to be made available at the CBSE websites.



'शिक्षा सदन', 17 राऊज़ एवेन्यू, इंस्टीटूशनल एरिया, नई दिल्ली-110002  
'Shiksha Sadan', 17, Rouse Avenue, Institutional Area, New Delhi – 110002





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- hand over rest of all post cards to the local Postal Authorities, who shall send it to Nirman Bhawan Post Office, New Delhi through a Special Bag.
- vi. **Language:** Post Cards can be written in Hindi/English/any of the scheduled languages.
- vii. **Guidelines of Participation for CBSE Schools located abroad:**
- For all CBSE Schools abroad, 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.
  - These bags shall be collected back from schools for transmission to India again through Category 'A' Diplomatic Bags.
- viii. 320 Best post cards shall be selected from the CBSE Regions for the National Level Evaluation. These shall then be evaluated collectively with the best post cards received from the States and UTs.
- ix. At the National Level, 75 best post cards will be selected. 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.

For any query you can e-mail at [cbsepcc2021@gmail.com](mailto:cbsepcc2021@gmail.com)

You are requested to disseminate the information among the teachers and of your school and ensure maximum participation of students in this Project.

With Best Wishes.

**Dr Joseph Emmanuel**  
**Director (Academics)**

Copy to the respective Heads of Directorates, Organizations and Institutions as indicated below with a request to disseminate the information to all the schools under their jurisdiction:

1. The Commissioner, Kendriya Vidyalaya Sangathan, 18 Institutional Area, Shaheed Jeet Singh Marg, New Delhi-16
2. The Commissioner, Navodaya Vidyalaya Samiti, B-15, Sector-62, Institutional Area, Noida-201309
3. The Secretary, Eklavya Model Residential Schools (EMRS), Ministry of Tribal Affairs, Government of India.
4. The Secretary, Sainik Schools Society, Room No. 101, D-1 Wing, Sena Bhawan, New Delhi-110001.
5. The Chairman, Odisha Adarsha Vidyalaya Sangathan, N-1/9, Near Doordarshan



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- Kendra, PO Sainik School Nayapalli, Bhubaneswar, Odhisha-751005.
6. The Director of Education, Directorate of Education, Govt. of NCT of Delhi, Old Secretariat, Delhi-110 054
  7. The Director of Public Instructions (Schools), Union Territory Secretariat, Sector 9, Chandigarh-160017
  8. The Director of Education, Govt. of Sikkim, Gangtok, Sikkim –737101
  9. The Director of School Education, Govt. of Arunachal Pradesh, Itanagar –791 111
  10. The Director of Education, Govt. of A&N Islands, Port Blair – 744101
  11. The Director of Education, S.I.E., CBSE Cell, VIP Road, Junglee Ghat, P.O. 744103, A&N Island
  12. The Director, Central Tibetan School Administration, ESSESS Plaza, Community Centre, Sector -3, Rohini, Delhi
  13. The Additional Director General of Army Education, A –Wing, Sena Bhawan, DHQ, PO, New Delhi-110001
  14. The Secretary AWES, Integrated Headquarters of MoD (Army), FDRS Building No.202, Shankar Vihar (Near APS), Delhi Cantt-110010
  15. All Regional Directors/Regional Officers of CBSE with the request to send this circular to all the Heads of the affiliated schools of the Board in their respective Regions
  16. All Joint Secretary/ Deputy Secretary/ Assistant Secretary/SPS / Analyst, CBSE
  17. All Head(s)/ In-Charge(s), Centre of Excellence, CBSE
  18. In charge IT Unit with the request to put this Circular on the CBSE Academic Website
  19. In-Charge, Library
  20. The Head (Media & Public Relations), CBSE
  21. DS to Chairman, CBSE
  22. SPS to Secretary, CBSE
  23. SPS to Director (Academics), CBSE
  24. SPS to Director (Information Technology), CBSE
  25. SPS to Controller of Examinations, CBSE
  26. SPS to Director (Training and Skill Education), CBSE
  27. SPS to Director (Professional Examinations), CBSE
  28. SPS to Director (CTET), CBSE
  29. SPS to Director (EDUSAT), CBSE
  30. Record File

**Director (Academics)**



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