

**No. EDN-HE (21) B (15) 15/2021-Activies.-**

Directorate of Higher Education,  
Himachal Pradesh, Shimla-1

**Telephone No. 0177-2653120, Extension: 234, Fax No. 2812882**

**E-mail: dhe-sml-hp@gov.in & E-mail: genbr@rediffmail.com**

To **Dated:** **Shimla-171001** **the** **September, 2021**

- 1 All the Principals, Government Degree Colleges, in Himachal Pradesh.
- 2 All the Deputy Directors of Higher Education, in Himachal Pradesh.

**Subject: - Celebration of "SEWA SAPTAH" week for senior citizens w.e.f. 17<sup>th</sup> to 23<sup>rd</sup> September, 2021.**

Please find enclosed herewith a copy of letter Number: 4-25-(12)/2019-SOM-Wel-Senior Citizens Homes-Misc.-14172-14264-dated: 15<sup>th</sup> September, 2021 received from Shri Vivek Bhatia, Director, SCs, OBCs, Minorities and the Specially Abled, H. P., Shimla-9 on the subject cited above.

In this connection, it is to inform you that the "SEWA SAPTAH" week for senior citizens is being celebrated w.e.f. 17<sup>th</sup> to 23<sup>rd</sup> September, 2021. During the "SEWA SAPTAH" week various events/activities will be organized w.e.f 17<sup>th</sup> September, 2021 to onward.

You are, therefore directed to go through the contents given in the letter take further necessary action in the matter and send the daily report alongwith photograph to this Directorate on or before 04:00 P. M. through return Fax/E-mail.

**KINDLY TREAT IT AS MOST URGENT.**



(Dr. Amarjeet K Sharma  
Director of Higher Education  
Himachal Pradesh, Shimla-1  
**E-mail: dhe-sml-hp@gov.in**  
Phone No. 0177-2656621

**Endst. No.** **Even** **Dated:** **Shimla-171001** **the** **September, 2021**  
**Copy to:-**

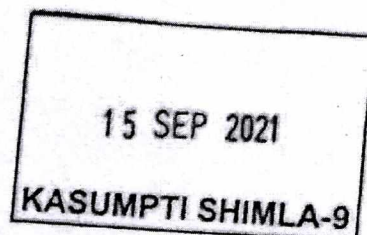
- 1 The Secretary (Education) to the Government of Himachal Pradesh, Shimla-2 for your kind perusal and information at your end please.
- 2 Shri Vivek Bhatia, Director, SCs, OBCs, Minorities and the Specially Abled, H. P., Shimla-9 w.r.t. his/her letter Number referred above.
- 3 The Technical Officer (Computer/IT Cell), Directorate of Higher Education, Himachal Pradesh, Shimla-1 to upload the letter on Departmental Website.
- 4 Guard file.

Director of Higher Education  
Himachal Pradesh, Shimla-1

No. 4-25-(12)/2019-SOM-Wel-Senior Citizens Home-Misc 14172-14264  
Directorate for the Empowerment of SCs, OBCs, Minorities &  
the Specially Abled, Himachal Pradesh Shimla-09.

To

1. All the Head of Departments  
Himachal Pradesh.
2. All the Deputy Commissioners  
Himachal Pradesh
3. All the District Welfare Officers  
Himachal Pradesh



Dated: Shimla-9 the Sept, 2021

**Subject:-** Celebration of SEWA SAPTAH week for senior citizens w.e.f. 17<sup>th</sup> -23<sup>rd</sup> September, 2021.

Sir/Madam,

The Senior Citizens are valuable assets of our Nation. They are like the Banyan tree of our Society under the shadow of which the family & the society remains protected with their deep roots. They are the reservoirs of experiences and tree of wisdom with moral values which can play a vital & prominent role in shaping the culture of a Society as a mentor to the younger generation. The advent of modernization and economic development has eroded the traditional values and family care of elderly. Today they are highly vulnerable and are facing with various problems like loneliness & lack of companionship, lack of financial support, discrimination, physical & mental abuse by their children & other family members, health complications and misuse of their hard earned properties etc. The COVID-19 pandemic has put a severe impact in their life. So, they need physical, mental, emotional care and support of society.

To spread awareness about the values of senior citizens in our society & to appreciate their contributions and provide support to them, the Government of Himachal Pradesh is going to celebrate a week long SEWA

Sh. Satish  
Dul  
16/9/21

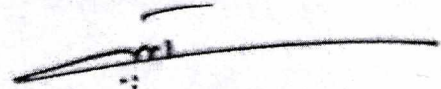


SAPTAH campaign for senior citizens w.e.f 17<sup>th</sup> - 23<sup>rd</sup> September, 2021 as per the schedule (enclosed)

You are therefore, requested to direct your all field functionaries at District, Sub Division, Block, Tehsil, Gram Panchayat & the Village level to participate in this campaign and to provide necessary cooperation to make it successful. The people's participation including Panchayati Raj Institutions and Urban Local Bodies may also be ensured.

Encl:-Schedule.

Yours faithfully



(Vivek Bhatia) IAS  
Director, SCs, OBCs, Minorities and  
the Specially Abled, H P Shimla-09.

### Schedule for 'SEWA SAPTAH' Celebration w.e.f 17<sup>th</sup> – 23<sup>rd</sup> September, 2021

Day	Date	Activity	Level
First Day	17 <sup>th</sup> September, 2021	<b>Swasthya Jagrukta Diwas (स्वास्थ्य जागरूकता दिवस)</b> <ul style="list-style-type: none"> <li>Health Check up of all senior citizens at cluster level at the venues to be decided by TWOs</li> <li>Health talks, yoga session, physical fitness tips and general health awareness in the morning</li> </ul>	Tehsil
Second Day	18 <sup>th</sup> September, 2021	<b>Badhti Umr ka Ullas (बढ़ती उम्र का उल्लास)</b> <ul style="list-style-type: none"> <li>Get together in presence of a dignitary in which they can sing, dance, play musical instruments, recite poetry etc.</li> <li>Sharing stories about the happy days of life.</li> <li>Venues - Community places at Tehsil level.</li> </ul>	Tehsil
Third Day	19 <sup>th</sup> September, 2021	<b>Sewa Sankalp Diwas (सेवा संकल्प दिवस)</b> <ul style="list-style-type: none"> <li>Visiting Old Age Homes, Day Care Centers, Institutions of senior citizens and giving greeting cards to the senior citizens.</li> </ul>	Institutions
Fourth Day	20 <sup>th</sup> September, 2021	<b>Ashirwad Diwas (आशीर्वाद दिवस)</b> <ul style="list-style-type: none"> <li>Grandchildren to take blessings from their grandparents, talk to them and upload their photographs/ selfie on social media.</li> <li>#SelfieWithPa #SelfieWithMa campaign</li> </ul>	Household

<b>Fifth Day</b>	<b>21<sup>st</sup> September, 2021</b>	<b>Varishth Nagrik Samman Diwas (वरिष्ठ नागरिक सम्मान दिवस)</b> <ul style="list-style-type: none"> <li>Honoring the persons above 90 years amongst senior citizens throughout the State.</li> <li>Planting a tree with their own hands.</li> </ul>	<b>Gram Panchayat</b>  (will require gearing up of Rural Development machinery)
<b>Sixth Day</b>	<b>22<sup>nd</sup> September, 2021</b>	<b>Samvad Diwas (संवाद दिवस)</b> <ul style="list-style-type: none"> <li>Calling the selected 50 senior-most persons in the district and asking their well-being and processing their grievances or other requests.</li> </ul>	<b>District</b>
<b>Seventh Day</b>	<b>23<sup>rd</sup> September, 2021</b>	<b>Pragyta Diwas (Tree of Wisdom) (प्रज्ञता दिवस)</b> <ul style="list-style-type: none"> <li>Success Stories and wisdom from senior citizens all over the State.</li> <li>Sharing of video clips</li> </ul>	<b>District</b>

**Note:**

1. All the events will be managed by District Welfare Officers in coordination with other departments concerned.
2. This event seeks overwhelming representation from Senior Citizen bodies, NGOs, Red Cross Society and other groups in the district.
3. All the Centres receiving Government grants will have to be a part of each activity in active capacity.
4. DPROs will be associated for enhanced print and electronic media participation.
5. Social media handles and pages will be utilized for active publicity of the event.
6. The activities in 'Sewa Saptah' will be managed within the existing financial resources. The maximum focus will be on active participation of the senior citizens.