

No. EDN-HE (21) B (13) 03/2020-MISC

Directorate of Higher Education
Himachal Pradesh

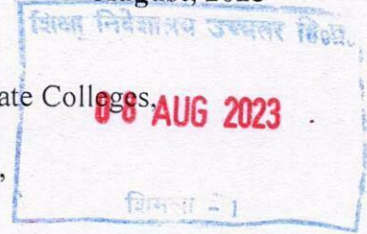
Telephone No.0177-2653120, Extension: 234 Fax: 0177-2812882

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

Dated: Shimla-171001 the August, 2023

To

1. All the Principal Government / Sanskrit/Private Collges,
Himachal Pradesh
2. All the Deputy Director of Higher Education,
Himachal Pradesh




Subject:- Regarding "Dhai Akshar" hand written letter writing campaign on the theme "Digital India for New India" for the FY 2023-24.

Memo,

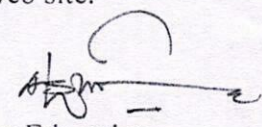
Please find enclosed herewith a copy of D.O. letter No. Phil/5-23/2023-24, dated 24.07.2023 alongwith its enclosures received from the Director Postal Services, Department of Posts, Himachal Pradesh Postal Circle, Shimla -09, on the subject cited above.

In this connection, it is intimated that the "Dhai Akshar" letter writing campaign has already been started by the Postal Department w.e.f 01.08.2023 which can be written by the Participants in English / Hindi Languages. You are therefore , directed to examine the matter and circulate the same amongst all the establishment working under your jurisdiction to encourage the students alongwith teachers for participation in the above said Campaign under intimation to the quarters concerned with in stipulated period. The letters so written by the students / participants should be addressed to the Chief Postmaster General, HP Circle, Kasumpti Shimla-09 and should reach in the said office before 31.10.2023.


Director of Higher Education
Himachal Pradesh, Shimla-1

Endst.No. Even dated Shimla-171001 the August, 2023
Copy for information and necessary action to:-

1. The Director, Postal Services, Department of Posts, Himachal Pradesh Postal Circle, Shimla -09, w.r.t. his /her letter referred to above.
- ✓ 2. The Technical Officer (Computer/IT Cell), Directorate of Higher Education, Himachal Pradesh with the request to upload the same on Departmental web site.
3. Guard file.


Director of Higher Education
Himachal Pradesh, Shimla-1

बिशन सिंह

निदेशक डाक सेवाएं

Bishan Singh

Director Postal Services

फोन / Tel.: 0177-2629001

ई-मेल / Email: dpsshimla@indiapost.gov.in

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भारत सरकार
संचार मंत्रालय, डाक विभाग
हिमाचल प्रदेश डाक परिमण्डल
शिमला - 171009
Government of India
Ministry of Communications
Department of Posts
Himachal Pradesh Postal Circle
Shimla - 171009

DO. No. Phil/5-23/2023-24

Dated 24-07-2023

Dear Sh. Amrajit ji,

This is regarding "Dhai Akhar" Hand Written Letter Writing Campaign on the theme "Digital India for New India" for the FY 2023-24.

2. Dhai Akhar Letter Writing Competition, an initiative by Department of Posts, not only promotes the art of letter writing but also fosters creativity, critical thinking and empathy among participants on key issues concerning the Nation. Department of Posts through Philately Division has been conducting National level, Dhai Akhar letter writing competition since 2017 with a huge response.

3. The "Dhai Akhar" letter writing campaign will be starting from 01-08-2023 and can be written in English/Hindi Languages. The letter can be written on a plain A-4 size paper with a word limit of not more than 1000 words or on an Inland Letter Card (ILC) with a word limit of not more than 500 words. Only **HANDWRITTEN LETTERS** will be accepted. The embossed envelope and the Inland Letter card (ILC) is the permitted stationery. This is open to all and includes all age groups. The writer of the letter will have to go to the Post Office and post the letter in the letter box. The letters so written should be addressed to The Chief Postmaster General, Himachal Pradesh Circle, Kasumpti Shimla-171009.

The categories for National Level Dhai Akhar Letter Writing Campaign are as under:-

(a) Up to 18 years age as on 01/01/2023

1. Inland Letter Card category
2. Envelope Category

(b) Above 18 years age as on 01/01/2023

1. Inland Letter Card category
2. Envelope Category

4. Top three letters in each category will be shortlisted by the Circle and prizes will be awarded to these entries at Circle level/State Level. The selected letters at Circle Level/State Level will be sent to the Directorate for further evaluation in each category at the National Level.

5. The following awards will be given to Circle Level/State Level winners:-

Prize to be given to the winners in each Category at Circle Level/State Level:-

- | | |
|-----------------------------------|----------------|
| (a) First Prize in each category | = Rs. 25000/- |
| (b) Second Prize in each category | = Rs. 10,000/- |
| (c) Third Prize in each category | = Rs. 5,000/- |

Contd..2

Smt. Ritu Saini
Sharma
03/08/2023

6. The proposed prize money to be given to the winners at National Level in each category of letters is as follows:

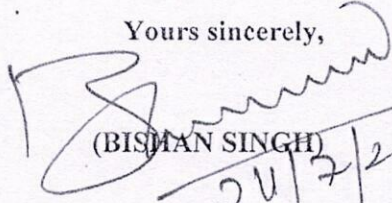
Prize to be given to the winners in each Category at National Level:

- | | | |
|-----|-------------------------------|----------------|
| (a) | First Prize in each category | = Rs. 50,000/- |
| (b) | Second Prize in each category | = Rs. 25,000/- |
| (c) | Third Prize in each category | = Rs. 10,000/- |

7. 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 01/01/2023.
8. This is an opportunity for the students of the state to show their writing skills and to pen down their ideas on **Digital India for New India** and win awards also. I shall, be happy, if the students of the rural and far flung areas where only Government schools are available, also participate in this letter writing competition.
9. You are, therefore, requested to make wide publicity of this campaign through your department, so that maximum students along with teachers may participate in the campaign. The letters so written must reach in the Office of the Chief Postmaster General, HP Circle, Kasumpti Shimla-9 before 31-10-2023.
10. It is worthwhile to mention here that this competition is not restricted to students only but open for all. The SOP on the same is enclosed as Annexure-A and keynotes on the aforesaid topic is enclosed as Annexure-B.

With best wishes

Yours sincerely,


(BISHAN SINGH)
20/7/23

Standard Operating Procedure for 'Dhai Akhar' Letter writing competition

1. Objective

Research shows that handwriting is a foundational skill that can influence students' reading, writing, language use, and critical thinking. It has an important role in brain development. It is necessary to teach children to write, alongside technology in the classroom, as it promotes success in other academic subjects. In today's fast-paced world, where communication has largely shifted to digital platforms, the art of letter writing has taken a backseat. However, letters hold a special place in our hearts as they carry with them a sense of nostalgia, warmth, and personal touch that is hard to replicate in a text message or an email.

The Dhai Akhar National Level Letter Writing Campaign is not only a celebration of the art of letter writing, but it is also an opportunity for individuals across the country to express their thoughts, feelings, and ideas in a meaningful and heartfelt manner. It encourages creativity, originality, and self-expression, and provides a platform for individuals to display their writing skills and talents. The Dhai Akhar National Level Letter Writing Campaign not only promotes the art of letter writing but also fosters creativity, critical thinking, and empathy among participants.

2. Description of the Scheme

Dhai Akhar is a National Level Letter Writing Competition on a theme/ subject decided by Department of Posts for the citizens of India. Participants will write a Letter expressing their views on the subject addressing to the Chief Postmaster General concerned which would be eligible for Cash awards if shortlisted first at Circle level and then Directorate level.

3. General Conditions

- **Periodicity:** The Dhai Akhar National Level Letter Writing Competition is organized every year preferably from August to October of the year. The campaign will start from **01st August to 31st October (three months)**. Letters posted after 31st October of the year will not be accepted.
- **Topic:** The theme and topic of for the competition will be decided by Department of Posts with the approval of Hon'ble Minister of Communications/ Secretary (Posts).
- **Language:** The letter can be written in English or Hindi or any Vernacular.

- **Categories:** The competition will be in the following categories:
 - (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
- **Permitted Stationery:** 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. 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). Letter must be hand written and in any case, no typed letter will be accepted

4. Eligibility

Any citizen of India can participate in this competition. There is no minimum or maximum age prescribed for participation. Any citizen of India can participate in respective category according to his/her choice and age. 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 01/01/2023". In case of winning entries, the respective Circle will verify the age and other ID certificates before sending the 03 best entries in each category to Directorate.

5. Selection Procedure

The best 03 (three) entries in each category will be shortlisted by every Circle and prize will be awarded to these 03 entries at Circle level. These best 03 entries of each category (12 in all) chosen at Circle level will be sent to the Directorate for further evaluation of final best 03 entries in each category at the National Level. To shortlist candidates at Circle level , an Evaluation Committee will be constituted of which CPMG will be the Chairperson , Other members of the committee must be an academicians or a scholar of the particular language/literature/ associated with journalism including a professor/teaching faculty in a college school. The opinion of the scholars shall be given utmost importance while making qualitative selection. Selection Committee at National Level will be constituted at Directorate level for evaluation of final best 03 entries in each category at National Level.

6. Prize

The prize money to be given to the winners of Circle Level and National Level Letters in each category is 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)	Total Amount
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) will be allotted to each Circle under BE of respective Financial Year.

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

Prize Category	(Prize Amount) x (No. of Categories)	Total Amount
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/-

Requisite 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.

Key note on Topic for Dhai Akhar "Digital India for New India"

Digital India for New India is a slogan that encapsulates the vision of leveraging digital technologies to drive India's progress and transformation. It represents the Indian government's initiative to empower citizens with digital infrastructure, services, and digital literacy, aiming to create a technologically advanced and inclusive society. Here are some key aspects of Digital India and its impact on shaping a "New India":

- 1. Digital Infrastructure:** Digital India focuses on improving the digital infrastructure across the country. This includes expanding broadband connectivity to rural areas, establishing public Wi-Fi hotspots, and strengthening the digital backbone to support faster and reliable internet access for all.
- 2. Digital Governance:** The initiative emphasizes the digitization of government processes and services to make them accessible to citizens easily. It includes initiatives like e-Governance, digital identity (Aadhaar), digital lockers, and platforms such as e-Procurement and e-Tendering, promoting transparency, efficiency, and accountability.
- 3. Digital Literacy:** Digital India aims to bridge the digital divide by promoting digital literacy among citizens. Various programs and initiatives have been launched to ensure that people from all walks of life can effectively use digital tools and technologies. This includes training programs, digital literacy campaigns, and skill development initiatives.
- 4. Digital Economy:** The initiative recognizes the role of digital technologies in driving economic growth and job creation. It focuses on fostering entrepreneurship, promoting start-ups, and facilitating the growth of the digital economy. Initiatives like Digital Payments, BharatNet, and Start-up India are aimed at boosting digital entrepreneurship and innovation.
- 5. Digital Services:** Digital India aims to bring essential services closer to citizens through digital means. Initiatives like Digital Locker, e-Hospital, e-Education, and e-Panchayat enable access to services such as healthcare, education, financial services, and government schemes in a convenient and efficient manner.
- 6. Cybersecurity:** With increased digital adoption, ensuring cybersecurity is crucial. Digital India emphasizes the importance of robust cybersecurity infrastructure, policies, and awareness to safeguard citizens' data and privacy. Initiatives such as the National Cyber Security Policy and Cyber Swachhta Kendra have been launched to address cybersecurity challenges.
- 7. Digital Connectivity for All:** Digital India aims to ensure that all sections of society, including rural and marginalized communities, have access to digital services. Initiatives like Common Service Centres (CSCs) provide access to government services, banking, and other digital facilities at the grassroots level.

The vision of "Digital India for New India" envisions a digitally empowered nation where technology acts as an enabler for social and economic transformation. By leveraging digital technologies, India aims to create opportunities, bridge gaps, and improve the overall quality of life for its citizens, ultimately contributing to the country's growth and development.