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DEPARTMENT OF POSTS, INDIA
OFFICE OF THE CHIEF POSTMASTER GENERAL
WEST BENGAL CIRCLE, KOLKATA-700012

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No - MM&PO/Phil/CC Stamp/2021

dated at Kolkata-12 , the 06.10.2022

Sub - Stamp Design Competition

Ref: D.O No P-16/95/2022-Phil-Dop

dated 21.09.2022

The National Implementation Committee (NIC) of 'AKAM' has identified Department of Posts as the lead agency for 'Har Ghar AKAM Souvenir Aur Stamps' celebrations.

2. In view of above , it has been decided to organise the Stamp Design Competition from 1st October 2022 to 31st October 2022.

3. The Postal Nodal Officers in each District/ Division shall get in touch with the School Nodal Officers and arrange to supply the A4 size sheets for holding the Stamp Design Competition. Participation of students belonging to Class VIII to Class XII shall be ensured. Students should draw their ideas on AKAM through crayons/pencil colours/water colours on A4 size paper sheets to be provided by respective Divisions. Sample of Art Sheet is given at Annexure II(encl)

4. The theme paper on stamp design are - Freedom Struggle; Ideas@75; Resolve@75; Actions@75 and Achievement @75.

5. School authorities shall hold the Stamp Design Competition in their respective schools on any of the days during the 01 - 31st October, 2022, and conduct a screening of all the entries in order to shortlist a maximum of 05 designs on AKAM with the best ideas. These 05 designs on AKAM shall be scanned and uploaded on the MyGov Portal. A website with the URL www.innovativeindia.mygov.in/akamstampdesign shall be created by the MyGov for the participation of all schools.

6. Department of Posts will use its official social media handles to give wide publicity to the entire campaign.

7. After completion of the competition/ uploading in MyGov portal, the Regions through the Divisions should collect the entries and preserve it at their end till further order.

8. For WB Circle participation by 40200 students is the target. So the target is redistributed amongst the Regions, as follows:-

(a) Kolkata Reg	- 12000
(b) South Bengal Reg	- 12000
(c) NB Reg	- 08000
(d) A&N Isl	- 05000
(e) Sikkim	- 03200

Total	- 40200


9. The Regions are requested to popularise the event and ensure adequate participation.

10. The SOP for the stamp design competition has already been circulated vide email to all the Regions. For other details kindly to see Dte. instruction under reference (encl).

11. A weekly monitoring report has been devised and the ROs are requested to upload the link given below:-


https://docs.google.com/spreadsheets/d/1VGrndfRBaxpnKxJhtmAKUTByt_sTjiogR2-o2SDOjAI/edit?usp=sharing

12. This is issued with the approval of the Competent authority.


ADPS (BD & Philately)
Office of the Chief Postmaster General
West Bengal Circle, Kolkata-700012

Copy for information and necessary action:-

1. The PMG, Kolkata Region, Kolkata-12
2. The PMG, South Bengal Region, Kolkata-12
3. The PMG, North Bengal Region, Siliguri- 734001
4. The PMG, Sikkim State, Gangtok - 737103
5. The PMG, A&N Islands Dn, Portblair-744101


ADPS (BD & Philately)
Office of the Chief Postmaster General
West Bengal Circle, Kolkata-700012



ALOK SHARMA

आलोक शर्मा

Director General Postal Services

महानिदेशक डाक सेवाएं

D.O. No. P-16/95/2022-Phil-DoP

Dated the 21st September, 2022

Dear Ms. Chaukesi,

Department of Posts, under the ambit of Azadi Ka Amrit Mahotsav Program of Government of India has executed a number of Pan India Level Programs including *Jan Bhagidari* and last mile awareness of citizens. The outcome of 75 lakh Postcard to Prime Minister and *Har Ghar Tiranga* campaign by the Department has been appreciated at all levels.

2. The National Implementation Committee (NIC) of AKAM has identified Department of Posts as the lead agency for '*Har Ghar AKAM Souvenir Aur Stamps*' celebrations.

3. In view of above, it has been decided to organise the Stamp Design Competition from 1st October, 2022 to 31st October, 2022, with a goal of participation of at least 10 lakh school students. DOP will conduct this campaign in partnership with Ministry of Education and Ministry of Culture and this entire campaign will be conducted on the lines of 75 lakh Postcard to Prime Minister Campaign. An SOP has been finalized and placed at **Annexure I**.

4. Circles are expected to arrange and provide sufficient number of art sheets (A4, 200 GSM, White Colour) to schools. The standard template of the sheet is at **Annexure II**. Circles are also expected to give publicity to the Stamp Design Competition in schools through their official social handles and through local media.

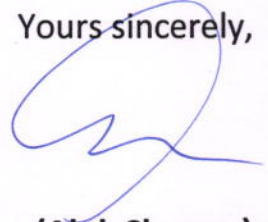
5. The Circle wise targets for mobilising the school students for Stamp Decision Competition is at **Annexure III**.

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6. Circles are requested to make preparations, with immediate effect for the provision of Art Sheets in sufficient numbers and to liaison with CBSE and State Education Authorities for preparing the schedule of competitions in schools.

with regards,

Yours sincerely,



(Alok Sharma)

Annexure I & II- SOP for Stamp Design Competition for AKAM

Annexure III - Circle Targets for Stamp Design Competition for AKAM

**Ms. J. Charukesi,
Chief Postmaster General,
West Bengal Circle,
,Yogayog Bhawan, P-36, C.R. Avenue,
Kolkata – 700 012.**

SOP FOR STAMP DESIGN COMPETITION FOR AZADI KA AMRIT MAHOTSAV

Department of Posts, Department of School Education & Literacy, AKAM Division, Ministry of Culture

1. The Competition shall commence on 1st October and end on 31st October, 2022. The goal is to ensure participation of atleast 10 lakh school students and to get good drawings for designing the postage stamp on Azadi Ka Amrit Mahotsav.
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 VIII to Class XII shall be ensured. Students should draw their ideas on AKAM through crayons/ pencil colors/ water colors/ acrylic colors on A4 size paper sheets to be provided by Department of Posts (DOP). A Theme Paper on AKAM is at Annexure I
4. DoP shall collect all the drawing sheets and preserve at Circle level upon completion of the competition.
5. The list of schools provided at the time of Postcard campaign shall be used. Department of School Education & Literacy can update the contact details of school Principals, wherever required. The Postal Department shall provide the list to its Postal Divisional Superintendents for coordination with schools.
6. Department of School Education & Literacy shall send a formal communication to Chairman CBSE, Commissioners of KV & NV, and all the Chief Secretaries/ Principal Secretary (School Education), requesting them to direct the schools under their jurisdiction/ control to hold the Stamp Design Competition.
7. CBSE/ KV/ NV/ State Governments shall issue instructions to all the Principals of schools regarding initial screening of entries to be done by

the school authorities, in order to select a maximum of 05 entries per school.

8. The Postal Nodal Officers in each District/ Division shall get in touch with the School Nodal Officers and arrange to supply the A4 size sheets for holding the Stamp Design Competition. Specific date or dates shall also be decided with mutual consultation with the school authorities for holding the Stamp Design Competition.
9. School authorities shall hold the Stamp Design Competition in their respective schools on any of the days during the 01 – 31st October, 2022, and conduct a screening of all the entries in order to shortlist a maximum of 05 designs on AKAM with the best ideas. These 05 designs on AKAM shall be scanned and uploaded on the MyGov Portal. A website with the URL www.innovativeindia.mygov.in/akamstampdesgin shall be created by the MyGov for the participation of all schools.
10. Ministry of Culture and Department of School Education & Literacy would identify and nominate experts for each State to facilitate the evaluation process of the entries uploaded on MyGov portal. 05 best entries will be finalized from each state & UTs.
11. National level evaluation would be done jointly by a committee nominated by Ministry of Culture and Department of Posts.
12. Reporting format by schools:

Name of School	Class	No. of children participated at school level	No. of final entries selected by School
	(VIII)		
	(IX)		
	(X)		

	(XI)		
	(XII)		
Total			

13. Department of Posts will ensure to arrange the supply of sufficient quantity of art sheets (A4 Size, 200 GSM, White Color) for holding the Stamp Design Workshop in schools. Sample of Art Sheet is at Annexure II.
14. Department of Posts, Ministry of Education and Ministry of Culture will use their official social media handles to give wide publicity to the entire campaign.



Theme Paper on Stamp Design for Azadi Ka Amrit Mahotsav (AKAM)

Envisioned by Hon'ble Prime Minister of India, Shri Narendra Modi, Azadi Ka Amrit Mahotsav is an initiative to celebrate and commemorate 75 years of independence and the glorious history of its people, culture and achievements.

This Mahotsav is dedicated to the people of India who have not only been instrumental in bringing India thus far in its evolutionary journey but also hold within them the power and potential to enable Prime Minister Narendra Modi's vision of activating India 2.0, fueled by the spirit of *Aatmanirbhar Bharat*.

The official journey of Azadi ka Amrit Mahotsav commenced on 12th March 2021 which started a 75-week countdown to our 75th anniversary of independence and will end post a year on 15th August 2023.

AKAM has five sub themes

1. **Freedom Struggle** - The fight against colonial rule in India constitutes a unique narrative, one which is not marred by violence. The soul of India's Freedom Struggle is full of variegated stories of valor, bravery, satyagraha, dedication, and sacrifice of millions.

AKAM aims to present a holistic view of India's Freedom Struggle and to bring alive stories of unsung heroes, whose sacrifices have made freedom a reality for us and also revisits the milestones, freedom movements etc. in the historical journey to 15 August, 1947. Stories on Unsung Heroes is an attempt to recall and remember forgotten heroes of our freedom struggle and to inspire and encourage the coming generations

2. **Ideas@75** - India is built upon ideas of modern infrastructure, growth and development through scientific power, taking pride in our culture and heritage, vibrant democracy through strong institutions and systems are unique to the 74 years of journey of India. These ideas bring alive programs and events and enhances India's contribution to the world
3. **Resolve@75** - Only through our collective resolve we can build strong and vibrant India. India of 21st century is poised to create a Better India, which is Clean, Inclusive, Self-Reliant and Proud of its roots.

New India is determined to move forward and achieve something big. Programs like Har Ghar Tiranga, Constitution Day, Good Governance Week, India Against Illicit Smuggling of Cultural Property, Yoga Day, Beti Bachao Beti Padhao and Swachh Bharat are indicative of the collective resolve of New India, giving everyone a deep sense of purpose.

4. **Actions@75** - The New India is moving forward on the clarion call of SABKA SAATH, SABKA VIKAS, SABKA VISHWAS, SABKA PRAYAS. It

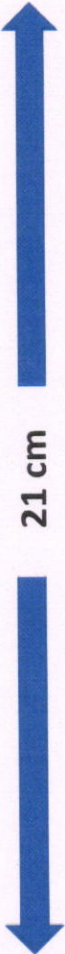


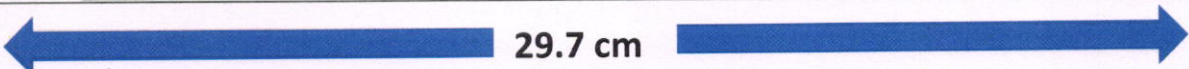
encompasses Government policies, schemes, action plans along with commitments from businesses, NGOs, civil society that helps actualize our ideas and help us collectively create a better tomorrow.

New India stand on strong action plans of creating a knowledge-based society, use of scientific power for improving the life of all, continuous and multitude efforts for the deepening of democracy and instilling a sense of pride among everyone for our culture, history and beliefs. Journey of Amrit Kaal is our ability to adhere and propel these value systems in our thoughts, beliefs and actions.

5. **Achivement@75** - During its 75 years of Journey, India has grown strong, resilient and progressive. We have shown to the world that in spite of differences in languages, food habits and costumes, we can work together for creating a strong India. A country which was begging for food to feed its population, has transformed itself an exporter of food grains.

From being known as the land of snake charmers to the Global IT Powerhouse, India is today creating world class digital public services and infrastructure. The success of digital payment and UPI has amazed a number of developed nation. The success of COVID strategy has bring to forth our collective ability of transforming crisis into opportunities. Driving a technology led Largest Vaccination Drive of the world, India has shown to the it's the power of innovation, determination and collective will.

Sample Design of Art Sheet

 21 cm	2 cm	 STAMP DESIGN COMPETITION ON "AZADI KA AMRIT MAHOTSAV" 
	2.5 cm	Name: _____ Address: _____ City: _____ Class: _____ School Name: _____
		 29.7 cm

Annexure - III

Target for Circle w.r.t. AKAM Stamp Design Competition

Sl no.	Name of Circle	Target
1	Andhra Pradesh	40200
2	Assam	13400
3	Bihar	67000
4	Chhattisgarh	13400
5	Delhi	67000
6	Gujarat	53600
7	Haryana	33500
8	Himachal Pradesh	13400
9	Jammu & Kashmir	6700
10	Jharkhand	33500
11	Karnataka	40200
12	Kerala	33500
13	Madhya Pradesh	67000
14	Maharashtra	80400
15	North East	13400
16	Odisha	53600
17	Punjab	40200
18	Rajasthan	53600
19	Tamil Nadu	53600
20	Telangana	40200
21	Uttar Pradesh	134000
22	Uttarakhand	13400
23	West Bengal	40200
Total		1,005,000