

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

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To,

1. The Postmaster General , Kolkata Region, Kolkata-12
2. The Postmaster General , South Bengal Region , Kolkata-12
3. The Postmaster General , North Bengal Region , Siliguri-734001
4. The DSP , Sikkim State Dn. , Gangtok -737103
5. The DSP, A&N Islands Dn., Port Blair -744101

No: Phil/Dhai Akhar/2022

Dated at Kol – 12, the 14/06/2022

**Sub:** Dhai Akhar Letter Writing Campaign 2022

Ref: Dte. Letter No- F.No. 46-29/2017-Phil dated 07.06.2022

With reference to subject mentioned above , Directorate letter under reference is enclosed for kind perusal and necessary action. This is about holding of National Level Dhai Akhar letter writing competition (2022-23). The details are given below:-

1. Subject – “Vision for India 2047”
2. Target for no. of participants (Region wise):-

Region	Target ( No. of students to participate)
Kolkata	60000
South Bengal	50000
North Bengal	40000
A&N Islands	10000
Sikkim State	10000

3. Period = 01.07.2022 to 31.10.2022
4. Language – English/Hindi/Local Language
5. 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. Only handwritten letters will be accepted, not typed letters. The letter will be addressed to Chief PMG, WB Circle, KOLKATA -12.
6. The categories are
  - (1) Upto 18 years
    - (a) ILC Category
    - (b) Envelope Category and
  - (2) Above 18 years
    - (a) ILC category
    - (b) Envelope Category.

----- Next Page

(2)

7. Letters posted after 31.10.2022 will not be entertained.
8. The Regions are requested to ensure wide publicity of the event. Local schools may be contacted at the Divisional level, workshops conducted and students enthused to open PDA. A database of schools , where workshop is conducted, should be maintained along with photographs, which may be shared with CO.
9. The Divisonal Head should ensure that proper information is available at POs , so that they can help participants . Letter Boxes/places should be marked, where the participants can post their articles, affixed with requisite stamp.
10. The letters are to be collected by the Divisonal Office , from all the POs , where the participants may have posted the said letter/ILC. A daily report is to be prepared at the Divisional level and information shared with RO/CO on a daily basis , regarding no. of letters/ILC collected.
11. After completion of the said event on 31.10.2022 , the Divisions will be required to form a local committee and select 10 best entries in each category and send the same to R.O within 10.11.2022, where the letters will be reevaluated at Regional level. The R.O in turn will select three best entries in each category and forward the same to 'CO', within 21.11.2022 , where the final work of selection of Circle level winners will be done by the Circle level committee .
12. For other details kindly go through Directorate letter enclosed herewith.

Encl: as above



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

Copy To:-

1. The ADPS(MM&PO), CO, Kolkata-12 – He is requested to ensure availability of sufficient Envelope/ILC for the said competition.
2. The ADPS(TO), CO, Kolkata-12 – for uploading the information in the WB Postal Circle Website [<https://westbengalpost.gov.in/PHILATELY>]



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

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**F. No. 46-29/2017-Phil**  
**Government of India**  
**Ministry of Communications**  
**Department of Posts**  
**(Philately Division)**

Dak Bhawan, Sansad Marg  
New Delhi – 110 001

Dated: 07.06.2022

To  
All Heads of Circle

**Subject: Holding of National Level Dhai Akhar Letter Writing Campaign on the theme Proposal for holding of Dhai Akhar Letter Writing Campaign for the FY 2022-23 - reg.**

Dhai Akhar is an important initiative of the department to connect with the younger generation and to imbibe the hobby of letter writing among children. This initiative also attempts to crowdsource the thoughts of younger generation on key issues concerning the nation.

The last three editions of the Dhai Akhar Letter Writing Campaign for the year 2017-18, 2018-19 & 2019-20 were a great success. However, the campaign could not be conducted thereafter due to the Covid-19 Pandemic.

As we are recovering from the pandemic phase, Department would be organizing the Dhai Akhar Letter Writing Campaign at the National Level on the theme "Vision for India 2047" under the "Vision 2047" of the Government of India for this year i.e. 2022-23.

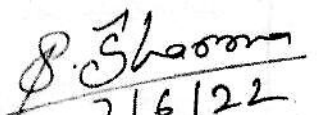
The Dhai Akhar, National Letter Writing Competition in the current year will be conducted from 01.07.2022 to 31.10.2022. The details of the program is Annexed. The circle-wise target for participation of students is also Annexed.

Dhai Akhar competition, this year aims to promote students to pen down their ideas on Vision for India 2047. In view of the immense importance of the topic, it has been decided to ensure participation of at least 18 lakh students. Further, the program should be branded as an Azadi Ka Amrit Mahotsav (AKAM) initiative of the department.

Accordingly, it is requested that the events in the school should be planned properly and students should be given an outline of the theme. Circle should also maintain a proper database of schools and photographic records of the workshops conducted in schools. During these workshops, students should be educated about philately and should be motivated to open Philatelic Deposit Accounts.

A monthly reporting format will be shared shortly.

With Kind Regards

  
7/6/22  
(Sunil Sharma)  
Director (Philately)

To  
All Heads of Circle

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**Annexure**

The details of the Dhai Akhar Letter Writing Campaign 2022-23 are as under:

(I) The organizing plan will be as follows:

- i. A National Level Letter Writing Competition "Dhai Akhar" will be conducted from **01.07.2022 to 31.10.2022**.
- ii. The topic for the letter writing of Dhai Akhar 2022-23 will be "**Vision for India 2047**" under the "**Vision 2047**", the vision plan underway by the Government of India.
- iii. The letter to be written in English/Hindi/Local Language will be addressed to Chief Postmaster General of the respective Circle.
- iv. 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). Only handwritten letters will be accepted, not typed letters.
- v. 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.
- vi. The letter, in case of rural areas, will be brought to the local BO and posted. The BOs will dispatch it to their respective Account Office (HO/SO) duly entered in the Account Bag for further dispatch to the concerned Circle Office.

(II) The categories for National Level Dhai Akhar Letter Writing Campaign are as follows:

✓ (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

(III) The best 03 (three) entries in each category will be shortlisted by every Circle and prize will be awarded to these 03 entries at the Circle level. These best 03 entries chosen at the Circle level will be sent to the Directorate for further evaluation of the final best 03 entries in each category at the National Level. The proposed prize money to be given to the winners of Circle Level and National Level Letters in each category are 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)	Amount to be spent (*)
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/-
<b>TOTAL (Rs. Thirty-six lakh eighty thousand only)</b>		<b>Rs. 36,80,000/-</b>



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(\*) Requisite funds to this effect under Major Head Operating Expenses of Philately (A/c head 3201.01.001.03.01.13) have already been allotted to each Circle under BE 2022-23.

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

Prize Category	(Prize Amount) x (No. of Categories)	Amount to be spent (**)
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/-
<b>TOTAL (Rs. Three lakh forty thousand only)</b>		<b>Rs. 3,40,000/-</b>

(\*\*) 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.

**(TOTAL (A+B) = 36,80,000/- + 3,40,000/- = Rs. 40,20,000/-)**

(IV) Wide publicity of the Campaign shall be given through newspaper advertisements, electronic media, social media and other media including local level pamphlet distribution. Local School Authorities will be acquainted with the DhaiAkhar Letter Writing Campaign so that more students may be included. Considering the situation in wake of COVID 19, Postal authorities can also consider to arrange to get online classes of the students in order to promote the DhaiAkhar Letter Writing Campaign through online classes.

(V) Considering the theme and the popularity of DhaiAkhar, a target of **17.80 lakh** entries for this campaign has been allotted to the Circle on the basis of the number of post offices functioning in the respective Circle, as well as considering the past performances of the Circle. The same is attached herewith as **Annexure A**.

(VI) The campaign will start from **01-07-2022 till 31-10-2022 (four months)**. Letters posted after **31-10-2022** will not be accepted for this edition's Dhai Akhar Letter Writing Campaign. 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 01/01/2022". In case of winning entries, the age and other ID certificates will be verified by the respective Circle before sending the 03 best entries in each category to Directorate.

(VII) Circles must strive to surpass their allocated target for Dhai Akhar Participation.

(VIII) Each Circle must arrange and ensure to declare their respective State/Circle level results latest by **25.12.2022**.

(IX) Circles must invariably ensure to send their best entries (of regional languages) along with English Translated Versions, to Postal Directorate so as to reach latest by **15.1.2023**.

(X) Evaluation Committees at the Circle level will be constituted to read and evaluate the letters according to the content. CPMG will be the Chairperson of Circle level Committee. One of the members must be an academicians or a scholar of the particular language/ literature/ associated with journalism including a professor/ teaching faculty in a college or school. The opinion of the scholars shall be given

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utmost importance while making qualitative selections. Selection Committee at the National level will be constituted in due course.

(XI) To make Dhari Akhar Letter Writing Campaign a success, Circles will have to ensure that sufficient stationery (ILC and envelopes) is available in their Circles. All the circles should give maximum publicity to the campaign.

3. The total financial implication for awarding prize money at Circles Level, and National Level (to be incurred by the respective circle) will be Rs. 36,80,000/- + Rs. 3,40,000/- + = Rs. 40,20,000/- (Rs. Forty Lakh Twenty Thousand Only). This expenditure is proposed to be met from the current year allocation of funds under the Scheme "Philately Operations" sub heads of Operating Expenses of Philately (A/c head 3201.01.001.03.01.13 and NE) and Promotion & Marketing of Philately (A/c 3201.01.001.03.01.26 )

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ix,