



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

e-Mail:apmgphil@gmail.com

To,

1. The Postmaster General, Kolkata Region, Kolkata – 700012
2. The Postmaster General, South Bengal Region, Kolkata – 700012
3. The Postmaster General, North Bengal Region, Siliguri – 734001
4. The DSP, Sikkim State, Gangtok – 737103
5. The DSP, Andaman & Nicobar, Port Blair – 744101

No. Phil/WBC/Dhai Akhar/2024-25

Dtd: -13.09.2024

Subject: - Dhai Akhar Letter Writing Campaign for the FY 2024-25 on the theme "The Joy of Writing : Importance of Letters in a Digital age"

Ref: - Dte. D.O. No – 46/23/2024-Phil-DoP dtd. 11.09.2024

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 (2024-25)**. The details are given below:-

1. Category/Eligibility/Languages/Duration/Theme of the Competition

Category		Eligibility	Languages	Duration/Period	Theme
Upto 18 Years					
Inland Letter Card Category	Envelope Category	Any citizen of India can participate in respective category according to his/her choice and age.	English/Hindi/ any Vernacular Language	14 th September 2024 to 14 th December 2024. Letters posted after 14 th December 2024 will not be entertained	"The Joy of Writing : Importance of Letters in a Digital age"
Above 18 Years					
Inland Letter Card Category	Envelope Category				

2. Target for no. of participants (Region wise) is as below –

Regions/units	Kolkata Region	SB Region	NB Region	A&N Island	Sikkim	Total
Target	40,000	30,000	15,000	2,500	2,500	90,000

3. The letter can be written on plain A4 size paper with a word limit of not more than 1,000 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 the Chief Post Master General, West Bengal Circle, Kolkata -12
4. The Regions are requested to ensure wide publicity of the event. To create awareness about the competition & make it a successful event, following actions are to be taken by the concerned :-
 - a. Wide publicity of the Campaign shall be given through newspaper advertisements, electronic media, social media and other media including local level pamphlet distribution.



- b. Local schools should be visited. Each Division must visit at least 5 schools per week & outcome report has to be shared on spreadsheet shared by this office. (Link attached)
 - c. Each Post Office must visit at least 01 school per week. Outcome report of the same has to be shared with this office on daily basis. (Link attached)
 - d. Information about the competition may be affixed on School Notice Boards and pictures of the same may be shared with this office.
5. Dhai Akhar photobooth with small hanging letterbox has to be created to create a photo corner in Schools/Colleges. Designs and budget for the same shall be conveyed. As per the size of the division, 2-5 sets of these should be ready with each division. This setup will travel from one school/college to another.
 6. The Divisional Head should ensure that proper information is available at Post Offices so that they can help participants. **Letter Boxes/places should be earmarked, where the participants can post their letters, affixed with requisite stamp.**
 7. **The letters are to be collected by the Divisional Office from all the Post Offices**, 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 number of letters/ILC collected.
 8. Dhai Akhar Letter Writing Competition may be conducted in schools/colleges as per programme shared in attached SOP. While visiting schools for spreading awareness/conducting the competition, students may be encouraged to open PDA account. A database of schools, where workshops have been conducted may be maintained along with photographs, which may be shared with CO.
 9. *After completion of the said event on 14.12.2024, 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 30.12.2024, where the letters will be re-evaluated at Regional level. The R.O in turn will select 03 (three) best entries in each category and forward the same to 'CO', within 13.01.2025 where the final work of selection of Circle level winners will be done by the Circle level committee.*
 10. Along with the above instructions, Regions/Divisions should take necessary action according to the SOP for Dhai Akhar Letter Writing Competition 2024-25 (attached) for popularization of the competition.
 11. For other details kindly go through Directorate letter enclosed herewith.
 12. Further, a monthly report in the following performa may kindly be sent to this Office by 2nd of next month of inception of event and till completion.

Month	No of schools / Colleges participated	No of participant	Philatelic club opened	PDA opened	If any activity done on Social Media	Remarks if any

Enclosed: As stated above

ADPS (Bldg & Philately)

Office of the Chief Postmaster General
West Bengal Circle, Kolkata-700012

Copy for information & taking necessary action: -

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/competition>]
3. The ADPS(BD), CO, Kolkata - 12 for uploading in Social Media pages.

ADPS (Bldg & Philately)

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