

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/-
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) 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/-
TOTAL (Rs. Three lakh forty thousand only)		Rs. 3,40,000/-

(**) 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 academician 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

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)
