

F.N- 14-2/2020-IS.4
Government of India
Ministry of Human Resource Development
Department of School Education & Literacy
(IS-4 Section)

Date: 5th June, 2020
Shastri Bhawan, New Delhi


OFFICE MEMORANDUM

Subject:- Reading Day and Reading Week scheduled to be celebrated on 19th June, 2020.

The undersigned is directed to enclose herewith a copy of D.O. Letter No. P-11057/17/2018-HRD dated 27th May, 2020 received from NITI Aayog regarding celebration of Reading Day and Reading Week scheduled on 19th June, 2020.

It is requested that activities with increased focus on promoting technology enabled reading may be organised as indicated in the enclosed D.O. letter.

Encl : As above.


(Rajesh Kumar Maurya)

Under Secretary to the Government of India
Tel No. 011-23384501
Email-rajmaurya.edu@nic.in

To:

1. JS(Inst.), JS(SS-II), JS(Coord & AE)
2. Secretary, CBSE
3. Commissioner, Kendriya Vidyalaya Sangthan.
4. Commissioner, Navodya Vidyalaya Samiti.
5. The Director, Central Tibetan Schools Administration (CTSA)

Copy to :

The Additional Chief Secretary/Principal Secretary / Secretary (Education),
All States and UTs

DR. PREM SINGH

ADVISER

Tel : 011-23096816

E-mail : prem.bogzi@ias.nic.in



सत्यमेव जयते

भारत सरकार
नीति आयोग, नीति भवन,
संसद मार्ग, नई दिल्ली-110 001
NATIONAL INSTITUTION FOR TRANSFORMING INDIA
NITI Aayog, Parliament Street,
New Delhi-110 001

27th May, 2020

D.O. No. P-11057/17/2018-HRD

Dear Madam/Sir,

A country's socio-economic progress depends on its rich knowledge base. Consequently, reading holds tremendous significance. Towards this end, The P.N. Panicker Foundation has been contributing towards building India as a Knowledge Economy.

2. Honouring the father of the 'Library Movement in Kerala', the late P.N. Panicker, since 1996, the State Government has been celebrating **19th June** as the Day of Reading and the following week as the Reading Week. This initiative commenced in collaboration with P.N. Panicker Foundation, transformed into a mass movement, paving the way for the launch of Reading Mission 2022. The activities of this mission, to be implemented in schools, libraries and Panchayats by involving educational institutions, public libraries, Panchayats and civil society etc., include the reading pledge, story telling, poetry recitation, quiz programmes, puppetry, magic shows, folk arts, drawing/painting competitions, seminars, workshops as well as outreach programmes like knowledge yatras, mass runs.

3. Furthering the Mission, the Hon'ble Prime Minister inaugurated the 22nd National level Reading Day and Reading Month celebrations at Kochi on 17th June 2017, and called upon the citizens to inculcate the reading habit, setting up a target to reach 300 million under privileged population by 2022.

4. Your State/UT may organise similar activities with an increased focus on promoting technology-enabled reading. In light of the Covid-19 pandemic, the Foundation has initiated and designed an action plan to reach the target population by leveraging digital technology, wherever feasible.

5. Your leadership to the Reading Mission would be greatly beneficial in this regard. May I request you to kindly direct all District Magistrates to guide the Reading Mission by activating the District Level Organising Committees and providing proper directions to them as done in the previous years.

With warm regards

Yours sincerely,

(Dr. Prem Singh)

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Annexure

1. Ms. Nilam Sawhney, Chief Secretary, IAS, Govt. of Andhra Pradesh, Guntur, Andhra Pradesh-522503.
2. Shri Naresh Kumar, Chief Secretary, Govt. of Arunachal Pradesh, Itanagar-79111
3. Shri Kumar Sanjay Krishna, Chief Secretary, Govt. of Assam, Dispur-781000
4. Shri Deepak Kumar, Chief Secretary, Govt. of Bihar, Patna – 800015
5. Shri R.P. Mandal, Chief Secretary, Govt. of Chattisgarh, Raipur – 492001
6. Shri Parimal Rai, Chief Secretary, Govt. of Goa, Panaji – 403001
7. Shri Anil Mukim, Chief Secretary, Govt. of Gujarat, Gandhinagar-382010.
8. Ms. Keshni Anand Arora, Chief Secretary, Govt. of Haryana, Chandigarh – 160017
9. Shri Anil Kumar Khachi, Chief Secretary, Govt. of Himachal Pradesh, Shimla – 171002
10. Shri B.V.R. Subrahmanyam, Chief Secretary, Govt. of Jammu and Kashmir, Jammu – 180001
11. Shri Sukhdev Singh, Chief Secretary, Govt. of Jharkhand, Ranchi – 834004
12. Shri T.M. Vijay Bhaskar, Chief Secretary, Govt. of Karnataka, Bangalore – 560001
13. Shri Tom Jose, Chief Secretary, Govt. of Kerala, Thiruvananthapuram – 695001
14. Shri Iqbal Singh Bains, Chief Secretary, Govt. of Madhya Pradesh, Bhopal – 462003
15. Shri Ajoy G. Mehta, Chief Secretary, Govt. of Maharashtra, Mumbai – 400001
16. Shri J. Suresh Babu, Chief Secretary, Govt. of Manipur, Imphal – 795001
17. Shri M.S. Rao, Chief Secretary, Govt. of Meghalaya, Shillong – 793001
18. Shri Lalnunmawia Chuaungo, Chief Secretary, Govt. of Mizoram, Aizawal – 796001
19. Shri Tali Temjen Toy, Chief Secretary, Govt. of Nagaland, Kohima – 797001
20. Shri Asit Tripathy, Chief Secretary, Govt. of Odisha, Bhubaneswar – 751001
21. Dr. Karan Avtar Singh, Chief Secretary, Govt. of Punjab, Chandigarh – 160009
22. Shri Devendra Bhushan Gupta, Chief Secretary, Govt. of Rajasthan, Jaipur – 302001
23. Shri S.C. Gupta, Chief Secretary, Govt. of Sikkim, Gangtok – 737101
24. Shri K. Shanmugam, Chief Secretary, Govt. of Tamil Nadu, Chennai – 600009
25. Shri Somesh Kumar, Chief Secretary, Govt. of Telangana, Hyderabad – 500022
26. Shri Manoj Kumar, Chief Secretary, Govt. of Tripura, Agartala – 799001
27. Shri Rajendra Kumar Tiwari, Chief Secretary, Govt. of Uttar Pradesh, Lucknow – 266001
28. Shri Utpal Kumar Singh, Chief Secretary, Govt. of Uttarakhand, Dehradun – 248001
29. Shri Rajiva Sinha, Chief Secretary, Govt. of West Bengal, Kolkata – 700001
30. Shri Vijay Kumar Dev, Chief Secretary, Govt. of NCT of Delhi, New Delhi – 110003
31. Shri Ashwani Kumar, Chief Secretary, Govt. of Puducherry, Puducherry – 605001

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32. Shri Chetan B. Sanghi, Chief Secretary, UT of Andaman & Nicobar, Port Blair – 744101
33. Shri V.P. Singh Badnore, Administrator, UT of Chandigarh, Chandigarh – 160009
34. Shri Praful K. Patel, Administrator, UT of Dadra and Nagar Haveli, Daman & Diu – 396230
35. Shri Dineshwar Sharma, Administrator, UT of Lakshadweep, Kavaratti – 682755
36. Shri Umang Narula, Advisor to Hon'ble Lt. Governor, UT of Ladakh-194101

Copy to:

1. Ms. Anita Karwal, Secretary, Deptt. of School Education & Literacy, MHRD, Shastri Bhawan, New Delhi-110001.
2. Shri Amit Khare, Secretary, Deptt. of Higher Education, MHRD, Shastri Bhawan, New Delhi – 110001.
3. Ms. Chithra Arumugam, Principal Secretary, Dept of School and Mass Education, Govt. of Odisha, Bhubaneswar, Odisha-751001
4. Ms. Rashmi Arun Shami, Principal Secretary, Dept of School Education, Govt. of Madhya Pradesh, Mantralaya, Ballabh Bhawan Bhopal, MP - 462004
5. Shri Rahul Sharma, Principal Secretary, Dept of School Education & Literacy, Govt. of Jharkhand, MDI Building, Jharkhand Mantralaya, Dhurva Building, Ranchi, Jharkhand – 834004
6. Ms. Seema Bansal, Project Director (BCG-PFEL-Consortium), The Boston Consulting Group (India) Pvt. Ltd, 19th floor, Tower C, Building 10, DLF Cyber City, Phase-II, Gurugram, Haryana – 122002
7. P.N. Panicker Foundation, 509, Sangeeth Nagar, Thycaud, Thiruvananthapuram, Kerala - 695014



(Dr. Prem Singh)