

**IMMEDIATE/DATE BOUND**

From

Director Higher Education, Haryana,  
Shiksha Sadan, Sector-5, Panchkula.

To

1. The Registrars of All State & Private Universities in the State of Haryana
2. The Principals of Govt. Colleges in the State of Haryana
3. The Principals of Govt. Aided Colleges in the State of Haryana.
4. The Principals of Self Financed Colleges in the State of Haryana.

Memo No. 9/170-2023 Co.(3)

Dated Panchkula, the 29-08-2023

**Subject:- Organization of Literacy Week from 1-8 September, 2023**

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Kindly refer to the subject cited above.

I have been directed to forward you a copy of Memo No. 17/1-2023 LC dated 23.08.2023 received from Assistant Director Literacy O/o Director Secondary Education, Haryana with the requested to conduct the following activities during literacy campaign:-

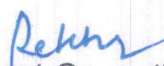
1. Organize intra/inter College Debate, Declamation, Poster and slogan Competition on topics promoting literacy awareness.
2. Nukkad Nataks /Rallies/Cycle Rallies with banner and placards to be organized in literacy week, a community outreach programme to create literacy awareness.
3. To organize workshop/conference / seminars on topic "Understanding of Lifelong learning for all in Society (ULLAS).
4. To prepare roaster about above mentioned activities on day to day basis in the literacy week (1-8 Sep, 2023) and submit the literacy week compilation on the Google sheet in the below mentioned performa :-

Date	Report of the Activity conducted with photographs (in soft copies).	Upload link

**Google sheet link -**

[https://docs.google.com/spreadsheets/d/1fseMc1PLhp9hJp\\_7hmPeKZ5-ys8zzoY5v3-EeGTbqks/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1fseMc1PLhp9hJp_7hmPeKZ5-ys8zzoY5v3-EeGTbqks/edit?usp=sharing)

Enclosed : As above.

  
Superintendent Co-ordination  
for Director Higher Education,  
Haryana, Panchkula

CC :- In-Charge IT Cell to upload on the portal

From

Director Secondary Education-cum-Member Secretary  
State Literacy Mission Authority, Haryana  
Shiksha Sadan, Sector-5, Panchkula

To

The Director Higher Education-cum-Member of EC of State Literacy Mission  
Authorities, Haryana

Memo No. 17/1-2023 LC

Dated : 02.08.2023

**Subject: Organization of Literacy Week from 1-8 September, 2023.**

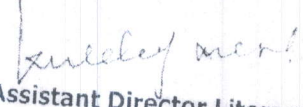
The Govt. of India has decided to organize a literacy week from 1<sup>st</sup> September to 8<sup>th</sup> September 2023 to celebrate International Literacy Day and to generate awareness among all the stakeholders about the ULLAS - Nav Bharat Saksharta Karyakram / NILP. The week-long literacy campaign will encompass a range of suggested activities (copy enclosed herewith) which have to be carried out along with the celebration of International Literacy Day on 8<sup>th</sup> September, 2023.

The logo, slogan/tagline-**Jan Jan Saakshar** and popular name- **ULLAS** of Nav Bharat Saksharta Karyakram / NILP has already been launched by Hon'ble Education Minister during the celebration of 3rd anniversary of National Education Policy (NEP) 2020 which was communicated vide DO letter of Secretary, Department of School Education & Literacy dated 20.07.2023, No.20-36/2022-AE-I (copy enclosed). Volunteerism and janbhagidari are the main drivers of this ULLAS programme.

It is requested to kindly issue instructions to the Universities and Colleges to popularise the logo, slogan and popular name during the literacy campaign, which will encourage the learners and motivate volunteers to take part in the scheme and register on ULLAS app which is now open for self-registration. Your kind intervention in this regard surely will build environment and mobilize the community to make Jan-Jan-Saakshar in the state.

The details of all activities being conducted during literacy campaign under ULLAS - Nav Bharat Saksharta Karyakram on daily basis may please be shared at the given google tracker.

Encl.: As above

  
**Assistant Director Literacy  
for Director Secondary Education  
Haryana, Panchkula**

## Suggestive Activities for Literacy Campaign in all States/UTs

S.No.	Event/Activity	Participants
1.	Workshop/conferences/seminars/meetings on awareness about ULLAS Nav Bharat Saksharta Karyakram by District Education Officers and District Literacy Mission Authority.	DIET and their Faculties, Teacher from Govt/Aided schools, Representative of TTIs under NCTE, HEIs (Degree Colleges/Technical Institutions) under an University/AICTE, NVS, KVS, NYKS, NCC, NSS, Scouts and Guides etc.
2.	Meetings at Gram panchayats involving Panchayat Raj Institutions (PRIs) on ULLAS-Nav Bharat Saaksharta Karyakram	Members of Gram Panchayats, Farmers, Women, Retired Employees, ICDS/One Stop Centres, Women, Members of Schools Management Committees, Self Help Groups (SHGs), Farmer Clubs, Neo-literates, Non-literates etc.
3.	Rallies/ Cycle Rallies/ Prabhat Ferries/ Nukkad Nataks etc. by students and teachers with banners and placards about ULLAS- Nav Bharat Saksharta Karyakram	Students of Govt./Aided schools/CBSE affiliated schools/ TTIs under NCTE/HEIs (Degree Colleges/Technical Institutions) under an University/AICTE, NVS, KVS, Scouts and Guides, NYKS, NCC, NSS Volunteers, Anganwadi Workers, Members of GPs.
4.	Awareness through posters, pamphlets wall paintings, etc.	Farmers, Women, Retired Employees, Women etc.
5.	Debate and discussion on topic of Education for All.	Community Radios, Local Cinemas and Loudspeaker Vans etc.
6.	Radio jingles and short films	

Google Tracker:-

<https://docs.google.com/spreadsheets/d/10qEYtidAasDjs0Q0UXV6qZx7Q2IE01o2pLMAbTn-BS0/edit?usp=sharing>