

## **CHAPTER-2**

### **The Campaign**

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## 2.1. Introduction

The campaign was initially not planned and thought. However, as the message of this Shiksha Kumbh reached the people, their response was overwhelming on listening to this very noble and innovative idea. Therefore, it was decided at a later stage to lead the campaign from front in terms of press conferences and invitations.

In total, **1 press conference** was held in NIT Delhi. The invitation campaign was led through personal invitations to the prominent educationists and the members of the society who contributed significantly to make a difference in the field of education. The campaign was further extended to send letters & emails to reach those who can't be contacted through personal invitation mode due to shortage of time. More than 2K personal invitations in more than 3 states and 1 UTs were given through Zonal and District Coordinators. More than 5K invitations through letters and more than 10K invitations through emails were sent in entire Bharat covering Bureaucrats to Influencers to Change Makers to Law Makers to Academicians to Education Ministers to Chief Ministers to Cabinet Ministers to Prime Minister to President of Bharat.

The purpose of this mass movement of press conferences and invitations was to make aware one and all of this country of Shiksha Kumbh. Covering the whole campaign in pictorial form is next to impossible in a Chapter. Therefore, the details of this campaign in terms of geographies covered and numbers sent are provided in subsequent sections and sample pictorial form to depict the campaign is used.

## 2.2. Press Conferences

1 press conference was conducted at Capital of Bharat.

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**Date:** 12/12/2023

**District:** Delhi

**Venue:** NIT Delhi

**Conference Addressed by:** Dr.  
Thakur SKR



## 2.3. Invitations

The invitation campaign planned and executed in inaugural edition of Shiksha Kumbh was one of its kind across the globe. The methodology of inviting the dignitaries through Placards, releasing the brochure with each dignitary and presenting the kit in eco-friendly Shiksha Kumbh bags was not only liked by each and everyone but also the novelty of the campaign was appreciated. A total number of personal invitations given across different districts of 2 states and 2 UTs are described in subsequent sections.

### 2.3.1. Personal Invitations

#### 2.3.1.1. Haryana

Haryana was the 1<sup>st</sup> state of North Zone where massive personal invitations were rendered to the educationists, academicians, change makers and politicians. More than 2K invitations were given in various districts of Haryana. Samples of the pictorial campaign are depicted here.



Dr. Ankit Goel and Dr. Nitish Bansal inviting Dr. R.K. Gupta, Professor & Head, Department of Zoology, College of Basic Science & Humanities, CCS Haryana Agricultural University, Hisar



Dr. Ankit Goel, Dr. Nitish Bansal and Dr. Kanishk inviting Prof. (Dr) Narsi Ram Bishnoi, Vice Chancellor, Guru Jambheshwar University of Science and Technology, Hisar, Haryana



Dr. Ankit Goel and Dr. Nitish Bansal inviting Prof. (Dr) B. R. Kamboj, Worthy Vice Chancellor, CCS Haryana Agricultural University, Hisar, Haryana



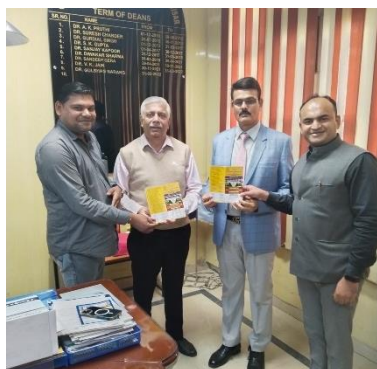
Dr. Tanvi Bhatia inviting Dr. Naresh Kaushik Ji, Principal, College of Agriculture, Bawal (Rewari)



Dr. Jeetendra Sharma inviting Dr. Harpreet Singh, Scientist, HPVK, LUVAS, Karnal



Dr. Ankit Goel inviting Dr. Manoj Kumar Rose, Dean, LUVAS, Hisar, Haryana



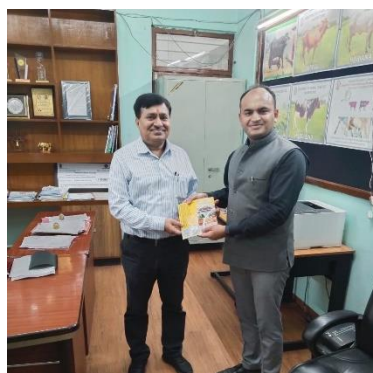
Dr. Ankit Goel and Dr. Nitish Bansal inviting Dr. Gulshan Narang, Dean and Dr. S. K. Dhaka, Registrar, LUVAS, Hisar



Dr. Ankit Goel inviting Dr. Naresh Jindal, Director of Research, LUVAS, Hisar, Haryana



Dr. Jeetendra Sharma inviting Dr. Sandeep Potliya, Scientist, LUVAS, Hisar, Haryana



Dr. Ankit Goel inviting Dr. Rajesh Khurana, Director of Human Resource Management, LUVAS, Hisar, Haryana





Dr. Ankit Goel and Dr. Jeetendra Sharma inviting Mr. Parvesh Sharma, Chief Manager and Mr. JP Sain, Circle Head PNB



Prof. Deepti Dharmani inviting Mr. Arvind Bansal, Chairman, Sirsa Education Society, Sirsa



Prof. Deepti Dharmani inviting Prof. Kuldeep Singh Dhindsa, Director General, JCD Vidyapeeth, Sirsa



Prof. Deepti Dharmani inviting Dr. Harjinder Singh, Vice Principal, Govt. National College, Sirsa



Prof. Deepti Dharmani inviting Prof. Ajmer Singh Malik, Vice Chancellor, Chaudhary Devi Lal University, Sirsa



Prof. Deepti Dharmani inviting Dr. Gita Monga, Principal, Shah Satnam Singh Girls College, Sirsa.



Prof. Deepti Dharmani inviting Dr Kumud Bansal, former Director of Haryana Hindi Sahitya Akademi , Haryana



Dr. Thakur Sudesh Raunija, Dr. Jitesh Pandey, Mr. Ramendra Singh, and Colonel KK Kakkar inviting Prof. Kartar Dhiman, Vice Chancellor, Shri Krishna Ayush University Kurukshetra



Dr. Thakur Sudesh Raunija, Dr. Jitesh Pandey, Mr. Ramendra Singh, and Colonel KK Kakkar inviting Prof. Naresh Bhargava, Registrar, Shri Krishna Ayush University Kurukshetra

### 2.3.1.2. Punjab

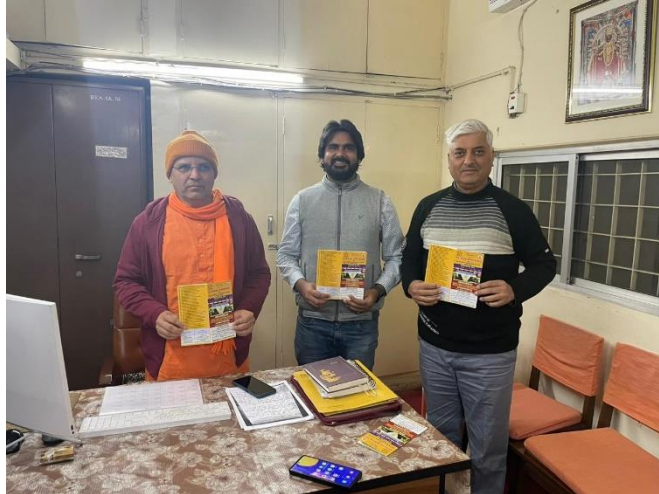
Punjab was the 2<sup>nd</sup> state of North Zone where massive personal invitations were rendered to the educationists, academicians, change makers and politicians. More than 0.2K invitations were given in various districts of Punjab. Samples of the pictorial campaign are depicted here.



Dr. Thakur Sudesh Raunija, Dr. Jitesh Pandey, Mr. Ramendra Singh, Advocate Vikram Verma, Advocate Bhupinder, and Colonel KK Kakkar inviting Mr. Srinivasulu, Organization Minister, BJP Punjab

### 2.3.1.3. Chandigarh

Chandigarh was the 1<sup>st</sup> UT of North Zone where massive personal invitations were rendered to the educationists, academicians, change makers and politicians. More than 0.1K invitations were given in various Places of Chandigarh. Samples of the pictorial campaign are depicted here.



Dr. Thakur Sudesh Raunija and Colonel KK Kakkar inviting Swami Bhitiharananda Ji Maharaj, Secretary, Ram Krishna Mission, Chandigarh

### 2.3.1.4. Delhi

Delhi was the 3<sup>rd</sup> state of North Zone where massive personal invitations were rendered to the educationists, academicians, change makers and politicians. More than 0.3K invitations were given in various districts of Delhi. Samples of the pictorial campaign are depicted here.





Dr. Thakur Sudesh Raunija, Dr. Neeraj Pant inviting Sardar NS Kalsi Retd. IAS, Chairman, NCVET



Dr. Thakur Sudesh Raunija, Mr. Vijay Nadda, Dr. Neeraj Pant, Dr. Jitesh Pandey, Mr. Suresh Bhati, and Prof. Sathans, inviting Mr. Shobhit, Director, M/s Luxfer-Uttam

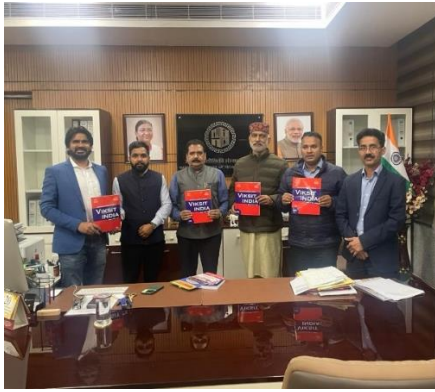


Dr. Thakur Sudesh Raunija, Mr. Vijay Nadda, Dr. Neeraj Pant, Dr. Jitesh Pandey, Mr. Suresh Bhati, and Prof. Sathans, inviting Mr. Ashwini Vaishnav, Union Minister of Information and Technology and Union Railways



Dr. Thakur Sudesh Raunija, Mr. Vijay Nadda, Dr. Neeraj Pant, Dr. Jitesh Pandey, Mr. Suresh Bhati, and Prof. Sathans, inviting Mr. Nand Kumar, Organizing Secretary, Pragya Pravah





Dr. Thakur Sudesh Raunija, Mr. Vijay Nadda, Dr. Neeraj Pant, Dr. Jitesh Pandey, and Prof. Sathans, inviting Prof. Ajay Sharma, Director, NIT Delhi



Dr. Thakur Sudesh Raunija, Mr. Vijay Nadda, Dr. Neeraj Pant, Dr. Jitesh Pandey, Mr. Suresh Bhati, and Prof. Sathans inviting Prof. Yogesh Singh, Vice Chancellor, University of Delhi, and Chairman, NCTE



Mr. Dnyaneshwar Singh, Deputy Director, NCB

### 2.3.2. E-mails

Throughout Bharat, more than 10K invitations were sent to the dignitaries via email for the purpose of invitations in Shiksha Kumbh. The breakup of these emails is depicted in the Table

Sr. No.	Particulars	Sent via Email
1	Companies	2990
2	National Institute	160
3	Chief Ministers	30
4	Governors	31
5	Education Ministers & Secretaries	91

6	Union Ministers, PM, VP,	105
7	Spiritual Leaders	1022
8	Politicians	2535
9	You tubers	1597
10	Singers	724
11	Universities	1083
12	Organizations	198
<b>Total no. of Emails</b>		<b>10517</b>

## 2.4. Conclusion

In conclusion, the campaign for Shiksha Kumbh emerged as a dynamic and widespread initiative that gained momentum organically. Initially unplanned, it quickly garnered immense support from the people, compelling the organizers to take a proactive approach in leading the campaign through press conferences and invitations.

The press conferences, conducted across various states of Bharat, served as a crucial platform for disseminating information about Shiksha Kumbh. Notably, the overwhelming response from the people underscored the significance of the noble and innovative concept. A detailed breakdown of press conferences held in different states has been presented for further insight.

Simultaneously, the invitation campaign unfolded with a unique and unprecedented methodology. Personal invitations were extended to prominent educationists and societal contributors, complemented by letters, emails, and eco-friendly Shiksha Kumbh bags. The sheer scale of this campaign is highlighted by the vast numbers involved, including invitations sent to a diverse array of individuals ranging from bureaucrats to influencers, change makers, and even the highest echelons of political leadership.

The purpose of this extensive outreach was to create widespread awareness about Shiksha Kumbh, transcending geographical boundaries. The intricacies of the campaign, including the coverage across different states, districts, and the sheer magnitude of invitations, are elucidated for a comprehensive understanding.

The subsequent sections delve deeper into the state-wise details of press conferences and provide pictorial representations of the personal invitation campaign in various states, showcasing the diversity and richness of the initiative.

In essence, Chapter-2 encapsulates the vibrant and inclusive nature of the Shiksha Kumbh campaign, setting the stage for the subsequent chapters to unveil the unfolding narrative of this educational movement.