



**Dr. Preeti Meena**  
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**D.O No. 6-2/2024-AE-I**

**Date: 22<sup>nd</sup> August, 2024**

*Respected Sir, Mam.*

As you are aware, Centrally Sponsored Scheme ULLAS- Nav Bharat Saaksharta Karyakram on Education for All in Society is being implemented during FYs 2022-27 in alignment with National Education Policy (NEP) 2020. The Scheme has five components, namely (i) Foundational Literacy and Numeracy, (ii) Critical Life Skills, (iii) Basic Education, (iv) Vocational Skills, (v) Continuing Education.

2. Like it was done in 2023, it has been decided to organise a 'Literacy Week' from 1<sup>st</sup> September to 8<sup>th</sup> September, 2024 culminating in celebration of International Literacy Day (ILD) on 8<sup>th</sup> September, 2024, to generate awareness among all the stakeholders about the ULLAS - Nav Bharat Saaksharta Karyakram. The week-long literacy campaign should encompass a range of suggested activities (copy enclosed) which have to be carried out across the country. Further, you are requested to ensure adequate media coverage including use of social media platforms to ensure extensive visibility of the literacy campaign. A nodal officer may be appointed for ILD Week & ILD 2024 latest by 24.08.2024 and communicated at mail address.

3. The campaign will emphasize promoting literacy at the grassroots level, particularly through multilingual education and inclusive learning practices.

4. I request your personal involvement in ensuring the success of the week-long literacy campaign and the participation of your State/UT in the ILD 2024 celebrations. A communication regarding the events on 7<sup>th</sup> September, 2024 (online) and celebration of ILD, 2024 on 8<sup>th</sup> September has been separately sent by D.O. of even no. dated 22.08.2024.

Encl. As above.

*With regards,*

Yours sincerely,

*Preeti Meena*  
(Preeti Meena)

**Additional Chief Secretaries/ Principal Secretaries/ Education Secretaries (School Education) of all States and UTs.**

**Copy to**

1. PS to Secretary, DoSE&L
2. The Directors, SLMA/SPDs Incharge-of ULLAS of all States and UTs.
3. The Head of NCL, NCERT, New Delhi.



**Annexure**

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

The theme of ILD 2024 is **Promoting Literacy through Multilingualism.**

S. No.	Event/ Activity	Participants
1	Workshop/conferences/seminars/meetings on awareness about ULLAS Nab Bharat Saakasharta Karyakram by District Education Officers and District Literacy Mission Authority	DIET and their Faculties Teacher form Govt/Aided schools, Representative of TTIs under NCTE, HELs (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) ULLAS -Nav Bharat Saakasharta 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- Nab Bharat Saakasharta Karyakram	Students of Govt./Aided schools/CBSE affiliated schools/ TTIs under NCTE/HEIs (Degree Colleges/Technical Institutions) under an University/ AICTE, NVS,KVS,NYKS, NCC, NSS, Scouts and Guides, NYKS, NCC,NSS Volunteers, Anganwadi Workers, Members of GPs, Farmers, Retired Employees, Women etc.
4	Awareness through posters, pamphlets wall paintings, etc.	
5	Debate and discussion on topic of Education for all.	
6	Radio jingles and short films	Community Radios, Local Cinemas and Loudspeaker Vans etc.