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D.O No.6-2/2024-AE-1

Dated: 22<sup>nd</sup> August, 2024

Dear Madam/Sir,

As you are aware, International Literacy Day (ILD) is celebrated on 8th September every year. ILD has been organised as Mega event in the country in the past to promote Adult Education/Literacy in the country in which Hon'ble President of India, Hon'ble Vice President of India and Hon'ble Minister of Education have graced the occasion as the Chief Guest of the event. This year we have invited **Shri Jagdeep Dhankhar, Hon'ble Vice President of India** to grace the occasion as the Chief Guest of the Main Event of ILD 2024 Celebration to be held on **the 8<sup>th</sup> September 2024 at Vigyan Bhawan, Plenary Hall, New Delhi at 10.00 am**. The theme of ILD 2024 is **"Promoting Literacy through Multilingualism"**. A copy of Concept Note on ILD 2024 and Minute to Minute Program is enclosed. We are also conducting a Virtual International Conference on the eve of ILD 2024, on 07.09.2024.

2. As communicated vide separate letter of even number dated 22.08.2024, as a precursor to ILD, a week-long literacy campaign will be conducted across all States and Union Territories from the 1<sup>st</sup> to the 8<sup>th</sup> of September 2024, as done in 2023.

3. The literacy campaign will culminate in a grand celebration in New Delhi, with the following key events:

**Pre-Event on 7<sup>th</sup> September 2024:** A Virtual International Conference on "Promoting literacy through multilingualism" in collaboration with UNESCO will be held, bringing together global experts, educators, and policymakers. Details will soon be shared.

**Main Event on 8<sup>th</sup> September 2024:** ILD celebration will take place at Plenary Hall, Vigyan Bhawan(VB), New Delhi. Hon'ble Vice President of India has been invited to grace the occasion as the Chief Guest, with the Hon'ble Minister of Education and the Minister of State for Education as Guests of Honour.

4. You are invited alongwith your SPD, to participate in the event on 7<sup>th</sup> September, 2024 (Online) and 8<sup>th</sup> September, 2024 (In-Person) along with your State/UT team. Participants from each State/UT may include:

- SLMA Officers
- SCL/ SCERT Officials
- Atleast 5 Neo-Literate / Learners (representing diverse linguistic backgrounds)
- Atleast 2 Volunteer Teachers who have made significant contributions to literacy efforts under ULLAS

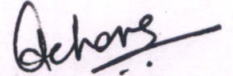
5. All participants are required to arrive in New Delhi on 7<sup>th</sup> of September 2024 as the registration at VB will start at 9 am. Accommodation and other arrangements may be made at your respective State Bhawans.

6. 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. Kindly nominate a nodal officer by 24.08.2024 and get the participant names registered in the google form, the link of which will be provided to the Nodal Officer.

7. For any further information, you may contact Dr. Preeti Meena Director ULLAS at phone 011- 23383779 and email preeti.meena@ias.nic.in or Dr. Kuldeep, Consultant, ULLAS at Mob No. 9958192164 and mail drkuldeep.nlma@gmail.com

*With regards,*

Yours sincerely,



(Archana Sharma Awasthi)

**ACS/Pr. Secretaries/Secretaries Education of all States/UTs**

**Copy to:**

1. PS to Secretary, DoSEL
2. SPD /Director SLMA of all States/UTs looking after ULLAS
3. In-Charge NCL, NCERT
4. SCERTs





## International Literacy Day Celebration, 2024

8<sup>th</sup> September 2024

at

Vigyan Bhawan, New Delhi

<b><u>Programme Schedule</u></b>	
09:00 AM-10:00 AM	Registration of Participants
11:00 AM	Arrival of the Chief Guest, Hon'ble Vice President of India
11:00 - 11:15 AM	Visit to Exhibition by the Chief Guest
11:15 - 11:20 AM	Lighting of the Ceremonial Lamp by the Chief Guest
11:20 – 11:21 AM	National Anthem
11:21 – 11:25 AM	Saraswati Vandana by Gandharva Mahavidyalaya
11:25 – 11:30 AM	Welcome speech by Shri Sanjay Kumar, Secretary, DoSEL
11:30 – 11:35 AM	Message from Director General of UNESCO
11:35 – 11:40 AM	Film on ULLAS- Nav Bharat Saaksharta Karayakram
11:40 – 11:55 AM	Cultural activities on Literacy by the States and UTs
11:55 – 11:57 AM	Launch of DTH channel by Chief Guest
11:57 AM – 12:15 PM	Inaugural Address by Shri Dharmendra Pradhan, Hon'ble Minister of Education
12:15 – 12:40 PM	Key note Address by the Chief Guest
12:40 – 12:43 PM	Vote of thanks by Ms. Archana S. Awasthi, Joint Secretary
12.45 PM	Departure of Hon'ble Chief Guest



# **Concept Note on Celebration of International Literacy Day 2024 under ULLAS**

## **1. ULLAS- Nav Bharat Saaksharta Karyakram**

The true progress of our nation can only be achieved when every citizen attains a basic level of literacy including financial literacy, digital literacy and life skills, enabling them to actively contribute to their personal growth and the development of our nation as a whole. ULLAS - Nav Bharat Saaksharta Karyakram, a Centrally Sponsored Scheme is being implemented w.e.f. 01.04.2022 in the country aiming to benefit adults aged 15 years and above who could not get due schooling and make them literate. The scheme being implemented during 2022-27 has five components namely (i) Foundational Literacy and Numeracy, (ii) Critical Life Skills, (iii) Basic Education, (iv) Vocational Skills Development, (v) and Continuing Education and is being implemented in both offline and online mode by Volunteer teachers.

## **2. Organisation of International Literacy Day in the world**

The concept of International Literacy Day (ILD) was established at the World Conference of Ministers of Education on the Eradication of Illiteracy, which was held in Tehran, Iran, in 1965. This conference marked a significant moment in international education policy, leading to the proclamation of International Literacy Day by UNESCO in 1966. It laid the groundwork for the annual celebration of ILD, which continues to focus on promoting literacy as a tool for empowerment and sustainable development. The tagline/slogan of International Literacy Day is 'Today a reader, tomorrow a leader'. Key aspects of the summit were as under:

- a. **Global Recognition of Literacy:** The Tehran Summit emphasized the importance of literacy as a fundamental human right and a cornerstone for development. The conference aimed to address global illiteracy by fostering international cooperation and policy-making focused on improving literacy rates worldwide.
- b. **Focus on Adult Education:** The summit highlighted the need for adult education and lifelong learning as crucial components of literacy efforts. It recognized that literacy is not only about reading and writing but also about enabling individuals to engage fully in society.
- c. **Sustainable Development and Peace:** The conference linked literacy to broader goals of sustainable development and peace, promoting the idea that literacy is essential for achieving economic growth, social justice, and peace.



- d. **Integration of Literacy into National Policies:** One of the major outcomes of the summit was the call for countries to integrate literacy into their national education plans. This approach was meant to ensure that literacy becomes a priority in educational reforms and development strategies.

Bharat has shown performance on all 4 of these aspects. **The literacy program is aligned with NEP 2020 which aims 100 % literacy. This is also as per the SDG 4.6 of UNESCO which talks about ensuring that all youth and a substantial proportion of adults, both men and women achieve literacy and numeracy by 2030. We have achieved 80.3 % overall literacy as per PFLS 2022-23 and are now moving towards full literacy. Under ULLAS, in three evaluations 77 lakh learners have appeared in 27 states and 92 % have become neo literates.**

### **3. Celebration of International Literacy Day in India**

Government of India has been celebrating International Literacy Day on 8<sup>th</sup> September every year since 1967, to promote Adult Education/Literacy in the country. **ILD has been organised as Mega event in the country in the past in which Hon'ble President of India (2013,2014,2015,2016), Hon'ble Vice President of India (2012, 2017) and Hon'ble Minister of Education have graced the occasion as the Chief Guest of the event.**

Various National and International activities on Adult Education and Literacy had been organised during the ILD celebration in the country as well as States and UTs like Seminar, Conferences, Workshops, Meeting, Literacy campaigns, March pass, Literacy based cultural events in a weeklong celebration of the ILD week in 2023, across the country under ULLAS in which almost 3.5 crore stakeholders participated.

### **4. Proposed International Literacy Day Celebration 2024 :**

- ULLAS Literacy Week will be organised from 1-8 September 2024 in the country with a literacy drive in the run up to the ILD 2024 Celebration.
- The International Literacy Day 2024 celebration will be in two parts;

#### **i. Pre Event Programme 07.09.2024**

Organisation of International Conference in hybrid mode on the theme of ILD 2024, 'Promoting Literacy through multilingualism' in collaboration with UNESCO India from 2.00 p.m. to 5.30 p.m.



ii. **Main Event 08.09.2024**

**One Day ILD Celebration at national level is proposed to be organised on 8.09.2024 from 10.00 a.m. to 1.00 p.m**

- **Hon'ble Vice President of India** invited as the **Chief Guest** of the programme. **Hon'ble Education Minister** will chair the programme. Hon'ble MoS for Education will be the Guest of Honour.
- At Vigyan Bhawan, Plenary Hall, New Delhi
- 1000-1200 participants will be attending the programme.
- The theme of ILD 2024 is **'Promoting Literacy through Multilingualism.'**
- A small Exhibition on best practises of the States/UTs may be done. **Hon'ble Vice President of India and Hon'ble SM** may visit the Exhibition to witness various innovative activities.
- Proper Publicity will be made of the event. Live telecast of the event will be on Doordarshan TV, ULLAS DTH TV Channel, ULLAS YouTube Channel. Print Media and Social Media platforms will also be used for wide outreach of the event.

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