

CHAPTER-2

The Campaign

2. Introduction

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

In totality, **31 press conferences** were held throughout various states of Bharat. Specifically, these press conferences were held in the states of Punjab (22 Nos), Haryana (06 Nos), Madhya Pradesh (02 Nos) and Himachal Pradesh (01 No).

The invitation campaign was lead 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 10 states and UTs were given through Zonal and District Co-ordinators. 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 about Shiksha Mahakumbh. The 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.

2.1. Press Conferences

31 press conferences were conducted across different states of Bharat. The state wise details of these press conferences is provided in subsequent sections.

2.1.1. Punjab

Being the host state, the massive campaign was planned in Punjab so that almost all the strata of the Punjab gets aware about this noble cause so that they can take advantage of this cause to make a difference in their state. Accordingly, 22 press conferences covering almost all the districts of the Punjab were conducted.

Date: March 13, 2023

District: Jalandhar

Venue: NIT Jalandhar

Conference Addressed by:

Mr. Vijay Kumar Nadda and Dr. Thakur SKR



Date: March 29, 2023

District: Sangrur

Venue: Hotel Urban Crave, Sunam

Conference Addressed by: Dr. Thakur SKR



Date: March 30, 2023

District: Bathinda

Venue: Hotel Roadways, Bathinda

Conference Addressed by: Dr. Thakur SKR



Date: April 03, 2023

District: Amritsar

Venue: Madhav Vidya Niketan

Conference Addressed by: Dr. Thakur SKR and Shri Sanyog Dutt



Date: April 17, 2023

District: Sangrur

Venue: GPF Complex, Lehragaga

Conference Addressed by: Dr. Amit Kansal



Date: April 18, 2023

District: Mansa

Venue: Sarvhitkari Vidya Mandir

Conference Addressed by: Dr. Amit Kansal and Adv. Niharika Kamal



Date: April 19, 2023

Date: April 21, 2023

District: Hoshiarpur

Venue: Sarvhitkari Vidya Mandir

Conference Addressed by: Dr. Thakur SKR, Dr Jitendra Garg and Mr. Mandeep Tiwari



Date: April 22, 2023

District: Jalandhar

Venue: Vidya Dham

Conference Addressed by: Dr. Thakur SKR, Dr. Amit Kansal & Adv. Niharika Kamal



Date: April 22, 2023

District: Patiala

Venue: Elite Club

Conference Addressed by: Adv. Vishal Garg & Prof. Rajneesh Talwar



Date: April 25, 2023

District: Pathankot

Venue: SRPA Adarsh Bhartiya College

Conference Addressed by: Dr. Neetesh Singh & Dr. Shamsher Singh



Date: May 2, 2023

District: Fatehgarh Sahib

Venue: Sarvhitkari Vidya Mandir Khamanon

Conference Addressed by: Adv. Vishal Garg and Mrs. Gurpreet Kaur



Date: May 2, 2023

District: Fatehgarh Sahib

Venue: Sarvhitkari Vidya Mandir Sirhind

Conference Addressed by: Adv. Vishal Garg and Mr. Mahesh Sharma



Date: May 5, 2023

District: Moga

Venue: Blooming Buds School

Conference Addressed by: Dr. Thakur SKR, Mr. Sanjiv Saini, Mr. Ram Gopal and Mr. Vijay Nadda



Date: May 5, 2023

District: Mansa

Venue: Krishana Collage, Ralli, Budhlada

Conference Addressed by: Dr. Amit Kansal



Date: May 5, 2023

District: Jalandhar

Venue: DAV University

Conference Addressed by: Dr. Thakur SKR and Prof. Manoj Kumar



Date: May 6, 2023

District: Sangrur

Venue: Sarvhitkari Vidya Mandir, Dhuri

Conference Addressed by: Dr. Amit Kansal



Date: May 6, 2023

District: Malerkotla

Venue: Sarvhitkari Vidya Mandir

Conference Addressed by: Dr. Amit Kansal



Date: May 10, 2023

District: Rupnagar

Venue: Arya Sr. Sec School, Morinda

Conference Addressed by: Adv. Vishal Garg and Mr. Jitender Sharma



Date: May 12, 2023

District: Sangrur

Venue: Sarvhitkari Vidya Mandir, Cheema Mandi

Conference Addressed by: Dr. Amit Kansal



Date: May 13, 2023

District: Abohar

Venue: Sarvhitkari Vidya Mandir

Conference Addressed by: Adv. Vishal Garg



Date: May 13, 2023

District: Firozpur

Venue: Hansraj Public School

Conference Addressed by: Adv. Vishal Garg



Date: May 14, 2023

District: Sri Muktsar Sahib

Venue: Sarvhitkari Vidya Mandir

Conference Addressed by: Adv. Vishal Garg



2.1.4. Haryana

Haryana was the 2nd state chosen by the organizing committee to reach the masses to make them aware about this noble cause education. Accordingly, 6 press conferences were held in various districts of the state. The details about them are provided in subsequent sections.

Date: April 8, 2023

District: Karnal

Venue: IGNOU Regional Center

Conference Addressed by: Dr. Amit Kansal



Date: May 13, 2023

District: Hissar

Venue: RSS Office

Conference Addressed by: Dr. Thakur SKR



Date: May 13, 2023

District: Rohtak

Venue: Shiksha Bharti Vidyalaya

Conference Addressed by: Dr. Thakur SKR



Date: May 13, 2023

District: Jind

Venue: Gopal Vidya Mandir

Conference Addressed by: Dr. Thakur SKR



Date: May 14, 2023

District: Kurukshetra

Venue: SMB Gita Sr. Sec. School

Conference Addressed by: Dr. Thakur SKR



Date: May 14, 2023

District: Karnal

Venue: Vivekananda Sr. Sec. School

Conference Addressed by: Dr. Thakur SKR



2.1.2. Madhya Pradesh

Madhya Pradesh was the state chosen in Central Zone to reach the masses with the message of Shiksha Mahakumbh. Accordingly, National Media Co-ordinator along with Central Zone Team conducted 2 press conferences in Bhopal and Indore. The purpose of the conferences was to spread the objective of Shiksha Mahakumbh throughout the state in order to encourage as many people as possible to attend, take advantage opportunities evolving in the Shiksha Mahakumbh and shape the future of Madhya Pradesh's education. The details of these press conferences are provided in subsequent sections.

Date: May 9, 2023

District: Bhopal

Venue: Vidya Bharti Bhawan

Conference Addressed by: Dr. Amit Kansal & Shri Sanyog Dutt



Date: May 10, 2023

District: Indore

Venue: Press Club

Conference Addressed by: Dr. Amit Kansal & Shri Sanyog Dutt



2.1.3. Himachal Pradesh

Himachal Pradesh was the 3rd state chosen in North Zone to outreach the masses with the objective of Shiksha Mahakumbh. Accordingly, 1 press conference was held in district headquarter of Kullu.

Date: May 10, 2023

District: Kullu

Venue: Press Club

Conference Addressed by:

Dr. Thakur SKR & Mrs. Vijeta Thakur



2.2. Invitations

The invitation campaign planned and executed in inaugural edition of Shiksha Mahakumbh 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 Mahakumbh 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 10 states and 4 UTs are described in subsequent sections.

2.2.1. Personal Invitations

2.2.1.1. Punjab

Initially, the event was planned for Punjab. Only selected participants across the country were planned to call. Therefore, massive drive of personal invitations was carried out in the state. The complete exercise was carried out through the district co-ordinators and more than 1.5K personal invitations were given to 1K plus institutions and social change makers in the state. The largest personal invitation derives ever carried out in the state for the purpose of education conference was witnessed by one and all.

Bathinda



Prof. Manjit Bansal, Dean MRSPTU, Bathinda, Mr. Pankaj Jindal CA, Mr. Vinay Kumar and Adv. Gurpreet Singh inviting Prof. Dr. Raghvendra P. Tiwari, Vice Chancellor, Central University of Punjab (Bhatinda)



Prof. Manjit Bansal and Adv. Gurpreet Singh inviting Prof. Buta Singh Sidhu, Vice Chancellor MRSPTU, Bhatinda

Gurdaspur



Dr Sonia Sharma, Dr Sameer Mahajan, Dr. Ashok Choudhary and Prof .Bikramjit Singh inviting Dr. Sameer Sharma, Principal SPN College, Mukerian



Dr Sonia Sharma, Dr Sameer Mahajan and Dr Ashok Choudhary inviting Dr Dr.Karamjeet kaur, Principal Dashmesh Girls College, Chak Allahbaksh, Mukerian

Jalandhar



Mr. Mandeep Tiwari, Mr. Suveet Passi and Mr. Varun Mehta inviting Mr. Raju, Owner, DIPS Jalandhar



Mr. Mandeep Tiwari and Mr. Kanav Nanda inviting Mr. Irwin Khanna Editor-in-Chief, The Uttam Hindu

Ludhiana



Dr. Sanjeev Chandel inviting Mr. Birender Jeet Singh, Principal, Ramgarhia Sr. Sec. School, Millerganj,
Ludhiana



Dr Sanjeev Chandel inviting HR official of Amity University, Punjab

Sri Muktsar Sahib



Adv. Rajat Verma, Mr. Rakesh Verma and Mr. Kabir Khunger inviting Dr. Baljit Kaur, Cabinet Minister for Social Security, Women and Child Development, Punjab



Adv. Rajat Verma inviting Prof..Hemlata Kapoor, Principal, GTB School, Malout

Pathankot

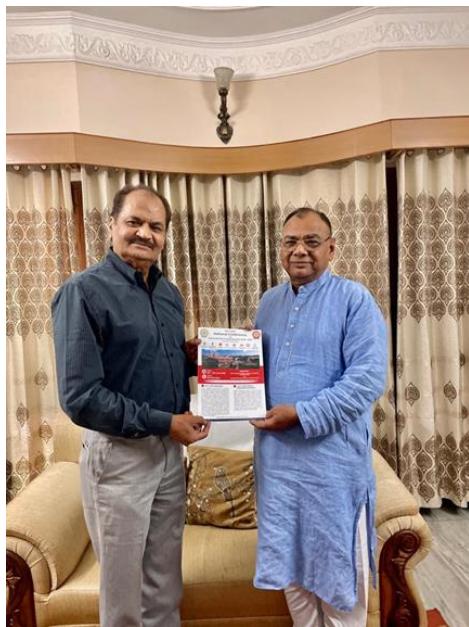


Dr. Shamsher Singh & Mr. Vikram Samyal inviting Dr. Sulakshay, Administrator, Sri Sai Group of Institutes Pathankot

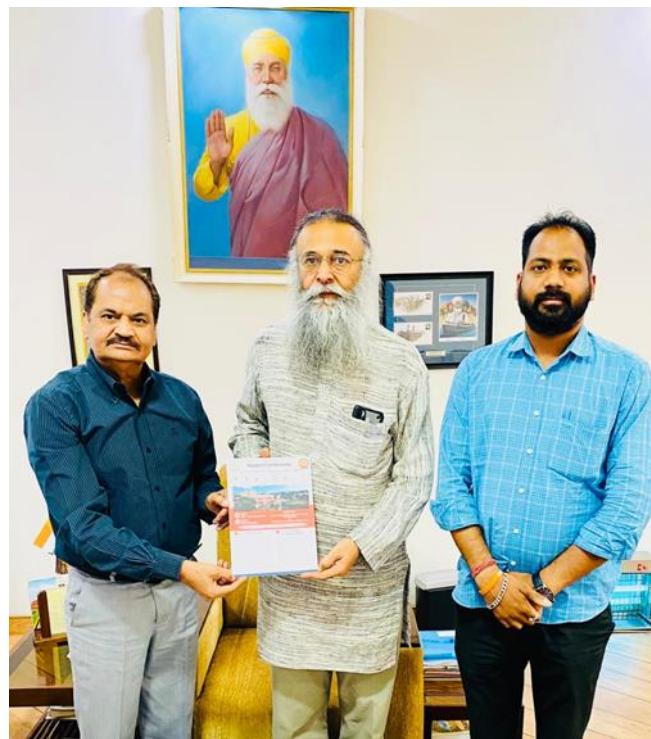


Dr. Shamsher Singh & Mr. Vikram Samyal inviting Dr. Kuldeep Gupta, Principal Srpaab College Pathankot

Patiala



Mr. Baljinder Singh Thakur inviting Prof. Pawan Singla Ex-Controller Punjabi University Patiala and former Commissioner, Right to Information Commission, Punjab



Mr. Baljinder Singh Thakur inviting Prof. Arvind Ekalgadda, Vice Chancellor, Punjabi University Patiala

Rupnagar



Sdr. Hemit Singh, Mr. Jitender Sharma and Mr. Laxman Singh inviting Mr. John Merlin, Principal, Jesus Saviour Sr. Sec. School Maroli Kalan, Morinda



Mr. Lokesh Sharma, Mr. Foran Chand and Dr..Vimal Mehta
inviting Dr.Jasvir Singh, Principal, SGTB Khalsa College, Shri Anandpur Sahib

Sangrur



Mr. Rajesh Kumar inviting Captain Rohit Diwedi, Principal, GTB School Dhuri



Mr. Arun Garg inviting Dr Sanjay Bansal, SMO, Civil Hospital, Lehragaga , Sangrur

Kapurthala



Mr. Suveet Passi and Mrs. Kavita Sharma inviting Mr. Visgesh Sarangal, DC, Kapurthala



Mr. Suveet Passi and Mrs. Kavita Sharma inviting Mr. Baldev Singh, Principal, LKC College, Kapurthala

Tarn Taran



Mr. Harendra Agarwal, Mr. Sushil Sharma, Mr. Chandra Agarwal, Mr. Sahdev and Mr. Surendra Singh inviting Mr. Harman Singh, Owner, Punjab Children's Academy (PCA), Tarn Taran



Mr. Harendra Agarwal, Mr. Sushil Sharma, Mr. Chandra Agarwal, Mr. Sahdev and Mr. Surendra Singh inviting Mr. Savinder Singh Pannu, Owner, Mamta Niketan Tarn Taran

Amritsar



Dr Thakur SKR, Mr. Saurabh Sharma and Mr. Pradeep Singh inviting Prof. Nagarajan Ramamoorthy,
Director, IIM Amritsar



Mr. Rajesh Kumar and Mr. Saurabh Sharma inviting all the Government Sr. Sec. Schools of Amritsar

Barnala



Advocate Vishal Garg. Inviting Ms. Bimmi Puri, Principal, YS Public School Handiya, Barnala



Adv. Vishal Garg and Adv. Ruchita Garg inviting Mr. Shiv Singla, Dr. Shruti Sharma and Mrs. Shalini Sharma, Shri Darbari Lal Minar Memorial School, Barnala

Fatehgarh Sahib



Dr. Amit Kansal and Dr. Hira Bhupal inviting Dr. Rajinder Bhupal, Khalsa College, Fatehgarh Sahib



Er. Himat Singh Hundal inviting Smt. Gurmeet Kaur, Principal and teaching faculty, Mata Sundary Sr. Sec. Model School, Fatehgarh Sahib

Malerkotla



Mr. Prem Singh Khimta inviting Ms. Harkamaljeet Kaur, Principal, BGS, Amargarh



Mr. Subhash Mahajan inviting Mr. Durgesh and Mrs. Zaidha Suleman from MD Real Flavour Media Group

Nawanshahr



Mr. Mandeep Tiwari inviting Mrs. Taranpreet Kaur Walia, Principal, B.L.M Arya Girls College, Nawanshahr



Mr. Mandeep Tiwari inviting Mrs. Gurbinder Kaur, Principal, DAN B.Ed. College, Nawanshahr

Hoshiarpur



Dr. Thakur SKR and Prof. Navdeep Shekhar inviting Mr. Vijay Sampla, Chairman, National Commission for Scheduled Caste, and Former Minister of State for Social Justice and Empowerment



Mr. Mandeep Tiwari inviting Mrs. Manjula, Principal, Bliss Public School, Hoshiarpur

Mohali



Dr Thakur SKR and Mr. Chander Has Gupta inviting Prof. Ashwani Pareek, Director, NABI



Mrs. Pushpa Bhagi, Ms. Nisha Sharma and Mrs. Sonu Agnihotri Sharma inviting Mr. Bharat, Principal, Government High School, Phase – 5, Mohali

Firozpur



Dr. Amit Kansal inviting Mr. Sukhdev Singh, Managing Director, Sant Kabir Group of Institutions, Zira,
Firozepur

Fazilka



Adv. Vishal Garg inviting Principal, SVM Abohar

Mansa



Mr. Uttam Goal inviting Chairman, SVIET

Moga



Dr. Thakur SKR and Mr. Vijay Kumar Nadda inviting Devinder Pal, Owner, Cambridge School, Moga

Faridkot



Mr. Uttam Goyal and Prof. Dinesh Nandi inviting Mr. Nikhil Gandhi, Principal Shivalik School Jaito, Faridkot; Mrs. Gursewak Maan, Principal Alliance International School, Jaito, Faridkot and Mrs. Priyanka Mehta, Principal Shivalik Kids School, Jaito, Faridkot

2.2.1.2. Haryana

Haryana was the 2nd state of North Zone where massive personal invitations were rendered to the educationists, academicians, change makers and politicians. More than 0.5K invitations were given in various districts of Haryana. Samples of the pictorial campaign are depicted here.



Mr. Chandra Has Gupta, Mr. Kamal Deep and Mr. Satyendra Singh inviting Mr. Mool Chand Sharma,
Higher Education Minister, Haryana,



Dr Thakur SKR inviting Adv. Varinder Garg, Director, DHBVN and Treasurer, BJP Haryana



Dr Thakur SKR, Mr. Sanyog Dutt, and Mr. Vijay Nadda inviting Prof. B. K. Kuthiala, Chairman, HSHEC

2.2.1.3. Himachal Pradesh

Himachal Pradesh was the 3rd 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 Himachal Pradesh. Samples of the pictorial campaign are depicted here.



Volunteer of Shiksha Mahakumbh inviting Mr. Pawan Kumar, President cum Chairman, Shanti Niketan College of Education, Hamirpur



Dr Thakur SKR, Mr. Sanyog Dutt, Mr. Mandeep Tiwari and Mr. Ramit Vasudeva inviting Mr. Rohit Thakur, Hon'ble Education Minister, Government of Himachal Pradesh



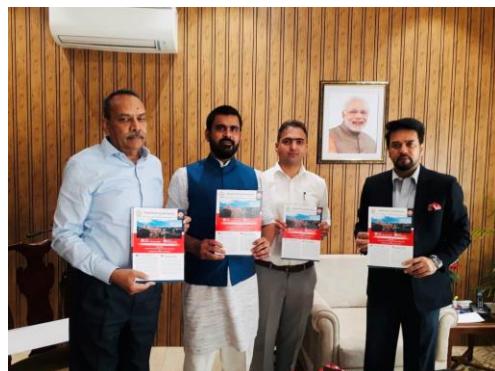
Dr Thakur SKR, Mr. Sanyog Dutt, Mr. Mandeep Tiwari and Mr. Ramit Vasudeva inviting Mr. Shiv Pratap Shukla, Hon'ble Governor, Himachal Pradesh

2.2.1.4. Delhi

Delhi was the 1st UT of North Zone where massive invitation derive among VIPs was carried. More than 0.05K invitations were given to Cabinet Ministers, Directors, Vice Chancellors and Change Makers of Delhi. Samples of the pictorial campaign are depicted here.



Dr. Thakur SKR, Mr. Mandeep Tiwari and Mr. Karan Goel inviting Mr. Dharmendra Pradhan, Union Minister of Education, Bharat



Dr. Thakur SKR, Mr. Chander Has Gupta and Mr. Saurabh Sharma inviting Capt. Anurag Thakur, Minister of Youth Affairs and Sports, and Minister of Information and Broadcasting



Dr. Thakur SKR, Mr. Chander Has Gupta and Mr. Saurabh Sharma inviting Mr. Kashmiri Lal, National Organising Secretary, Swadeshi Jagran Manch

2.2.1.5. Chandigarh

Delhi was the 2nd UT apart from UTs of Ladakh and Jammu & Kashmir of North Zone where massive invitation derives among educationists, academicians, change makers in the society, etc., was carried. More than 0.05K invitations were given to Cabinet Ministers, Directors, Vice Chancellors and Change Makers of Chandigarh. Samples of the pictorial campaign are depicted here.



Dr. Thakur SKR, DR. Neeraj Pant and Prof. Manjit Bansal inviting Prof. Renu Vig, Vice-Chancellor, Punjab University



Dr. Thakur SKR, Dr. Neeraj Pant and Prof. Manjit Bansal inviting Prof. Baldev Setia, Director, Punjab Engineering College



Mr. Vijay Kumar Nadda, Dr. Thakur SKR and Dr. Mohit Verma inviting Prof. Vivek Lal, Director, PGI, Chandigarh



2.2.1.6. Uttrakhand

Uttrakhand was the 1st state of Western Uttar Pradesh Zone where massive invitation derives among educationists, academicians, change makers in the society, politicians, bureaucrats, etc., was carried. More than 0.03K invitations were given to Chief Ministers, Cabinet Ministers, Directors, Vice Chancellors and Change Makers of Uttrakhand. Samples of the pictorial campaign are depicted here.



Dr. Neeraj Pant inviting Mr. Lokeshwar Singh, SSP, Pithoragarh



Dr. Neeraj Pant inviting Mr. Pushkar Singh Dhami, Hon'ble Chief Minister, Uttarakhand



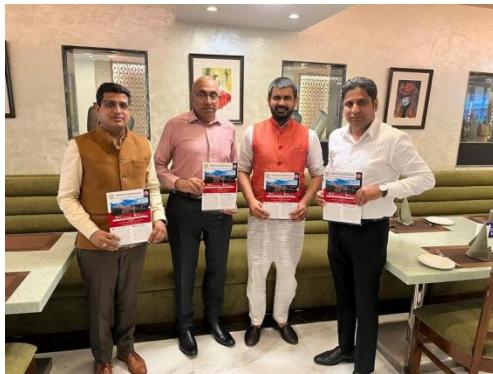
Dr Thakur SKR, Dr. Amit Kansal and Mr. Rudra Ravi Sharma inviting Swami Samagra Dev, Patanjali
Yogpeeth, Haridwar



Dr. Amit Kansal, Dr. Thakur SKR, Dr. Neeraj Pant and Mr. Rudra Ravi Sharma inviting Mr. Ajaey Kumar, General Secretary (Organisation), BJP Uttarakhand

2.2.1.7. Uttar Pradesh

Uttarakhand was the 2nd state of Western Uttar Pradesh Zone where massive invitation derives among educationists, academicians, change makers in the society, politicians, bureaucrats, etc., was carried. More than 0.02K invitations were given to Chief Ministers, Cabinet Ministers, Directors, Vice Chancellors and Change Makers of Uttar Pradesh. Samples of the pictorial campaign are depicted here.



Dr. Thakur SKR, Mr. Karan Goel and Mr. Mandeep Tiwari inviting Mr. Vipin Menon ITS

2.2.1.8. Madhya Pradesh

Gujrat was the 1st state of Central Zone where massive invitation derives among educationists, academicians, change makers in the society, politicians, bureaucrats, etc., was carried. More than 0.1K invitations were given to Chief Ministers, Cabinet Ministers, Directors, Vice Chancellors and Change Makers of Madhya Pradesh. Samples of the pictorial campaign are depicted here.



Central Zone team inviting Mr. Shivraj Singh Chouhan, Chief Minister, Madhya Pradesh



Central Zone team inviting Ms. Prigya Singh Thakur, MP, Bhopal



Dr. Amit Kansal and Mr. Sanyog Dutt inviting Mr. Inder Singh Parmar, Hon'ble Minister of School Education, Madhya Pradesh



Mr. Sanyog Dutt and Dr. Amit Kansal inviting Mr. Mangubhai C. Patel, Hon'ble Governor, Madhya Pradesh

2.2.1.9. Gujarat

Gujrat was the 1st state of West Zone where mas
academicians, change makers in the society, politicians,
invitations were given to Chief Ministers, Cabinet Ministers, Directors, vice Chancellors and Change
Makers of Gujrat. Samples of the pictorial campaign are depicted here.



Mr. Sanyog Dutt, Dr Hital Patel and Mr. Harsh Wardhan Dave inviting Mr. Kuberbhai Dindor, Hon'ble Minister, Primary, Secondary and Adult Education, Government of Gujarat



Dr. Hital Patel, Mr. Sanyog Dutt, Mr. Dharmeshbhai Pandya, Mr. Darshanbhai Rajgor and Mr. Harshvadan Dave inviting Mr. Acharya Devvrat, Hon'ble Governor, Gujarat

2.2.1.10. Rajasthan

Rajasthan was the 1st state of Rajasthan Zone where massive invitation derives among educationists, academicians, change makers in the society, politicians, bureaucrats, etc., was carried. More than 0.02K invitations were given to Directors, Vice Chancellors and Change Makers of Rajasthan. Samples of the pictorial campaign are depicted here.



Dr. Thakur SKR, Mr. Rajendra Kumar, Dr. Navdeep Shekhar and Mr. Sanyog Dutt inviting, Mr. Om Birla, Speaker, Lok Sabha

2.2.1.11. Tamil Nadu

Tamil Nadu was the 1st state of South Zone where massive invitation derives among educationists, academicians, change makers in the society, politicians, bureaucrats, etc., was carried. More than 0.02K invitations were given to Directors, Vice Chancellors and Change Makers of Tamil Nadu. Samples of the pictorial campaign are depicted here.



Dr. Amit Kansal inviting Didi Navedita, President, Swami Vivekanand Kendar

2.2.1.12. Canada



Overseas Volunteer of Shiksha Mahakumbh inviting a delegate in Canada

2.2.3. Letters

Throughout Bharat, more than 5K invitations were sent to the dignitaries via speed post for the purpose of invitations in Shiksha Mahakumbh. The breakup of these letters is depicted in the Table.

Sr. No.	Particulars	Nos
1	Companies	879
2	National Institute	160
3	Chief Ministers	30
4	Governors	31
5	Education Ministers & Secretaries	51
6	Union Ministers, PM, VP,	105
7	Spiritual Leaders	1022
8	Young Politicians	135
9	Young You Tubers	1049
10	Young Singers	524
11	Bharatiya Universities	1083
12	Social Organizations	198
Total		5257

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 Mahakumbh. The breakup of these emails is depicted in the Table

Sr. No.	Particulars	Sent via Email
1	Companies	2979
2	National Institute	160
3	Chief Ministers	30
4	Governors	31
5	Education Ministers & Secretaries	51
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
Total no. of letters		10517