

National Level 'Dhai Akhar Letter Writing Campaign' for the FY 2022-23

'Dhai Akhar' is an important initiative of the Department of Posts to connect with the younger generation and to imbibe the hobby of letter writing among children. This initiative also attempts to crowd source the thoughts of younger generation on key issues concerning the Nation. The last three editions of the 'Dhai Akhar' letter writing campaign for the year 2017-18, 2018-19 and 2019-20 were a great success. However, the campaign could not be conducted thereafter due to the Covid-19 pandemic. As we are recovering from the pandemic phase, Department would be organizing the Dhai Akhar letter writing campaign at the National Level on the theme " **Vision for India 2047**" under the "Vision 2047" of the Government of India for this year i.e. 2022-23. The Department of Posts is conducting the Campaign as part of the promotion of Philately under the banner of "Azadi Ka Amrit Mahotsav".

The details of 'Dhai Akhar Letter Writing Campaign' to be held at National Level are as under:

- I Theme:** The theme of the Dhai Akhar Letter Writing Campaign will be "**Vision for India 2047**" under the "Vision 2047" of the Government of India. The letter to be written in English/Hindi/Local Language, may be addressed to Chief Postmaster General, Kerala Circle. The Dhai Akhar , National Letter Writing Competition in the current year will be conducted from 01-07-2022 to 31-10-2022. Letters posted after 31-10-2022 will not be accepted for this edition's Dhai Akhar Letter Writing Campaign.

The Categories for National Level Dhai Akhar Letter Writing Campaign are as follows:

(i)Up to 18 years:

- (a)Inland Letter Card Category
- (b) Envelope Category

(ii)Above 18 years:

- (a) Inland Letter Card Category
- (b) Envelope Category

- II Word Limit:** The letter can be written on a plain A-4 size paper with a word limit of not more than 1000 words under envelope category, or in an inland Letter Card (ILC) with a word limit of not more than 500 words for ILC category. Only hand written letters will be accepted. Not typed letters.
- III Permitted Stationery:** The embossed envelope/ envelope with required stamp affixed and inland Letter Card(ILC) will be the permitted stationery for participating in the campaign.
- IV** The letter, in case of rural areas may be brought to the local Branch Post office and posted. The Branch Post office will dispatch it to their respective Account Office (HO/SO) duly entered in Account Bag for further dispatch to concerned Circle Office.

V Short listing: Top three letters in each category will be shortlisted by every Circle and prize will be awarded to these three entries at Circle level. The selected letters at Circle level will be sent to the Directorate for further evaluation in each category at the National Level.

VI Prizes: The proposed prize money to be given to the winners of Circle Level and National Level Letters in each category is as follows:

Prize to be given to the winners in each category at Circle Level:

Prize category	Prize Amount
First prize in each category:	Rs. 25,000/ (Rs. Twenty Five Thousand only)
Second prize in each category	Rs. 10,000/- (Rs. Ten thousand only)
Third prize in each category	Rs. 5,000/ (Rs. Five Thousand only)

Prize to be given to the winners in each category at National Level:

Prize category	Prize Amount
First prize in each category:	Rs. 50,000/- (Rs. Fifty Thousand only)
Second prize in each category	Rs. 25,000/- (Rs. Twenty Five Thousand only)
Third prize in each category	Rs. 10,000/- (Rs. Ten Thousand only)

VII Proof of Age: The participants have to give a certificate of proof of their age on the letter such as "I certify that I am below/above the age of 18 as on 01/01/2022"

Dhai Akhar competition, this year aims to promote students to pen down their ideas on "Vision for India 2047". In view of the immense importance of the topic, it has been decided to ensure participation of at least 18 Lakh students all over India.