




CBSE/DIR(ACAD)/2019

June 17, 2019  
Circular No. Acad-31/2019

All the Heads of Schools affiliated to CBSE

**Subject: Celebration of National Reading Day and Month – regarding**

A copy of the letter D.O.No.NITI P-11057/17/2018-HRD dated 21<sup>st</sup> May 2019 of Sh. Alok Kumar, IAS, Adviser, National Institution For Transforming India, Niti Aayog, Parliament Street, New Delhi-11001, on the subject mentioned above is enclosed for information and necessary action.

  
(Dr. Joseph Emmanuel)  
Director (Academics)

**Encl:** As stated above.

Copy to the respective Heads of Directorates, Organizations and Institutions as indicated below with a request to disseminate the information to all the schools under their jurisdiction:

1. The Commissioner, Kendriya Vidyalaya Sangathan, 18-Institutional Area, Shaheed Jeet Singh Marg, New Delhi-16
2. The Commissioner, Navodaya Vidyalaya Samiti, B-15, Sector-62, Institutional Area, Noida-201309
3. The Director of Education, Directorate of Education, Govt. of NCT of Delhi, Old Secretariat, Delhi-110 054
4. The Director of Public Instructions (Schools), Union Territory Secretariat, Sector 9, Chandigarh-160 017
5. The Director of Education, Govt. of Sikkim, Gangtok, Sikkim –737101
6. The Director of School Education, Govt. of Arunachal Pradesh, Itanagar –791 111
7. The Director of Education, Govt. of A&N Islands, Port Blair – 744101
8. The Director of Education, S.I.E., CBSE Cell, VIP Road, Junglee Ghat, P.O. 744103, A&N Island
9. The Director, Central Tibetan School Administration, ESSESS Plaza, Community Centre, Sector 3, Rohini
10. The Additional Director General of Army Education, A – Wing, Sena Bhawan, DHQ, PO, New Delhi-110001
11. The Secretary AWES, Integrated Headquarters of MoD (Army), FDRC Building No. 202, Shankar Vihar (Near APS), Delhi Cantt-110010
12. The Under Secretary (EE-1), MHRD, Govt. of India, Department of SE&L, Shastri Bhawan, New Delhi-01
13. All Regional Directors/Regional Officers of CBSE with the request to send this circular to all the Heads of the affiliated schools of the Board in their respective regions



14. All Joint Secretaries/ Deputy Secretaries/ Assistant Secretaries/ Analysts (Academic, Training and Vocational Unit), CBSE
15. In charge IT Unit with the request to put this circular on the CBSE Academic website
16. The Senior Public Relations Officer, CBSE
17. PPS to Chairperson, CBSE
18. SPS to Secretary, CBSE
19. SPS to Director (EDUSAT, Research and Development), CBSE
20. SPS to Director (Information Technology), CBSE
21. SPS to Controller of Examinations, CBSE
22. PS to Director (Academics), CBSE
23. SPS to Director (SE & T), CBSE
24. SPS to Director (Professional Exams), CBSE

**Director (Academics)**



**പി.എൻ.പണിക്കർ ഫൗണ്ടേഷൻ**  
**P.N. PANICKER FOUNDATION**  
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No. PNPF/GEN/101/2019/

29-05-2019

Dr. Sanyam Bhardwaj  
Director (Academics)  
Central Board of Secondary Education  
Govt. of India, Rouse Avenue  
New Delhi - 110 002

Dear Sir,

We are enclosing herewith the copy of the letter from the Advisor, NITI Aayog, Govt. of India copied to Secretary, Department of School Education and Literacy, MHRD, Govt. of India addressed to you which is self explanatory .

We, the entire reading community of the country, gracefully put on records our gratitude and appreciation for issuing a circular directing all School Authorities, CBSE, ICSE to guide and lead P.N. Panicker National Reading Mission Movement throughout the country, so as to reach 300 million underprivileged population with the message of reading and digital reading by 2022.

Your appeal to all these key officials had created ripples and morethan 20% of the population took it seriously and they propagated the message of P.N. Panicker's "Read and Grow". 80% of the CBSE/ ICSE students from Kanyakumari to Kashmir, roughly estimated to more than 140 million students took it in their heart seriously by joining in the Prime Minister's vision of 2022 and they have voluntarily participated in this unique month long programme to take reading and related activities as part of their life style.

The Principals, Parents, Headmasters/Headmistress, welcomed this initiative and exhorted their students to involve in this meaningful campaign initiated for the first time in the country by NITI Aayog, Govt. of India in 2018. They all have realized the development of Kerala, which was pioneered by the late P.N. Panicker's popular 'Read and Grow' movement initiated by him with a missionary zeal in 1945. The entire education fraternity of the country had highly appreciated the Prime Minister's personal commitment to this movement and his exhortation to make reading a habit for development and inclusive education.

In this context, we request you to kindly issue a similar circular as done in the last year and bless us to make this year's National Reading Mission Campaign a vibrant and successful popular movement.

With regards

  
**N. BALAGOPAL**  
Vice Chairman

Encl :



Alok Kumar, I.A.S.  
ADVISER

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भारत सरकार  
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NATIONAL INSTITUTION FOR TRANSFORMING INDIA  
NITI Aayog, Parliament Street  
New Delhi-110 001

D.O. No. NITI P-11057/17/2018-HRD

Dated 21<sup>st</sup> May 2019

Dear Sir,

A famous philosopher and educator once remarked, "Reading is a basic tool in the living of a good life." Reading helps to develop social values of egalitarianism, tolerance and justice. Hence, a campaign to bring focus upon reading would be greatly beneficial, by celebrating reading over a month all through the country.

2. Since the year 1996, the Government of Kerala has been celebrating 19<sup>th</sup> June as the Day of Reading and the following week as the Reading Week, in memory of the late PN Panicker, father of the Library Movement of Kerala. This initiative commenced in collaboration with PN Panicker Foundation. It has now become a mass movement that paved the way for creation of Reading Mission 2022, the activities of which are to be implemented in most of the urban and rural libraries of the country by involving civil society organisations. During this intensive campaign, focussed activities are planned to be undertaken by the masses and institutions like educational institutions, public libraries, panchayats and civil society, etc., to promote reading and related activities through storytelling, poetry recitation, quiz programs, puppetry, magic shows, folk arts, drawing and painting competitions, seminars and workshops, outreach programs like knowledge yatras, mass run, etc.

3. The Hon'ble Prime Minister inaugurated the 22<sup>nd</sup> National-level Reading Day and the Reading-Month celebrations at Kerala on 17<sup>th</sup> June 2017, and called upon the citizens to start a movement to inculcate the reading habit and set up a target to reach 300 million under-privileged population with the message of reading and digital reading by 2022 through the Reading Mission. May I suggest that you may like to consider organizing similar events on the pattern of those being done in Kerala, as outlined above. During the month-long activities as part of the Reading Mission 2022, you could consider involving partners like public libraries, educational institutions and civil society, with a stress upon the need of internet-enabled reading.

4. Your leadership to the Reading Mission 2022 would be greatly beneficial in this regard. May I request you to direct all District Magistrates to lead/guide the Reading Mission 2022 by chairing the district-level organizing committees and providing proper direction in reaching the unreached.



एक कदम स्वच्छता की ओर

5. I request you on behalf of NITI Aayog to support activities of the Reading Month starting from 19<sup>th</sup> June, to help realise the vision of reaching out to the 300 million who are the most under-privileged section of the population.

*Very warm regards.*

Yours sincerely,



(Alok Kumar)

To  
All Chief Secretaries/UT Administrators as per list