
उपरोक्त विषय पर Under Secretary, IS.4 Section, Department of School Education & Literacy, Ministry of Education, Shastri Bhawan, New Delhi से ग्राम पत्र संख्या 12-2/2021-IS.4 दिनांक 13.07.2021 की प्रतिलिपि सूचा एवं आवश्यक कार्यवाही हेतु ई-ऑफिस (KMS) एवं ई-मेल द्वारा परिचालित की जा रही है।

यह सकल अधिकारी के अनुमोदन से जारी किया जा रहा है।

संलग्न: उपरोक्तनुसार

1. संयुक्त निदेशक, सी.आई.ई.टी.।
2. संयुक्त निदेशक, पी.एस.एस.सी.आई.वी.ई.।, रायमला हिल भोपाल।
3. दीन, अकादमिक एन.सी.ई.आर.टी.।
4. एन.आई.ई.। के सभी विभागों के अध्यक्ष।
5. प्राचार्य, श्रीमती शिष्य संस्थान, अजमेर/भोपाल/भुवनेश्वर/मैसूर/शिलंग।
6. निदेशक, एन.सी.ई.आर.टी.। के निजी सचिव।
7. संयुक्त निदेशक, एन.सी.ई.आर.टी.। के निजी सचिव।
8. सचिव, एन.सी.ई.आर.टी.। के निजी सहायक।
9. विभागाध्यक्ष, डी.आई.सी.टी., सी.आई.ई.टी.। – परिषद की वेबसाइट पर अपलोड करने हेतु।

Srividha Srivastava <director.ncert@nic.in>
To: ecsection7@ecsection7@gmail.com

Wed, Jul 14, 2021 at 12:00 PM

Cc: Nidhi Pandey <commissioner-kvs@gov.in>, kvs commissioner <kvs.commissioner@gmail.com>, Vinayak Garg <commissioner.nvs@gov.in>, "Srividha Srivastava" <director.ncert@nic.in>, "Manoj Ahuja" <chmn-cbse@nic.in>, directorctseadeli@gmail.com, "nbb admin" <nbb admin@gmail.com>, ms@nicteindia.org, cm@ncis.ac.in, rajmaurya2003@rediffmail.com

Sent: Wednesday, July 14, 2021 11:40:36 AM


Sir Madam,

Please find attached herewith the letter dated 13.07.2021 regarding the Nationwide campaign about Tokyo Olympics.
regards,

(Hemant D. Sorte)
Section Officer (IS.4)
Department of SE & L,
Ministry of Education,
Government of India
Shastri Bhawan, New Delhi
Ph- 011-23380614
To

The Additional Chief Secretary/Principal Secretary / Secretary (Education),
All States and UTs.

Subject: Nationwide campaign about Tokyo Olympics-reg.
Sir/Madam,

I am directed to forward herewith a copy of the Department of Sport's O.M. No. 1(1)/Secy(Sp)/2021 dated 18th June, 2021 regarding nationwide campaign about Tokyo Olympics, which will be starting from 23rd July, 2021.

2. In this regard, to support and cheer our India Athletes, few activities like Olympics Quiz, Official Anthem, Selfie points/social media filter and Hastag '#Cheer4India' has been developed by Department of Sports mentioned in the attached communication.

3. It is requested that action on the proposed collaborative activities may please be taken. An action plan for this purpose may please be sent to this Department immediately.

Encl: As above

Yours faithfully,

(Rajesh Kumar Maurya)
Under Secretary to the Government of India
Tel No: 011-23384501
Email: rajmaurya2003@rediffmail.com

Copy for similar action:

1. Commissioner, KVS
2. Commissioner, NVS
3. Director, NCERT
4. Chairperson, CBSE
5. Chairperson, NCTE
6. Director, NBB
7. Director, CTSA
OFFICE MEMORANDUM

Sub: Nationwide campaign about Tokyo Olympics - Reg.

D.O. No.1(1)/Secy(Sp)/2021/
Govt. of India
Ministry of Youth Affairs & Sports
(Department of Sports)

18 June 2021

Shastri Bhawan, New Delhi
Dated the 18th June, 2021

The Tokyo Olympics 2020 is starting from 23rd July and it is of importance to cheer our Indian athletes to show our support as one voice of nation in these unprecedented times.

2. In this regard, Sports Authority of India (SAI) and Indian Olympics Association (IOA) have jointly initiated a nationwide campaign about the Olympics with focus on the participation of Indian Athletes in Tokyo Olympics 2020. Few of the activities of the campaign where your Ministry/Department’s engagement is solicited are as follows:

a) Olympics Quiz- “Road to Tokyo 2020” is being organized at SAI, Fit India and MyGov website wherein rewards are there for lucky winners, people may be encouraged to take the quiz at these platforms or your Ministry/Department may host the quiz at your own platforms (SAI will provide with the readymade module, Nodal Officer may be contacted, details are below)

b) An official Anthem will be launched next week and would be available on this Ministry’s as well as website of SAI and Fit India for further dissemination. You are requested to spread it through social media handles of your Ministry/Department.

c) Selfie Points and Social Media Filters will be installed at some prominent locations, people may be motivated to take selfie at these locations. You may install these Selfie Points at various locations as deemed fit by your Ministry/Department. Also, people may use the social media filters for posting their photos with their messages for Cheering Indian Athletes with #Cheer4India (Design of Selfie Point and link for Social media filters may be taken from Nodal Officer)

3. I kindly request you to extend your support to reach the masses by organizing these activities through your ministry and cheer our Indian athletes as one country.

Nodal Officer from this Ministry is Ms. Ekta Vashnoi, Mission Director-Fit India (+91 7888181543, fitindia@gov.in).

To,

All Secretaries to the Government of India