

बिशन सिंह

निदेशक डाक सेवाएं

Bishan Singh

Director Postal Services

फोन / Tel: 0177-2629001

ई-मेल / Email: dpsshimla@indiapost.gov.in



भारत सरकार
संचार मंत्रालय, डाक विभाग
हिमाचल प्रदेश डाक परिमण्डल
शिमला - 171009
Government of India
Ministry of Communications
Department of Posts
Himachal Pradesh Postal Circle
Shimla - 171009

DO No. Phil/5-23/2023-24

Dated 24.07.2023

Duar S/SPOs / SPOs,

This is regarding holding of National Level Dhai Akhar Letter Writing Campaign for the FY 2023-24 on the theme "Digital India for New India".

2. The Dhai Akhar National letter writing campaign in the current year i.e. 2023-24 will start from 01.08.2023 and last date for posting letters under the said Campaign will be 31.10.2023. Letter posted after 31.10.2023 will not be accepted for this Campaign. Considering the theme and popularity of Dhai Akhar a target of 30000 entries for this campaign has been allotted to the Division based on the number of post offices functioning in the respective Division, as well as considering the past performances of the Division. The same is attached herewith as Annexure-A.

3. Instructions along with timelines as given in the SoP (Annexure B) are required to be adhered to for making this event effective and result oriented. All the Divisions are requested to give special attention to the following key points:-

- i. Wide publicity through various conventional and digital means to ensure maximum participation.
- ii. Keep a data base of Schools/Workshops/Philatelic club & PDA opened and report the same in the prescribed Performa by 5th of next month of inception of event and till completion of the event.
- iii. Upload good quality photographs/short videos of the activity on the Social Media Handles.
- iv. Declare results by 15th December, 2023 and forward the selected best three entries in each category by 31st December, 2023.

4. During the workshops conducted in Schools, students should be educated about philately and should be motivated to open Philatelic Deposit Accounts. Students should also be given an outline of the theme during such Workshops/Seminars.

with best wishes

Yours sincerely,

(BISHAN SINGH)

- All S/SPOs in HP Circle

Annexure-A

Division-wise Targets for Dhai Akhar for FY 2023-24					
Sr. No.	Division Name	Total Post Offices in Division	Target (FY 2022-23)	Achievement FY 2022-23	Target FY 2023-24 (Number of participants)
1	Chamba	223	2300	1220	2300
2	Dehra	277	3500	1489	3500
3	Dharamsala	368	3500	1630	3500
4	Hamirpur	377	4000	1580	4000
5	Mandi	514	5000	3529	5000
6	Rampur Bsr	204	2000	586	2000
7	Shimla	289	3500	720	3500
8	Solan	356	3200	581	3200
9	Una	187	3000	1690	3000
TOTAL		2795	30000	13025	30000

Note:- Target allotment is done on the basis of total no. of Post Offices in the Circle and their past performance.