

(10)

P- 11057/17/2018-Education
Government of India
NITI Aayog
(Education Vertical)

NITI Bhawan, New Delhi
Dated: 11th June, 2024


OFFICE MEMORANDUM

Subject: Regarding P.N.Panicker Foundation Reading Day / Digital Reading Day-Month Celebration-2024.

The undersigned is directed to forward a letter dated March 9, 2024, along with a Report on the Activities dated April 15, 2024, received from the P. N. Panicker Foundation concerning the above-mentioned subject (copies enclosed) for further necessary action at your end.

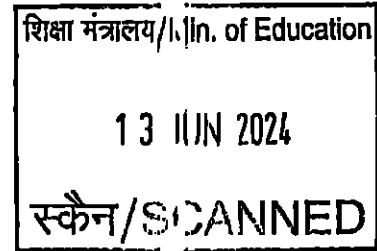
2. NITI Aayog has been providing support letters to the Foundation for some years. Considering that the matter is related to literacy / Reading Day / Digital Reading Day-Month activities, it would be appropriate for the Department of School Education, Ministry of Education, to take further necessary action for dissemination to States to undertake the activity in an appropriate manner.

Encl.: As above


(Harshit Mishra)
Deputy Adviser(Education)

To:

The Secretary,
Department of School Education & Literacy,
Ministry of Education,
Shastri Bhawan, New Delhi.



Copy to:

P.N. Panicker Foundation,
Krishnalaya, Opposite Govt. Arts College,
Thycaud, Thiruvananthapuram,
Kerala – 695014.



പി.എൻ.പണിക്കർ ഫൗണ്ടേഷൻ
P.N. PANICKER FOUNDATION
പി.എൻ. പണിക്കർ ഫൗണ്ടേഷൻ

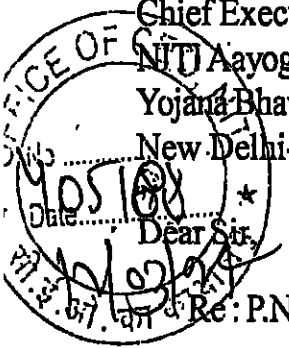
Krishnalaya, Opp. Govt. Arts College, Thycaud, Thiruvananthapuram-695014
 Phone : 2328560, 2322426, 2724944, 2332426
 Mobile : 94470-64944 Fax : 0471-2322126
 Website : www.pnpanickerfoundation.org e-mail:pnpanickerfoundation@gmail.com

No. PNPf/KRL/GEN/101/2024/1373

09-03-2024

Shri. B.V.R. Subrahmanyam IAS
 Chief Executive Officer
 NITI Aayog, Govt. of India
 Yojana Bhawan, Sansad Marg
 New Delhi-110001

B.V.R. Subrahmanyam
11/13
PD (Education)
ASO
22/14.3.24



12/3/2024
Dy. Secy (Gen)
Dr. Sivan

Dear Sir,
 Re : P.N. Panicker National Reading/Digital Reading Day-Month Celebrations 2024

We put on record our gratitude and appreciation for your kind gesture by providing gracious support for the National Reading Mission activities initiated by Govt. of Kerala and P.N. Panicker Foundation in 1996 which was later made into a country wide movement with the gracious support of Shri. Narendra Modiji, Hon'ble Prime Minister of India. He himself came down to Kerala and gave us his unstinted support to this movement.

This unique development programme of inculcating Reading and Digital Reading habit among the school/college students and under privileged population is now supported by NITI Aayog, Govt. of India had become an important and meaningful activity for universalization of education throughout the country. As per the direction of Hon'ble Prime Minister, now the programme has touched 310 million population of the country spread in all 28 states, 9 Union Territories and 9 foreign countries. The Hon'ble Prime Minister wanted us to reach 400 million population by the close of 75th anniversary of Bharat Republic. We seek your blessings and support to reach this enviable target.

For the past seven years NITI Aayog used to issue letters to all Chief Secretaries of the States, Ministries of Higher Education and School Education of MHRD etc highlighting the importance of Reading and Digital Reading to seek their support to reach the unreached with the message of reading and development for inclusive education.

With this background we request you to kindly issue a similar circular done in the past to all Chief Secretaries of the States, Ministry of Education/(School Education and Higher Education) etc to create a joyful reading culture throughout the country to strengthen our reading habit for knowledge empowerment.

With respectful regards

N. BALAGOPAL
 Vice Chairman

PM's address at the launch of PN Panicker Reading Day Reading Month Celebration



It gives me great pleasure to be here on the occasion of the inauguration of reading month celebration. I thank and congratulate the P.N. Panicker foundation for organising this. There can be no joy greater than reading and no strength greater than knowledge.

Friends.

Kerala has been a torch-bearer and inspiration to the whole nation in the field of literacy.

The first 100 percent literate city and first 100 percent literate district have been from Kerala. Kerala was also the first state to attain 100 percent primary education. Some of the oldest colleges, schools and libraries of the country are also situated in Kerala.

This could not have been achieved by Government alone. Citizens and social organizations have played an active role in this remarkable achievement. Kerala has set an example in people's participation in this regard. I admire the work of people like late Shri P.N. Panicker and his foundation. Shri P.N. Panicker was also the driving spirit behind the library network in Kerala. He did this through Kerala Granthasala Sangham set up by him in 1945 with 47 rural libraries.

I believe that reading and knowledge should not be limited only to work related aspects. It should help develop habits of social responsibility, service to the nation and service to humanity. It should cure the evils in society and nation. It should spread the idea of peace along with respect for unity and integrity of the nation.

It is said that one literate woman can educate two families. Kerala has set an example worthy of emulation in this regard.

I learn that PN Panicker Foundation together with a number of Government agencies, private sector entities and civil society organisations, is leading an initiative of reading. Their target is to reach 300 million under-privileged people by 2022. The main objective of this mission is to promote reading as a means to grow and prosper. Reading can help broaden one's thinking. A well-read population will help India excel globally.

With the same spirit, I had started a similar movement by name of VANCHE GUJARAT when I was Chief Minister of the State. It means "Gujarat Reads". I had visited a public library to motivate people to read. The movement targeted the young generation, in particular. I also requested citizens to think about building a 'Granth-Mandir' – a temple of books – in their village. This could be started with 50 or 100 books.

I appealed to people to give a book instead of bouquet as a greeting. Such a move can make a big difference.

Friends!

From the time of the Upanishads persons with knowledge have been respected through the ages. We are now in the information age. Even today, knowledge is the best guiding light.

I am told that as a pilot project of Digital Libraries, Panicker Foundation is working with 18 public libraries in the state in collaboration with Indian Public Library Movement, New Delhi.

I would like to see such a reading and library movement in the entire country. The movement should not be limited to make people literate. It should try to achieve the real goal of bringing social and economic change. The foundation of good knowledge should be followed by a super-structure of a better society.

I am happy to note that the State Government has announced 19th June as the reading day. Obviously, a lot of effort will converge to make this a popular activity.

The Government of India has also provided support to the activities of the foundation. I am told that about 1.20 crore rupees have been given to the foundation in the last two years.

I am also happy to see that the foundation is now focusing on digital literacy. This is the need of the hour.

Friends!

I believe in people's power. It has the capacity to make a better society and nation. I urge every young person in the audience to take a pledge of reading. And enable everyone to do so.

Together, we can once again make India a land of wisdom and knowledge. Thank You!



सत्यमेव जयते

प्रधान मंत्री
Prime Minister

MESSAGE

It is most heartening to learn about P.N. Panicker Foundation's initiative to celebrate the habit of reading by observing Reading/Digital Reading Day on June 19, 2022 and following one month as Reading/Digital Reading Month, as part of Amrit Mahotsav.

Reading is a virtue that deepens our thoughts and perspectives and at the same time, empowers individuals, societies and nations. Be it for knowledge, or for enjoyment, serious reading, or for leisure, its benefits are diverse.

Books have for long been believed to be an individual's best friends. The richness of philosophy, language and literature showcases the intellectual prowess of the people. India's socio-cultural ethos has been marked by an unbroken tradition of knowledge acquisition. Our scriptures say, *नास्ति विद्या समं चक्षुः*, meaning there are no eyes similar to learning.

Keeping pace with digital technology, the inclusion of digital reading as a part of the celebration will go a long way in strengthening the habit of reading among the youth. The popularity of digital books and audio books, that can be heard, is redefining the habit of reading in the 21st century.

Heartiest congratulations to everyone associated with the Foundation for organizing the Silver Jubilee celebrations of P.N. Panicker National Reading/Digital Reading Month.

May the celebrations inspire people to take to reading in even larger numbers, making it a part of our daily lives.

Greetings and best wishes to P.N. Panicker Foundation for their endeavour.

(Narendra Modi)

New Delhi
ज्येष्ठ 26, शक संवत् 1944
16th June, 2022



सत्यमेव जयते

प्रधान मंत्री
Prime Minister

MESSAGE

I am really pleased to learn about the 25th PN Panicker National Reading/Digital Reading celebration organized by PN Panicker Foundation on 19th June, 2021 to commemorate the annual remembrance day of Late Shri PN Panicker.

Knowledge and wisdom have always been the driving force in our society. Reading is one of the most powerful tools to broaden the horizons of our thinking and enhance our knowledge and awareness. It also helps in enriching our expression, nurturing our imagination and creativity.

The seeds sown by Late Shri PN Panicker to make reading a social movement through a network of libraries in Kerala are bearing fruit today. PN Panicker Foundation's endeavour to reinforce the habit of reading through the National reading/digital reading celebration among the people is laudable.

Popularising digital literacy will help in reaching out to a larger section of the society, particularly the under-privileged and the disadvantaged. Digital tools like audio books are transforming the reading habits of people, particularly youngsters.

May the celebration nurture reading into a people-led movement and help build a knowledge nation and knowledge society.

I am sure that the celebration will encourage people in Kerala and throughout the country to encourage each other to grow and prosper by making reading an integral part of our daily life.

Best wishes to PN Panicker Foundation for all success of the National Reading/Digital Reading celebration.

(Narendra Modi)

New Delhi

ज्येष्ठ 21, शक संवत् 1943

June 11, 2021

Shri N. Balagopal

Vice Chairman, PN Panicker Foundation

509, Sangeeth Nagar

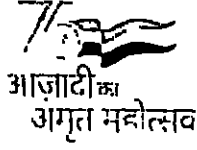
Thycaud, Thiruvananthapuram

Kerala- 695014

Annexure

1. Chief Secretary, Govt. of Andhra Pradesh, Guntur, Andhra Pradesh
2. Chief Secretary, Govt. of Arunachal Pradesh, Itanagar-79111
3. Chief Secretary, Govt. of Assam, Dispur-781000
4. Chief Secretary, Govt. of Bihar, Patna - 800015
5. Chief Secretary, Govt. of Chattisgarh, Raipur - 492001
6. Chief Secretary, Govt. of Goa, Panaji - 403001
7. Chief Secretary, Govt. of Gujarat, Gandhinagar-382010
8. Chief Secretary, Govt. of Haryana, Chandigarh - 160017
9. Chief Secretary, Govt. of Himachal Pradesh, Shimla - 171002
10. Chief Secretary, Govt. of Jammu and Kashmir, Jammu - 180001
11. Chief Secretary, Govt. of Jharkhand, Ranchi - 834001
12. Chief Secretary, Govt. of Karnataka, Bangalore - 560001
13. Chief Secretary, Govt. of Kerala, Thiruvananthapuram - 695001
14. Chief Secretary, Govt. of Madhya Pradesh, Bhopal - 462003
15. Chief Secretary, Govt. of Maharashtra, Mumbai - 400001
16. Chief Secretary, Govt. of Manipur, Imphal - 795001
17. Chief Secretary, Govt. of Meghalaya, Shillong - 793001
18. Chief Secretary, Govt. of Mizoram, Aizawl - 796001
19. Chief Secretary, Govt. of Nagaland, Kohima - 797001
20. Chief Secretary, Govt. of Odisha, Bhubaneswar - 751001
21. Chief Secretary, Govt. of Punjab, Chandigarh - 160009
22. Chief Secretary, Govt. of Rajasthan, Jaipur - 302001
23. Chief Secretary, Govt. of Sikkim, Gangtok - 737101
24. Chief Secretary, Govt. of Tamil Nadu, Chennai - 600009
25. Chief Secretary, Govt. of Telangana, Hyderabad - 500022
26. Chief Secretary, Govt. of Tripura, Agartala - 799001
27. Chief Secretary, Govt. of Uttar Pradesh, Lucknow - 266001
28. Chief Secretary, Govt. of Uttarakhand, Dehradun - 248001
29. Chief Secretary, Govt. of West Bengal, Kolkata - 700001
30. Chief Secretary, Govt. of NCT of Delhi, New Delhi - 110003
31. Chief Secretary, Govt. of Puducherry, Puducherry - 605001
32. Chief Secretary, UT of Andaman & Nicobar, Port Blair - 744101
33. Adviser to Hon'ble Administrator, UT of Chandigarh,
Chandigarh - 160009
34. Adviser to Hon'ble Administrator, UT of Dadra and Nagar Haveli,
Silvassa - 396230
35. Adviser to Hon'ble Administrator, UT of Daman & Diu, Daman - 396210
36. Adviser to Hon'ble Administrator, UT of Lakshadweep,
Kavaratti - 682755
37. Adviser to Hon'ble LG, UT of Ladakh, Civil Secretariat,
Leh-Ladakh-194101

राजिब कुमार सेन
वरिष्ठ सलाहकार
Rajib Kumar Sen
Senior Adviser
Tel. : 011-23096727
E-mail : rajib.sen@nic.in



भारत सरकार
शीति भवन, संसद मार्ग
नई दिल्ली - 110 001
Government of India
National Institution for Transforming India
NITI Bhawan, Parliament Street
New Delhi - 110 001



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

15th May, 2023

Dear *Madam/Sir,*

As you would be aware the National Education Policy 2020 has emphasized reading as a key skill for Foundational Literacy & Numeracy (FLN). The contribution of reading in improving students' learning outcomes has been demonstrated in various research studies. Reading helps in developing thoughts, improves concentration and memory, enhances imagination and empathy, gives endless knowledge and lessons while keeping the mind active and strengthens writing abilities.

Honouring the father of the 'Library Movement in Kerala', the late Sri. P.N. Panicker, the Government of Kerala has been celebrating 19th June as the 'Day of Reading'. This initiative commenced in collaboration with the P.N. Panicker Foundation. Hon'ble Prime Minister also inaugurated the 22nd National level Reading Day/Month celebrations at Kochi on 17th, June 2017.

During 27th year of Reading Day/Month celebrations 2023, variety of events are scheduled to be organized in physical and digital mode in schools, colleges, Libraries and Panchayats by the P.N. Panicker Foundation which may include seminars, elocution, essay writing, mass run etc. to inculcate reading habit.

May, I request you to kindly direct District Magistrates / District Collectors of your State/UT to participate in the District Level Organizing Committee Meeting as done in the previous years.

Best Regards,

Rajib Kumar Sen
(Rajib Kumar Sen)



To:

1. Chief Secretary, Govt. of Andhra Pradesh, Guntur, Andhra Pradesh
2. Chief Secretary, Govt. of Arunachal Pradesh, Itanagar-79111
3. Chief Secretary, Govt. of Assam, Dispur-781000
4. Chief Secretary, Govt. of Bihar Patna - 800015
5. Chief Secretary, Govt. of Chattisgarh, Raipur - 492001
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10. Chief Secretary, Govt. of Jammu and Kashmir, Jammu - 180001
11. Chief Secretary, Govt. of Jharkhand, Ranchi - 834004
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28. Chief Secretary, Govt. of Uttarakhand, Dehradun - 248001
29. Chief Secretary, Govt. of West Bengal, Kolkata - 700001
30. Chief Secretary, Govt. of NCT of Delhi, New Delhi - 110003
31. Chief Secretary, Govt. of Puducherry, Puducherry - 605001
32. Chief Secretary, UT of Andaman & Nicobar, Port Blair - 744101
33. Adviser to Hon'ble Administrator, UT of Chandigarh, Chandigarh - 160009
34. Adviser to Hon'ble Administrator, UT of Dadra & Nagar Haveli and Daman & Diu.
35. Adviser to Hon'ble Administrator, UT of Lakshadweep, Kavaratti - 682755
36. Adviser to Hon'ble LG, UT of Ladakh, Civil Secretariat, Leh-Ladakh-194101

Copy to:

1. The Secretary, Dept. of School Education & Literacy, Ministry of Education, Shastri Bhawan, New Delhi.
2. The Secretary, Dept of Higher Education, Ministry of Education, Shastri Bhawan, New Delhi.
3. The P.N. Panicker Foundation, 509, Sangeeth Nagar, Thycaud, Thiruvananthapuram, Kerala - 695014

DR. PREM SINGH

ADVISER

Tel : 011-23096816

E-mail : prem.bogzi@ias.nic.in



भारत सरकार
नीति आयोग, नीति भवन,
संसद मार्ग, नई दिल्ली-110 001
NATIONAL INSTITUTION FOR TRANSFORMING INDIA
NITI Aayog, NITI Bhawan, Parliament Street,
New Delhi - 110 001

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

Date : 04.05.2022

Dear Madam/Sir,

The National Education Policy 2020 has emphasized on reading as a key skill for foundational learning. Ability to read motivates students to read independently, develop vocabulary and express better in oral or written communication. This skill is a basic building block for developing creativity and inculcating critical thinking in young learners. The contribution of reading in improving learning outcomes has been demonstrated in various research studies.

Honouring the father the 'Library Movement in Kerala', the late Sri. P.N. Panicker, the State Government of Kerala has been celebrating 19th June as the 'Day of Reading' and the following week as the 'Reading Week' since 1996. This initiative commenced in collaboration with the P.N. Panicker Foundation, paved the way for the launch of Reading Mission 2022. In furtherance of the lofty objectives of this Mission, the Hon'ble Prime Minister inaugurated the 22nd National level Reading Day and Reading Month celebrations at Kochi on 17th June 2017.

This year, during the closing ceremony of Reading Mission-2022 a variety of events will be organized in hybrid mode in Schools/Colleges/Libraries by the P.N. Panicker Foundation which will include wide range of activities such as organization of seminar/symposia/workshops; organization of quiz, elocution, essay writing competitions; organization of mass run with the slogan 'Reading for Empowerment', campaign with a slogan 'Donate a Book'; and organize libraries with people's participation; street plays to inculcate reading habit; folk arts depicting reading for growth and magic shows highlighting reading for empowerment.

Contd./-2



एक कदम स्वच्छता की ओर

The Reading Mission-2022 stands to benefit greatly from your engaged leadership in this regard. May, I request you to kindly direct all District Magistrates (DMs) of your State/UT to chair District Level Organizing Committee as done in previous years. The DMs may be advised to guide the "Reading Mission-2022" starting 19th June in the larger interest of our children and the Nation.

Yours sincerely,

Sd./-

(Dr. Prem Singh)

To,

As per Annexure.

Copy to:

1. Secretary, Dept. of School Education & Literacy, Ministry of Education, Shastri Bhawan, New Delhi, with a request to send similar circulars from your side to all States/UTs.
2. Secretary, Dept of Higher Education, Ministry of Education, Shastri Bhawan, New Delhi, with a request to send similar circulars from your side to all States/UTs.
3. Principal Secretary, Dept of School and Mass Education, Govt. of Odisha, Bhubaneswar, Odisha-751001
4. Principal Secretary, Dept of School Education, Govt. of Madhya Pradesh, Mantralaya, Ballabh Bhawan Bhopal, MP - 462004.
5. Principal Secretary, Dept of School Education & Literacy, Govt. of Jharkhand, MDI Building, Jharkhand Mantralaya, Dhurva Building, Ranchi, Jharkhand - 834004
6. P.N. Paricker Foundation, 509, Sangeeth Nagar, Thycaud, Thiruvananthapuram, Kerala - 695014



(Dr. Prem Singh)

DR. PREM SINGH

ADVISER

Tel : 011-23096816

E-mail : prem.bogzi@ias.nic.in



भारत सरकार
नीति आयोग, नीति भवन,
संसद मार्ग, नई दिल्ली-110 001
NATIONAL INSTITUTION FOR TRANSFORMING INDIA
NITI Aayog, NITI Bhawan, Parliament Street,
New Delhi - 110 001

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

02nd June, 2021

Dear Madam/Sir,

The National Education Policy (NEP)-2020 has placed renewed emphasis on 'how to read', 'learn to read', 'read to learn' and underscored the critical role played by Public/School/Digital libraries towards this end. The P.N. Panicker Foundation has been a key contributor in this area.

2. Honouring the father of the 'Library Movement in Kerala', the late Sri. P.N Panicker; the State Government of Kerala has been celebrating **19th June as the 'Day of Reading'** and the **following week as the 'Reading Week'** since 1996. This initiative commenced in collaboration with P.N. Panicker Foundation, paved the way for the launch of Reading Mission 2022. In furtherance of the lofty objectives of this Mission, the Hon'ble Prime Minister inaugurated the 22nd National level Reading Day and Reading Month celebrations at Kochi on 17th June 2017.

3. In view of the pandemic, the celebrations this year will be held online. Further, they will comprise a variety of Covid-awareness related activities including webinars on Covid appropriate behaviour. The target audience is to include School/College students, teachers, faculty members and librarians. Your State/UT may organise similar activities with an enhanced focus on promoting online/offline reading.

4. The Reading Mission stands to benefit greatly from your engaged leadership in this regard. May I request you to direct all District Magistrates(DMs) of your State/UT to virtually chair District Level Organising Committees as in earlier years. The DMs may be advised to guide the Reading Mission towards the envisioned outcomes by 2022 in the larger interest of our children and the nation.

With warm regards

Yours sincerely,

(Signature)
(Dr. Prem Singh)

(To All Chief Secretaries of States as per Annexure)



एक कदम स्वच्छता की ओर

To:

Annexure

- Chief Secretary, Govt. of Andhra Pradesh, Guntur, Andhra Pradesh-522238
Chief Secretary, Govt. of Arunachal Pradesh, Itanagar-79111
Chief Secretary, Govt. of Assam, Dispur-781000
Chief Secretary, Govt. of Bihar, Patna - 800015
Chief Secretary, Govt. of Chattisgarh, Raipur - 492001
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Chief Secretary, UT of Andaman & Nicobar, Port Blair - 744101
Adviser to Hon`ble Administrator, UT of Chandigarh, Chandigarh - 160009
Adviser to Hon`ble Administrator, UT of Dadra and Nagar Haveli, Silvassa - 396230
Adviser to Hon`ble Administrator, UT of Daman & Diu, Daman - 396210
Adviser to Hon`ble Administrator, UT of Lakshadweep, Kavaratti - 682755
Adviser to Hon`ble LG, UT of Ladakh, Civil Secretariat, Leh-Ladakh-194101

Copy to:

Secretary, Dept. of School Education & Literacy, Ministry of Education, Shastri Bhawan, New Delhi, with a request to send similar circulars from your side to all States/UTs.

Secretary, Dept of Higher Education, Ministry of Education, Shastri Bhawan, New Delhi, with a request to send similar circulars from your side to all States/UTs.

Principal Secretary, Dept of School and Mass Education, Govt. of Odisha, Bhubaneswar, Odisha-751001

Principal Secretary, Dept of School Education, Govt. of Madhya Pradesh, Mantralaya, Ballabh Bhawan Bhopal, MP - 462004

Principal Secretary, Dept of School Education & Literacy, Govt. of Jharkhand, MDI Building, Jharkhand Mantralaya, Dhurva Building, Ranchi, Jharkhand - 834004

P.N. Panicker Foundation, 509, Sangeeth Nagar, Thycaud, Thiruvananthapuram, Kerala - 695014



(Dr. Prem Singh)

DR. PREM SINGH
ADVISER
Tel : 011-23096816
E-mail : prem.bogzi@ias.nic.in



भारत सरकार
नीति आयोग, नीति भवन,
संसद मार्ग, नई दिल्ली-110 001
NATIONAL INSTITUTION FOR TRANSFORMING INDIA
NITI Aayog, Parliament Street,
New Delhi-110 001
27th May, 2020

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

Dear Madam/Sir,

A country's socio-economic progress depends on its rich knowledge base. Consequently, reading holds tremendous significance. Towards this end, The P.N. Panicker Foundation has been contributing towards building India as a Knowledge Economy.

2. Honouring the father of the 'Library Movement in Kerala', the late P.N. Panicker, since 1996, the State Government has been celebrating 19th June as the Day of Reading and the following week as the Reading Week. This initiative commenced in collaboration with P.N. Panicker Foundation, transformed into a mass movement, paving the way for the launch of Reading Mission 2022. The activities of this mission, to be implemented in schools, libraries and Panchayats by involving educational institutions, public libraries, Panchayats and civil society etc., include the reading pledge, story telling, poetry recitation, quiz programmes, puppetry, magic shows, folk arts, drawing/painting competitions, seminars, workshops as well as outreach programmes like knowledge yatras, mass runs..
3. Furthering the Mission, the Hon'ble Prime Minister inaugurated the 22nd National level Reading Day and Reading Month celebrations at Kochi on 17th June 2017, and called upon the citizens to inculcate the reading habit, setting up a target to reach 300 million under privileged population by 2022.
4. Your State/UT may organise similar activities with an increased focus on promoting technology-enabled reading. In light of the Covid-19 pandemic, the Foundation has initiated and designed an action plan to reach the target population by leveraging digital technology, wherever feasible.
5. Your leadership to the Reading Mission would be greatly beneficial in this regard. May I request you to kindly direct all District Magistrates to guide the Reading Mission by activating the District Level Organising Committees and providing proper directions to them as done in the previous years.

With warm regards

Yours sincerely,

(Dr. Prem Singh)



एक कदम स्वच्छता की ओर

Annexure


1. Ms. Nilam Sawhney, Chief Secretary, IAS, Govt. of Andhra Pradesh, Guntur, Andhra Pradesh-522503.
2. Shri Naresh Kumar, Chief Secretary, Govt. of Arunachal Pradesh, Itanagar-79111
3. Shri Kumar Sanjay Krishna, Chief Secretary, Govt. of Assam, Dispur-781000
4. Shri Deepak Kumar, Chief Secretary, Govt. of Bihar, Patna - 800015
5. Shri R.P. Mandal, Chief Secretary, Govt. of Chattisgarh, Raipur - 492001
6. Shri Parimal Rai, Chief Secretary, Govt. of Goa, Panaji - 403001
7. Shri Anil Mukim, Chief Secretary, Govt. of Gujarat, Gandhinagar-382010.
8. Ms. Keshni Anand Arora, Chief Secretary, Govt. of Haryana, Chandigarh - 160017
9. Shri Anil Kumar Khachi, Chief Secretary, Govt. of Himachal Pradesh, Shimla - 171002
10. Shri B.V.R. Subrahmanyam, Chief Secretary, Govt. of Jammu and Kashmir, Jammu - 180001
11. Shri Sukhdev Singh, Chief Secretary, Govt. of Jharkhand, Ranchi - 834004
12. Shri T.M. Vijay Bhaskar, Chief Secretary, Govt. of Karnataka, Bangalore - 560001
13. Shri Tom Jose, Chief Secretary, Govt. of Kerala, Thiruvananthapuram - 695001
14. Shri Iqbal Singh Bains, Chief Secretary, Govt. of Madhya Pradesh, Bhopal - 462003
15. Shri Ajoy G. Mehta, Chief Secretary, Govt. of Maharashtra, Mumbai - 400001
16. Shri J. Suresh Babu, Chief Secretary, Govt. of Manipur, Imphal - 795001
17. Shri M.S. Rao, Chief Secretary, Govt. of Meghalaya, Shillong - 793001
18. Shri Lalnunmawia Chuaungo, Chief Secretary, Govt. of Mizoram, Aizawal - 796001
19. Shri Tali Temjen Toy, Chief Secretary, Govt. of Nagaland, Kohima - 797001
20. Shri Asit Tripathy, Chief Secretary, Govt. of Odisha, Bhubaneswar - 751001
21. Dr. Karan Avtar Singh, Chief Secretary, Govt. of Punjab, Chandigarh - 160009
22. Shri Devendra Bhushan Gupta, Chief Secretary, Govt. of Rajasthan, Jaipur - 302001
23. Shri S.C. Gupta, Chief Secretary, Govt. of Sikkim, Gangtok - 737101
24. Shri K. Shanmugam, Chief Secretary, Govt. of Tamil Nadu, Chennai - 600009
25. Shri Somesh Kumar, Chief Secretary, Govt. of Telangana, Hyderabad - 500022
26. Shri Manoj Kumar, Chief Secretary, Govt. of Tripura, Agartala - 799001
27. Shri Rajendra Kumar Tiwari, Chief Secretary, Govt. of Uttar Pradesh, Lucknow - 266001
28. Shri Utpal Kumar Singh, Chief Secretary, Govt. of Uttarakhand, Dehradun - 248001
29. Shri Rajiva Sinha, Chief Secretary, Govt. of West Bengal, Kolkata - 700001

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30. Shri Vijay Kumar Dev, Chief Secretary, Govt. of NCT of Delhi, New Delhi - 110003
31. Shri Ashwani Kumar, Chief Secretary, Govt. of Puducherry, Puducherry - 605001
32. Shri Chetan B. Sanghi, Chief Secretary, UT of Andaman & Nicobar, Port Blair - 744101
33. Shri V.P. Singh Badnore, Administrator, UT of Chandigarh, Chandigarh - 160009
34. Shri Praful K. Patel, Administrator, UT of Dadra and Nagar Haveli, Daman & Diu - 396230
35. Shri Dineshwar Sharma, Administrator, UT of Lakshadweep, Kavaratti - 682755

Copy to:

- ✓ 1. Ms. Anita Karwal, Secretary, Deptt. of School Education & Literacy, MHRD, Shastri Bhawan, New Delhi-110001.
2. Shri Amit Khare, Secretary, Deptt. of Higher Education, MHRD, Shastri Bhawan, New Delhi - 110001.
3. Ms. Chithra Arumugam, Principal Secretary, Dept of School and Mass Education, Govt. of Odisha, Bhubaneswar, Odisha-751001
4. Ms. Rashmi Arun Shami, Principal Secretary, Dept of School Education, Govt. of Madhya Pradesh, Mantralaya, Ballabh Bhawan Bhopal, MP - 462004
5. Shri Rahul Sharma, Principal Secretary, Dept of School Education & Literacy, Govt. of Jharkhand, MDI Building, Jharkhand Mantralaya, Dhurva Building, Ranchi, Jharkhand - 834004
6. Project Director (BCG-PFEL-Consortium), The Boston Consulting Group (India) Pvt. Ltd, 19th floor, Tower C, Building 10, DLF Cyber City, Phase-II, Gurugram, Haryana - 122002
7. P.N. Panicker Foundation, 509, Sangeetha Nagar, Thycaud, Thiruvananthapuram, Kerala - 695014


(Dr. Prem Singh)

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 21st 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 19th 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 22nd National-level Reading Day and the Reading-Month celebrations at Kerala on 17th 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

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5. I request you on behalf of NITI Aayog to support activities of the Reading Month starting from 19th 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

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Annex-A:

Chief Secretary, Govt. of Andhra Pradesh, Guntur, Andhra Pradesh
Chief Secretary, Govt. of Arunachal Pradesh, Itanagar - 79111
Chief Secretary, Govt. of Assam, Dispur - 781000
Chief Secretary, Govt. of Bihar, Patna - 800015
Chief Secretary, Govt. of Chhattisgarh, Raipur - 492001
Chief Secretary, Govt. of Goa, Panaji - 403001
Chief Secretary, Govt. of Gujarat, Gandhinagar - 382010
Chief Secretary, Govt. of Haryana, Chandigarh - 160017
Chief Secretary, Govt. of Himachal Pradesh, Shimla - 171002
Chief Secretary, Govt. of Jammu & Kashmir, Jammu - 180001
Chief Secretary, Govt. of Jharkhand, Ranchi - 834004
Chief Secretary, Govt. of Karnataka, Bangalore - 560001
Chief Secretary, Govt. of Kerala, Thiruvananthapuram - 695001
Chief Secretary, Govt. of Madhya Pradesh, Bhopal - 462003
Chief Secretary, Govt. of Maharashtra, Mumbai - 400001
Chief Secretary, Govt. of Manipur, Imphal - 795001
Chief Secretary, Govt. of Meghalaya, Shillong - 793001
Chief Secretary, Govt. of Mizoram, Aizawl - 796001
Chief Secretary, Govt. of Nagaland, Kohima - 797001
Chief Secretary, Govt. of Odisha, Bhubaneswar - 751001
Chief Secretary, Govt. of Punjab, Chandigarh - 160009
Chief Secretary, Govt. of Rajasthan, Jaipur - 302001
Chief Secretary, Govt. of Sikkim, Gangtok - 737101
Chief Secretary, Govt. of Tamil Nadu, Chennai - 600009
Chief Secretary, Govt. of Telangana, Hyderabad - 500022
Chief Secretary, Govt. of Tripura, Agartala - 799001
Chief Secretary, Govt. of Uttar Pradesh, Lucknow - 266001
Chief Secretary, Govt. of Uttarakhand, Dehradun - 248001
Chief Secretary, Govt. of West Bengal, Kolkata - 700001
Chief Secretary, Govt. of NCT of Delhi, New Delhi - 110003
Chief Secretary, Govt. of Puducherry, Puducherry - 605001
Chief Secretary, UT of Andaman & Nicobar, Port Blair - 744101
Administrator, UT of Chandigarh, Chandigarh - 160009
Administrator, UT of Dadra and Nagar Haveli, Silvassa - 396230
Administrator, UT of Daman & Diu, Daman - 396210
Administrator, UT of Lakshadweep, Kavaratti - 682755

Copy to:

Secretary, Dept of School Education & Literacy, MHRD, Shastri Bhawan, New Delhi - 110001
Secretary, Dept of Higher Education, MHRD, Shastri Bhawan, New Delhi - 110001
Principal Secretary, Dept of School and Mass Education, Govt of Odisha, Bhubaneswar, Odisha - 751001
Principal Secretary, Dept of School Education, Govt of Madhya Pradesh, Mantralaya, Ballabh Bhawan, Bhopal, MP - 462004
Principal Secretary, Dept of School Education & Literacy, Govt of Jharkhand, MDI Building, Jharkhand Mantralaya, Dhurva Building, Ranchi, Jharkhand - 834004
Project Director (BCG-PFEL-Consortium), The Boston Consulting Group (India) Pvt. Ltd., 19th floor, Tower C, Building 10, DLF Cyber City, Phase-II, Gurugram, Haryana-122002
PN Panicker Foundation, 409 Sangeeth Nagar, Thycaud, Thiruvananthapuram, Kerala 695014

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Government of India
NATIONAL INSTITUTION FOR TRANSFORMING INDIA
NITI Aayog, Parliament Street
New Delhi-110 001

DO No.NITI H-11017/2

Dated: 18th May, 2018

Dear Sir,

Reading is a good habit and it develops the values which are crucial for creation of an egalitarian and tolerant society. Lord Francis Bacon remarked "Reading maketh a full man; conference, a ready man; and writing, an exact man". Hence it is imperative that we campaign to bring focus upon by celebrating it over a month all through the country.

2. The Government of Kerala has been celebrating June 19th as the Day of Reading and the following week as the Reading Week for the past 22 years in memory of the late P.N.Panicker, father of the Library Movement of Kerala. This initiative commenced from 19th June 1996 in collaboration with P.N.Panicker Foundation. It has now become a mass movement which paved the way for the 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 in society organizations. During this intensive campaign, focused activities are planned to be undertaken by the masses and institutions like educational institutions, public libraries, panchayats and civil societies etc., to promote reading and related activities through storytelling, poetry recitation, quiz programmes, puppetry, magic show, folk arts, drawing and painting competitions, seminars and workshops, outreach programmes like knowledge yatras, mass run etc.

3. The Hon'ble Prime Minister inaugurated the 22nd National level Reading-Day and the Reading-Month Celebrations at Kerala 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 what is 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, civil society with a stress upon the need of internet-enabled reading.

4. In this respect I request you to kindly provide leadership to the Reading Mission 2022 and 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.

5. I take this opportunity to exhort you to make the reading-month starting from June 19th into a 'Jan Andolan', in order to realize the vision of reaching out to the 300 million who are the most under-privileged section of the population.

Very warm & personal regards

Yours sincerely


(Alok Kumar)

To
All Chief Secretaries/UT Administrators by name as per list



एक कदम स्वच्छता की ओर

1. Shri Dinesh Kumar, Chief Secretary, Govt. of Andhra Pradesh, Hyderabad-500023
2. Shri. Satya Gopal, Chief Secretary, Govt. of Arunachal Pradesh, Itanagar- 791111
3. Ms. T Y Das, Chief Secretary, Govt. of Assam, Dispur- 781000
4. Shri Anjani Kumar Singh, Chief Secretary, Govt. of Bihar, Patna- 800015
5. Shri Ajay Singh, Chief Secretary, Govt. of Chhattisgarh, Raipur- 492001
6. Shri Dharmendra Sharma, Chief Secretary, Govt. of Goa, Panji- 403001
7. Dr. Jagdip Narayan Singh, Chief Secretary, Govt. of Gujrat, Gandhinagar- 382010
8. Shri D.S. Dhesi, Chief Secretary, Govt. of Haryana, Chandigarh- 160017
9. Shri Vineet Chawdhry, Chief Secretary, Govt. of Himachal Pradesh, Shimla- 171002
10. Shri B B Vyas, Chief Secretary, Govt. of J&K, Jammu- 180001
11. Shri Sudhir Tripathy, Chief Secretary, Govt. of Jharkhand, Ranchi- 834004
12. Ms. Ratna Prabha, Chief Secretary, Govt. of Karnataka, Bangalore- 560001
13. Shri Paul Antony, Chief Secretary, Govt. of Kerala, Thirunanthapuram- 695001
14. Shri Basant Pratap Singh, Chief Secretary, Govt. of Madhya Pradesh, Bhopal- 462003
15. Shri Sumit Mullick, Chief Secretary, Govt. of Maharashtra, Mumbai- 400001
16. Shri Rajani Ranjan Rashmi, Chief Secretary, Govt. of Manipur, Imphal- 795001
17. Shri Yeshi Tsering, Chief Secretary, Govt. of Meghalaya, Shilong- 793001
18. Shri Lalmaisawma, Chief Secretary, Govt. of Mizoram, Aizwl- 796001
19. Shri Pankaj Kumar, Chief Secretary, Govt. of Nagaland, Kohima- 797001
20. Shri A.P. Padhi, Chief Secretary, Govt. of Odisha, Bhubaneswar- 751001
21. Shri Karan Avtar Singh, Chief Secretary, Govt. of Punjab, Chandigarh- 160009
22. Shri Nihal Chand G-eel, Chief Secretary, Govt. of Rajasthan, Jaipur- 302001
23. Dr Alok Kumar Srivastav, Chief Secretary, Govt. of Sikkim, Gangtok- 737101
24. Dr. Girija Vaidyanathan, Chief Secretary, Govt. of Tamilnadu, Chennai- 600009
25. Shri Sanjeev Ranjan, Chief Secretary, Govt. of Tripura, Agartala- 799001
26. Shri Rajiv Kumar, Chief Secretary, Govt. of Uttar Pradesh, Lucknow- 266001
27. Shri U K Singh, Chief Secretary, Govt. of Uttarakhand, Dehradun- 248001
28. Shri Malay Kumar De, Chief Secretary, Govt. of West Bengal, Kolkata- 700001
29. Shri Anshu Prakash, Chief Secretary, Govt. of NCT of Delhi, New Delhi- 110003
30. Shri Ashwani Kumar, Chief Secretary, Govt. of Puducherry, Puducherry- 605001
31. Shri Anindo Majumdar, Chief Secretary, UT of Andaman and Nicobar, Port Blair- 744101
32. Shri Parimal Rai, Adviser to the Administrator, UT of Chandigarh, Chandigarh- 160009
33. Shri Praful Patel, Administrator, UT of Dadra & Nagar Haveli, Silvassa- 396230
34. Shri Praful Patel, Administrator, UT of Daman & Diu, Daman- 396210
35. Shri Farooq Khan, Administrator, UT of Lakshadweep, Kavaratti- 682755
36. Shri S K Joshi, Chief Secretary, Govt. of Telangana, Hyderabad 500022



Copy to:

(S. No. 3, 4, 5, 6 in view of NITT's SATH-E Project CPMU minutes dated 13/04/2018)

1. Shri Anil Swarup, Secretary, Department of School Education & Literacy, Shastri Bhawan, New Delhi-110001
2. Shri R. Subrahmanyam, Secretary, Department of Higher Education, Shastri Bhawan, New Delhi-110001
3. Principal Secretary, Department of School Education, Govt. of Madhya Pradesh, Mantralaya, Ballabh Bhawan, Bhopal, MP-462004
4. Principal Secretary, Department of School Education & Literacy, Govt. of Jharkhand, MDI Building, Jharkhand Mantralaya, Dhurva Building, Ranchi, Jharkhand-834004
5. Principal Secretary, Department of School and Mass Education, Govt. of Odisha, Bhubaneswar, Odisha- 751001
6. Project Director (BCG-PFEL-Consortium), The Boston Consulting Group (India) Pvt. Ltd., 19th Floor, Tower C, Building No. 10, DLF Cyber City, Phase -II, Gurugram, Haryana- 122002
7. P.N. Panicker Foundation, 409, Sangeeth Nagar, Thycaud, Thiruvanthapuram, Kerala- 695014


(Alok Kumar)