



75  
आज़ादी का  
अमृत महोत्सव

## केन्द्रीय विद्यालय संगठन

शिक्षा मंत्रालय भारत सरकार के अधीन स्वायत्त संस्थान  
18 संस्थागत क्षेत्र, शहीद जीत सिंह मार्ग, नई दिल्ली

**KENDRIYA VIDYALAYA SANGATHAN**  
An Autonomous Body Under Ministry of Education, Govt. of India  
मुख्यालय, नई दिल्ली / Head Quarters, New Delhi

18, Institutional Area, S.J. Marg, New Delhi-110016.

Tel.: 26856498 Fax 26514179

Website: [www.kvsangathan.nic.in](http://www.kvsangathan.nic.in)

E-mail: [dcacad01kvshq@gmail.com](mailto:dcacad01kvshq@gmail.com)

**File No:** 11-DAC20Misc/19/2021-DC(Acad-II)/1709-

1735

Date: 29.12.2021

30

Deputy Commissioner  
Kendriya Vidyalaya Sangathan  
All Regional Offices

Subject: Guidelines on 100 Days Reading Campaign - reg.

Madam/Sir,

With reference to email dated 09.12.2021 and 29.12.2021 received from Ms. Rashi Sharma, Director, MoE enclosing there with the copy of D.O. letter dated 09.12.2021 written by Secretary, DoSE&L, MoE to the School Education Secretary and copy to KVS along with Guidelines and Grade wise activities on 100 Days Reading Campaign. The Secretary in her DO letter referred above has stated that reading is the foremost and fundamental pre-condition to ensure lifelong learning for our children. Children are full of curiosity, imagination, enthusiasm and creativity and reading not only opens the door for abundant knowledge but also provides perspective and joy to readers. If we are able to inculcate the habit of reading right from the beginning in our children, we lay the foundation for continuous and lifelong learning and expose them to the world full of op-opportunities.

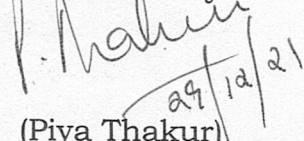
In this context, the Department of School Education and Literacy has decided to launch a 100 days Reading Campaign for children studying in Balvatika to class VIII in January 2022, in partnership with the States and UTs. The weekly calendar of activities has been prepared class wise which may be done by children with the help of teachers, parents, peers, siblings or other family members. In order to make the campaign effective, there will be only one activity per week so that children can repeat the activity in the given week and ultimately be able to understand and conduct it independently with peers and siblings. For further details, copy of the letter and guidelines is enclosed herewith. Some suggestive activities are also attached as **Annexure-1**.

It is requested to initiate necessary preparations in advance to ensure smooth implementation of the campaign. The campaign should involve all the stakeholders and create zeal and vivacity at the grass root level. The Principals of the KVs under your jurisdiction be instructed accordingly to take necessary action in this regard.

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Further the KVs may also be directed to Document the activities and make short videos, testimonials and good images of the campaign and upload it on the Google tracker. The link of the tracker is given below:  
[https://docs.google.com/spreadsheets/d/1hiTn7NJ1OUZafVf1G4Zsp\\_bP61yV VmBJn-tZjX1E0XY/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1hiTn7NJ1OUZafVf1G4Zsp_bP61yV VmBJn-tZjX1E0XY/edit?usp=sharing)

Yours faithfully



(Piya Thakur)

Joint Commissioner (Acad.)

Encl: As above

Copy to:

1. PS to the Commissioner, KVS (HQ), New Delhi.
2. Ms. Rashi Sharma, Director (TE), DoSE&L, MoE, New Delhi for kind information with reference to your email dated 09.12.2021.
3. File

## Annexure-1

Kendriya Vidyalaya Sangathan (HQ), New Delhi

### Suggested Activities

1. In addition to the activities listed in the guidelines teachers may be given autonomy to design suitable activities as per the requirement.
2. Resources may be available with the teachers for conducting the activities such as:
  - a) Reading cards.
  - b) Story books (big size with large fonts and pictures).
  - c) Many genres of books.
  - d) Charts with pictures and related words (print rich classrooms) Slates.
  - e) Drawing books.
  - f) Colour pencils etc.
3. Vidyalaya level workshop may be conducted to orient them.
4. To procure sufficient books suitable for each class and to ensure their variety of books.
5. Parent may be briefed in PTM, prepare handouts for parent. Frequent assistance may be extended to the parent.
6. Preparations for shows which may be organized be done, like:
  - a) Story telling shows using puppet and toys (even parents and grandparents can be roped in for the purpose).
  - b) Book melas.
  - c) Exhibition of child's drawings and writings.
  - d) Newspaper reading day.
7. Any other activity as deemed fit.



Ranvir Singh DCacad-II &lt;dcacad01kvshq@gmail.com&gt;

**Fwd: launch of nation wide reading campaign**

1 message

**Deputy Commissioner Acad, KVS HQ** <dcacad02kvshq@gmail.com>  
To: Ranvir Singh DCacad-II <dcacad01kvshq@gmail.com>

29 December 2021 at 11:27

Madam/Sir,

Kindly open the attachment.

B.K. Behera  
Deputy Commissioner (Acad.)  
KENDRIYA VIDYALAYA SANGATHAN (HQ)  
18, Institutional Area, S.J. Marg, New Delhi-110016.  
011-26521841

----- Forwarded message -----

From: **Commissioner KVS** <kvs.commissioner@gmail.com>  
Date: Wed, 29 Dec 2021 at 11:18  
Subject: Fwd: launch of nation wide reading campaign  
To: JC Acad KVS Piya Thakur <jcacadkvs@gmail.com>, DC Acad Binod Kumar Behara <dcacad02kvshq@gmail.com>

----- Forwarded message -----

From: **RASHI SHARMA** <rashi.edu@gov.in>  
Date: Tue, Dec 28, 2021 at 7:00 PM  
Subject: launch of nation wide reading campaign  
To: Manoj Ahuja <chmn-cbse@nic.in>, manahuja <manahuja@gmail.com>, chairman nios <cm@nios.ac.in>, KVS <kvs.commissioner@gmail.com>, NVS <commissionernvs@yahoo.com>, Sridhar Srivastava <director.ncert@nic.in>, Nidhi Panday <commissioner-kvs@gov.in>, Vinayak Garg <commissioner.nvs@gov.in>  
Cc: MANEESH GARG IAS <maneesh.garg@nic.in>

Dear Sir/Ma'am,


This is regarding 100 Days Reading Campaign for children studying in Balvatika to class VIII in partnership with the Ministries/Departments, States/UTs and Autonomous Bodies. The guidelines for campaign consist of a weekly class wise calendar of activities which may be done by children with the help of parents, peers, siblings or other family members, guidelines are enclosed herewith. **The 100 Days Reading Campaign is being launched by the Hon'ble Shiksha Mantri on 1<sup>st</sup> January, 2022. It is requested to take necessary action in this regard.**

Best Regards,

Rashi Sharma,  
Director (TE),  
Department of School Education & Literacy  
Ministry of HRD, Shastri Bhawan,  
New Delhi.  
Tel.- 011-23388098





Commissioner  
Kendriya Vidyalaya Sangathan,  
18, Institutional Area,  
Shaheed Jeet Singh Marg, Katwaria Sarai,  
New Delhi - 110016  
Phone - 01126512579  
Email - kvs.commissioner@gmail.com

 कृपया धरती को बचायें, अति आवश्यक होने पर ही प्रिंट करें"

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**2 attachments**

 **Guidelines on 100 days reading campaign.pdf**  
3196K

 **DO to Autonomous Bodies.pdf**  
918K



सूचना का  
अधिकार

भारत सरकार  
शिक्षा मंत्रालय  
स्कूल शिक्षा और साक्षरता विभाग  
शास्त्री भवन  
नई दिल्ली - 110 115  
GOVERNMENT OF INDIA  
MINISTRY OF EDUCATION  
DEPARTMENT OF SCHOOL EDUCATION & LITERACY  
SHASTRI BHAVAN  
NEW DELHI-110 115

Maneesh Garg  
Joint Secretary (SS.II)  
Tele: 011-23386232  
Email: maneesh.garg@nic.in

D.O. No. 18-91/2021-IS 15

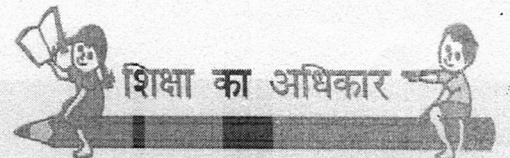
Dated: 28<sup>th</sup> December, 2021

Respected Sir/Ma'am,

Reference is invited to the D.O. letter dated 9<sup>th</sup> December, 2021 regarding 100 Days Reading Campaign for children studying in Balvatika to class VIII in partnership with the Ministries/Departments, States/UTs and Autonomous Bodies. The guidelines for campaign consist of a weekly class wise calendar of activities which may be done by children with the help of parents, peers, siblings or other family members.

2. In this regard, Guidelines for the Reading Campaign were developed and shared with a request to initiate necessary preparations in advance to ensure smooth implementation of the campaign. A copy of the guidelines is enclosed herewith. I am happy to inform you that the 100 Days Reading Campaign is being launched by the Hon'ble Shiksha Mantri on 1<sup>st</sup> January, 2022.
3. In this regard, I request you to kindly undertake the following:
  - A. Initiate necessary action at your end to ensure simultaneous launch of the 100 Days Reading Campaign on 1<sup>st</sup> January, 2020 in your respective organisations.
  - B. Make all efforts to ensure that the campaign involves all the stakeholders and is successful in generating curiosity and excitement at the grass root level.
  - C. Document the activities and make short videos, testimonials and good images of the campaign and upload it on the Google tracker. The link of the tracker is given below:  
[https://docs.google.com/spreadsheets/d/1hiTn7NJ1QUZafVfiG4Zsp\\_bP6lyVVmBJn-tZjX1E0XY/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1hiTn7NJ1QUZafVfiG4Zsp_bP6lyVVmBJn-tZjX1E0XY/edit?usp=sharing)
  - D. Nominate a nodal person on priority for uploading these materials and share the details (Name, Mobile No & Email ID) with this department for providing access. Details of nodal officers may be sent to following Emails: [purabi.pattanayak@gmail.com](mailto:purabi.pattanayak@gmail.com)/  
[pragya.juneja@gmail.com](mailto:pragya.juneja@gmail.com) by 30<sup>th</sup> December, 2021.

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- E. Hashtag for all your media dissemination - # 100 days Reading Campaign and # Padhe Bharat, Ministry of Education may be tagged in all social media campaign posts.
- F. Banner on the Website: Department/School Websites may display banner with the caption 'Launch of 100 days of Reading Campaign starting from 1<sup>st</sup> January 2022'.

4. I look forward to your kind support and cooperation for effective implementation of the 100 Days Reading Campaign, for ensuring effective learning through reading for children of Balvatika to Grade 8, thereby contributing to educational recovery and attainment of learning outcomes by them.

*With Regards,*

Yours sincerely,

*Maneesh Garg*  
(Maneesh Garg) 28/12

1. Chairperson CBSE
2. Director NCERT
3. Chairperson NIOS
4. Commissioner KVS
5. Commissioner NVS
6. Director, CSTA