



केन्द्रीय विद्यालय संगठन/KENDRIYA VIDYALAYA SANGATHAN  
(Min. of HRD, Deptt. of Education, Govt. of India)

18-संस्थागत क्षेत्र/18-Institutional Area

शहीद जीत सिंह मार्ग /ShaheedJeet Singh Marg

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[WWW.KVSANGATHAN.NIC.IN](http://WWW.KVSANGATHAN.NIC.IN)

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उपायुक्त

केन्द्रीय विद्यालय संगठन

सभी क्षेत्रीय कार्यालय

**Subject: Celebration of Reading Day - Reading Month from 19<sup>th</sup> June to 18<sup>th</sup> July, 2018**

Madam/Sir,

I am to inform you that Ministry of HRD, Govt. of India is officially launching the National Digital Library Network on 19<sup>th</sup> June 2018 at 12 noon at a colourful function to be organized at Vigyan Bhavan, New Delhi in connection with the inauguration of 23<sup>rd</sup> P.N. Panicker National Reading Day-Reading Month Celebration 2018.

Accordingly, you are requested to circulate this letter to all Kendriya Vidyalayas under your jurisdiction advising them to celebrate Reading Day-Reading Month from 19<sup>th</sup> June to 18<sup>th</sup> July, 2018 by taking Reading Pledge at the school assemblies and organizing programmes relating to strengthen Reading and Digital Reading.

The action taken report to this effect may be forwarded to [tajuddin.shaik30@gov.in](mailto:tajuddin.shaik30@gov.in) after concluding the month long programme.

Yours faithfully,

*(Signature)* 15.6.18

**(P.V. Sai Ranga Rao)**

Deputy Commissioner (Acad.)

Copy to :

- (1) Shri N Balagopal, Vice-Chairman P.N. Panicker Foundation, 509, Sangeeth Nagar, Thycaud, Thiruvananthapuram - 695014
- (2) PS to Addl. Commissioner (Acad.) KVS(HQ) New Delhi



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

509, Sangeeth Nagar, Thycaud, Thiruvananthapuram-695 014

Phone : 2328560, 2322426, 2724944, 2332426

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Website : www.pnpanickerfoundation.org e-mail : kedesindia@gmail.com

No. PNPf/GEN/101/2018-19/

14-06-2018

Shri. S. Vijayakumar  
Joint Commissioner (Academy)  
Kendriya Vidyalaya Sangathan  
Under MHRD, Govt. of India  
Institutional Area, Shaheed Jeet Singh Marg  
New Delhi - 110016

Dear Vijayakumarji,

Ministry of HRD, Govt. of India is officially launching the National Digital Library Network on 19th June 2018 at 12 noon at a colourful function to be organized at Vigyan Bhavan, New Delhi in connection with the inauguration of 23rd P.N. Panicker National Reading Day-Reading Month Celebrations 2018.

Shri. Prakash Javadekar, Hon'ble Minister for HRD has kindly consented to inaugurate this prestigious project of the MHRD, Govt. of India at this function in the august presence of Dr Mahesh Sharma-Union Minister for Culture, Dr. Satya Pal Singh-Minister of State, Ministry of HRD, Govt. of India, Shri. Upendra Kuhawaha-Minister of State (School Education and Literacy).

19th June, hereafter will be observed as Digital Reading Day by the Ministry of Human Resource Development throughout the country.

I request you to kindly grace the function with your esteemed presence in this prestigious programme organized at 12 noon at Vigyan Bhavan, New Delhi.

In the meantime I request you to kindly issue the circular to all schools of the Kendriya Vidyalaya Sangathan to celebrate Reading Day-Reading Month from 19th June to 18th July 2018 by taking Reading Pledge at the school assemblies and organizing programmes relating to strengthen Reading and Digital Reading.

With regards

N. BALAGOPAL  
Vice Chairman

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P.N. PANICKER FOUNDATION

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No. PNPF/GEN/101/2018-19/

01-06-2018

Shri. Santosh Kumar Mall  
Commissioner  
Kendriya Vidyalaya Sangathan  
18, Institutional Area, Shaheed Jeet Singh Marg  
New Delhi - 110 016

Sir,

P.N. Panicker Foundation have been tasked by Hon'ble Prime Minister Shri. Narendra Modiji to reach out to the 300 million people from downtrodden and underserved families of India with reading and related activities as part of the Reading Mission 2022 using both print and electronic media.

The late P.N. Panicker was single-handedly instrumental in promoting both literacy and library movement in Kerala in the 1940s to the 1990s which became not only the pioneering effort but also the bedrock for human resource development as well as human development in Kerala. In the process, Kerala became the First literate state in the country, wherein the people have understood and experienced the benefits of reading and the state has become an example of participative democracy and scores high on Human Development Index parameters.

Recognizing the importance of reading and its influence in human development, the Hon'ble Prime Minister launched the 22nd National Reading Day-Reading Month Celebrations at Kochi on 17th June 2017 and have requested P.N. Panicker Foundation to initiate a national level movement to promote reading habits with emphasis on digital reading.

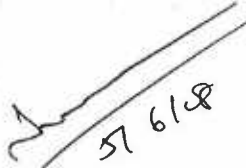
The NITI Aayog, Govt. of India have advised all Chief Secretaries of the State and Administrators of Union Territories to actively take part in this unique programme by instructing all the District Collectors to Chair the district level organizing committee of Reading Mission 2022 so as to reach the unreached with the message of Reading and Development (The copy of the letter is enclosed)."

With this background we request your goodself to instruct all your counter-parts to join this reading campaign to make it as a vibrant people's movement to have inclusive education to create knowledge societies in the country.


With regards

  
N. BALAGOPAL  
Vice Chairman

  
P. Panicker

  
57 6/18

AC CTS

  
A. Panicker  
57 6/18

Encl.

Alok Kumar, I.A.S.

ADVISER

Te : 011-23096613

E-mail : alokkumar.up@nic.in



भारत सरकार  
नीति आयोग, संसद मार्ग  
नई दिल्ली-110 001

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

**DO No.NITI H-11017/2**

Dated: 18<sup>th</sup> 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 19<sup>th</sup> 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 19<sup>th</sup> 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 22<sup>nd</sup> 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 pttren 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 19<sup>th</sup> 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



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, Shimala- 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, Thirunananthapuram- 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 Lalmalsawma, 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, Bhubaneshwar- 751001
21. Shri Karan Avtar Singh, Chief Secretary, Govt. of Punjab, Chandigarh- 160009
22. Shri Nihal Chand Goel, Chief Secretary, Govt. of Rajasthan, Jaipur- 302001
23. Dr Alok Kumar Srivasatav, 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 NITI'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., 19<sup>th</sup> 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)

# PRIME MINISTER GREETES P.N. PANICKER FOUNDATION



**Present a Book  
instead of Bouquet  
in all public functions**

**by emulating  
the practice of  
P.N. Panicker Foundation  
to inculcate reading habit  
and book mindedness  
among the masses**

**Prime Minister  
Shri. Narendra Modi in  
MANN KI BAAT  
episode 25th June 2017**



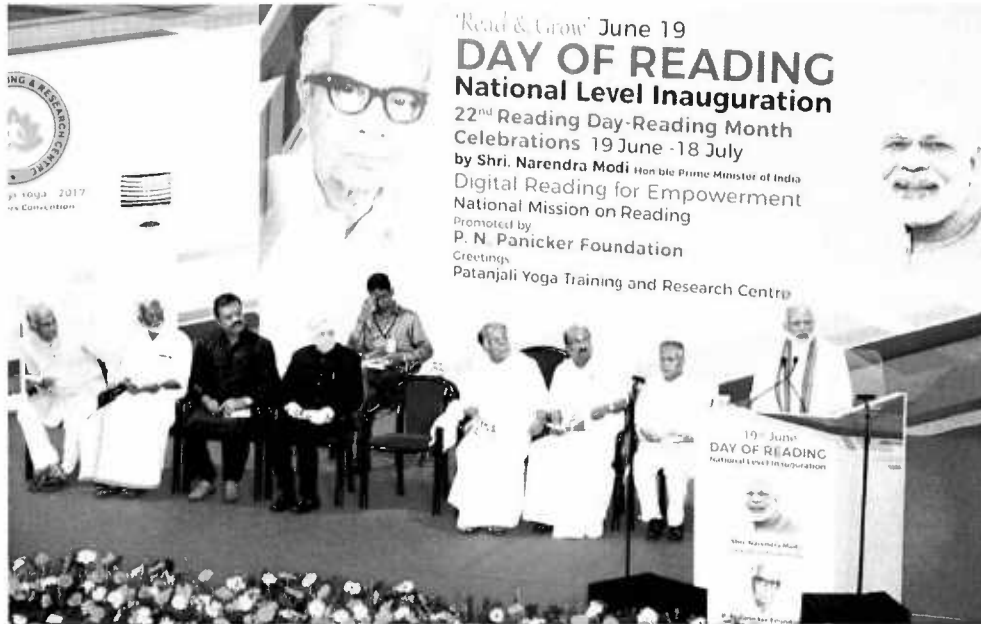
**Subsequent to PM's  
MANN KI BAAT  
Programme  
Ministry of Home Affairs,  
Govt. of India  
had issued directions  
to all Central & State  
Government Departments,  
Institutions, Public Sector  
Enterprises etc  
to adopt the practice of  
P.N. Panicker Foundation  
of presenting a book  
instead of bouquet  
in all public functions  
organized by the Govt. of India**





Prime Minister of India  
**SHRI. NARENDRA MODI**

## PM'S ADDRESS AT THE LAUNCH OF PN PANICKER READING DAY READING MONTH CELEBRATION



Prime Minister Shri. Narendra Modiji inaugurates the 22nd P.N. Panicker National Reading Day-Reading Month Campaign at Kochi, Kerala

P.N. Panicker was also the driving spirit behind the library network in Kerala. He did this through Kerala Grandhasala 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.

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





Prime Minister Shri. Narendra Modiji releases the Poster on the 22nd P.N. Panicker National Reading Day-Reading Month Campaign at Kochi, Kerala

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!

## Digital Reading National Mission

Promoted by  
**P. N. Panicker**  
Greetings  
Panicker

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