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D.O. No. 8-2/2024-KT/PACE

भारत सरकार
शिक्षा मंत्रालय
स्कूल शिक्षा और साक्षरता विभाग
107, डी विंग, शास्त्री भवन
नई दिल्ली-110015

GOVERNMENT OF INDIA
MINISTRY OF EDUCATION
DEPARTMENT OF SCHOOL EDUCATION & LITERACY
107, 'D' WING, SHASTRI BHAVAN
NEW DELHI-110015

Date: 21st November, 2025

2025/167606
11/11/2025

Dear Madams/Sirs & Colleagues,

21-1

As you are aware, the Department of School Education & Literacy, Ministry of Education, Government of India, launched the **School Challenge: Towards a Tobacco-Free Generation** on the MyGov platform from **11th June 2025 to 31st October 2025**, with the objective of promoting awareness among students through creative and participatory activities.

2. Under this initiative, schools were encouraged to organise four activities Rally, Nukkad Natak (street play), Poster Making, and Slogan/Poem Writing and submit the entries on the MyGov portal for participating in the school challenge. These activities were conducted widely, with enthusiastic participation from students and teachers across all States/UTs. The first stage of the Challenge, involving the conduct of activities by schools and the uploading of submissions, has been successfully completed. The Department acknowledges and appreciates the active support extended by all States/UTs in this endeavour.

3. Since the Challenge has now progressed to the evaluation stage. Therefore, the evaluation of the entries by the District, State and the National Jury shall be held in the phased manner. Thereafter, the winner shall be declared and felicitated at the national level. The State/UT wise excel sheet comprising of the entries received from the schools on the MyGov portal along with the evaluation sheet is attached. The suggestive guidelines for the evaluation of the entries at the district and the state level is also enclosed.

4. The States/UTs shall bifurcate the entries district wise and share with the respective district for evaluation. The deadline for district evaluation is 31st December 2025. The Department will also conduct orientation sessions for States/UTs including the district nodal officers for further explanation of the evaluation process.

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5. In view of the above, I shall request States/UTs to ensure the completion of district and State/UT-level evaluations within the given timeline and resubmit the entries to the national team as per the prescribed evaluation guidelines.

With warm regards,

Yours sincerely,



(A. Srija)

To,

The Principal Secretary/Secretary/ACS (Education) of all States & UTs

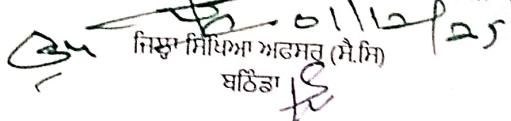
Copy to:

1. The State Project Director, Samagra Shiksha, All States/UTs
2. The State Nodal Officers of ToFEI, All States/UTs

ਦਫਤਰ ਜਿਲ੍ਹਾ ਸਿੱਖਿਆ ਅਫਸਰ (ਸੈ.ਸਿ)ਬਠਿੰਡਾ

ਪਿਛ ਅੰਕਣ ਨੰ ਜੀ-1/1 ()2025/ 2102 ਮਿਤੀ 01/12/25

ਉਪਰੋਕਤ ਦਾ ਉਤਾਰਾ ਸਾਡਾ ਸਭਲ ਮੁੱਖੀਆਂ ਨੂੰ, ਲਿਖਕੇ ਭੇਜਿਆ ਜਾਂਦਾ ਹੈ ਕਿ ਉਕਤ ਪੱਤਰ ਵਿਚ ਦੱਸਾ ਹਦਾਇਤਾਂ ਦੀ ਇੰਨ-ਬਿੰਨ ਪਾਲਣਾ
ਕਰਨੀ ਯਕੀਨੀ ਬਣਾਈ ਜਾਵੇ।



01/12/25
ਜਿਲ੍ਹਾ ਸਿੱਖਿਆ ਅਫਸਰ (ਸੈ.ਸਿ)
ਬਠਿੰਡਾ