

अनीता करवल, मा.प्र.से  
सचिव

Anita Karwal, IAS  
Secretary



स्कूल शिक्षा और साक्षरता विभाग  
शिक्षा मंत्रालय  
भारत सरकार  
Department of School Education & Literacy  
Ministry of Education  
Government of India

D.O. No.6-1/2022-Desk(PMP)-Part(3)

Dated the 28<sup>th</sup> November, 2022

Dear Sir,

I am happy to inform you that the 6<sup>th</sup> edition of Pariksha Pe Charcha 2023, the unique interactive program of Hon'ble Prime Minister, Shri Narendra Modi with students, teachers and parents is proposed to be held in town-hall format at Talkatora Stadium, New Delhi in January, 2023. This event has been organized successfully for the last five years by the Department of School Education & Literacy, Ministry of Education.

2. As always, we are keen for the schools under your Ministry to become a part of this much-awaited and joyful event. In order to select participants who will be featured in Pariksha Pe Charcha programme, an online creative writing competition is being conducted at <https://innovateindia.mygov.in/ppc-2023/> on various topics (Annexure II) during 25<sup>th</sup> November, 2022 to 30<sup>th</sup> December, 2022 for children studying in classes of 9 to 12, teachers and parents. All the participants shall receive an online participation certificate signed by Director, NCERT and a copy of the 'Exam Warrior' book written by Hon'ble Prime Minister.

3. The competitions are the mode through which we invite students, parents and teachers to frame their questions to be addressed to the Hon'ble Prime Minister. Selected questions, shortlisted by NCERT, may feature in the programme. The participants who asked questions in the previous editions of Pariksha Pe Charcha are invited by media channels to appear in their programmes. Along the same lines this year's chosen few may get an opportunity to interact with media.

4. In this context you are requested to kindly arrange the following:

a. **Appoint a Nodal Officer**, not below the rank of Director, to liaise with my office for the purpose of this event and to prepare and implement **media plan** of your Ministry to ensure wide dissemination and participation. Media plan may be shared with us.

b. **Issue instructions to display creatives** (soft copies of the creatives will be shared shortly) on:

- (i) official websites of your Ministry and its associated offices,
- (ii) prominent locations in all subordinate offices at various levels.

Contd. 2/-

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(iv) during online classes by the teachers.

(v) Moreover, you may adopt other innovative measures to propagate and promote this significant initiative of Hon'ble Prime Minister towards reducing exam stress.

c. Ensure all creatives and directions are sent through email and social media to all your schools and educational administrators through your office, and through schools to all parents/students.

d. Ensure maximum registration by students of Schools/Institutions under your Ministry in the online creative writing competition being conducted at <https://innovateindia.mygov.in/ppc-2023/> from 25<sup>th</sup> November, 2022 to 30<sup>th</sup> December, 2022 to avail of the chance of being selected for this event.

e. The following hashtag is to be used for disseminating this event: **#PPC2023**.

f. Request Schools/Institutions under your Ministry to use their own social media handles and **#PPC2023** to disseminate the event, along with their own preparations for the event. Schools could make their own posters/creatives/videos, etc. and post accordingly. The selected creatives/videos from among these shall also be exhibited on the MyGov platform.

g. Students will be selected in States/UTs for receiving special PPC Kits. States have been requested to issue instructions to SCERT or equivalent organization in the States/UTs, to carry out the selection process subject to allocated quota (Annexure-I) in coordination with NCERT.

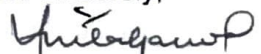
5. I would be grateful, if an action taken note along with a media plan in this regard is shared by 1<sup>st</sup> December, 2022 to the open drive link:

[https://drive.google.com/drive/folders/1DH7NJa1\\_BbJDeU1z0NbaREC8JNyt19Jc?usp=sharing](https://drive.google.com/drive/folders/1DH7NJa1_BbJDeU1z0NbaREC8JNyt19Jc?usp=sharing)

Let's celebrate the "Utsav of examinations" as "Utsav of life" through "Pariksha pe Charcha 2023" as envisioned by our Hon'ble Prime Minister in order to make learning more joyful for our future nation builders.

*Best wishes*

Yours sincerely,

  
(Anita Karwal)

Sh. Atul Kumar Tiwari  
Secretary,  
Ministry of Skill Development & Entrepreneurship