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30  
07 AUG 2024  
BENGALURU

**Department of Posts**  
**O/o the Chief Postmaster General UP Circle Lucknow-226001**

To,

- The Postmaster General,  
Agra/Prayagraj/Gorakhpur/Bareilly/Kanpur/Varanasi/Lucknow HQ region
- The DPS Ghaziabad
- The SSPOs Ghaziabad/Gautam Buddha Nagar Division

No. PHIL/DDSY/01-01/2024-25

Dated at Lucknow: 01.08.2024

**Sub: - Regarding implementation of philately scholarship scheme "Deen Dayal SPARSH Yojana" for the year 2024-25.**

Sir,

Kindly find enclosed herewith Directorate letter No: 46-24/2024-Phil-DoP Dated 30-07-2024 along with SOP implementation of philately scholarship scheme "Deen Dayal SPARSH Yojana" for the year 2024-25 which is self-explanatory.

In this regard, it is to inform that the process for "Deen Dayal SPARSH Yojana 2024-25" has been initiated and all Regions/Ghzd/G B Nagar Dn are requested to follow the instruction contained in enclosed Directorate letter on per schedule given below: -

Sr No	Action Item	Timelines	Dependency	Remarks
1	Issuing of notification in Newspaper inviting application & promoting Scheme by the Regions/Ghzd/G B Nagar Dn	1 <sup>st</sup> , August 2024	Regions/Ghzd/G B Nagar Dn	Press Note may be given
2	Database for prospective schools & Database of Philatelists may be prepared"	7 <sup>th</sup> , August 2024	Regions/Ghzd/G B Nagar Dn	As done previously adding more institution
3	Ascertaining Philatelist assent for becoming mentor.	7 <sup>th</sup> , August 2024	Regions/Ghzd/G B Nagar Dn	Obtain Consent from Philatelist.
4	Mapping of Philatelist & Schools along Postal Office	7 <sup>th</sup> , August 2024	Regions/Ghzd/G B Nagar Dn	State govt. education, school boards & District administration may be informed.
5	Promotion: Visit Schools hold Workshop and Seminars.	August onwards	Regions/Ghzd/G B Nagar Dn	May be done till last date of application.
6	Opening of School Philatelic Clubs (Philatelist may be assigned mentors) & PDA.	August onwards	Regions/Ghzd/G B Nagar Dn	May be done till last date of application.
7	<b>Last date for submitting application.</b>	<b>31<sup>st</sup>, August 2024</b>	Regions/Ghzd/G B Nagar Dn	
8	Database compilation & Roll number allotment and submission of list to this office	5 <sup>th</sup> to 7 <sup>th</sup> , September 2024	Regions/Ghzd/G B Nagar Dn	Format of Roll no, XX/YYYY/DDSY/Class/01. (First two letters, of Region(XX)/ First three letters, of Division (YYY)/ DDSY/(CLASS)VI or VII or VIII or IX /Serial Number-01 onwards)
9	Issuing Admit card through Regional Office & Ghzd Divisional office consisting of Candidates Roll no, for the quiz exam	7 <sup>th</sup> , September 2024	Regions/Ghzd/G B Nagar Dn	
10	<b>Tentative date for Written Philately quiz at Regional Level</b>	<b>29<sup>th</sup>, September 2024 (Sunday)</b>	Regions/Ghzd/G B Nagar Dn	

11	Evaluation of Quiz exam at the Regions/Ghzd Dn	After exam i. e 1 <sup>st</sup> , October to 7 <sup>th</sup> , October 2024	Regions/Ghzd/G B Nagar Dn	Phase -1 i.e., quiz is to be evaluated at Region/Ghzd/G B Nagar Dn
12	Top 40 entries (10 in each class) to be sent to this office by the Regions /Ghzd/G B Nagar Dn.	10 <sup>th</sup> , October 2024	Regions/Ghzd/G B Nagar Dn	Detail may be shared in xls format as prescribed in Annexure I
13	Selection of top 160 from 320 entries at Circle office.	13 <sup>th</sup> to 14 <sup>th</sup> , October 2024	Circle	Top 160 candidates are to be selected for the project submission i.e. phase-2
14	Philately quiz result along with notice for submission of Project	15 <sup>th</sup> , October 2024 (Tuesday)	Region/Circle	Theme of Project will be intimated by Circle
15	Notice for the project to be conveyed by the Regions/Ghzd Dn	(Third week of October) 16 <sup>th</sup> to 18 <sup>th</sup> , October 2024	Regions/Ghzd/G B Nagar Dn	To be communicated to the selected candidates for project submission.
16	Two weeks window for the project submission to the Regions/Ghzd/G B Nagar Dn by ending date	18 <sup>th</sup> October to, 5 <sup>th</sup> November 2024	Regions/Ghzd/G B Nagar Dn	Project to be submitted to the concerned Region/Ghzd Dn within stipulated time,
17	Submission of the projects by the Regions/Ghzd Dn to this office for evaluation. Region will ensure that all candidates have their PDA Account.	10 <sup>th</sup> , November 2024	Region/Circle	Along with the certificate of obtaining minimum 60% and proof of having P.D. Account/membership of Philately club
18	Evaluation of Project	15 <sup>th</sup> to 20 <sup>th</sup> , November 2024	Circle	
19	Account Opening of the students	15, November 2024	Regions/Ghzd/G B Nagar Dn	
20	Declaring final result	30, November 2024	Circle	

In this connection, since inception of the scheme and till disbursement of scholarship, Regions /Ghaziabad/ Gautam Buddha Nagar Division will have to monitoring and report the status by the end of each week of August for the following:

- Number of Students/Schools participated
- Number of Philately Mentors Mapped
- Number of School Philately Clubs opened
- Number of Philately Deposit Accounts opened.

Further, it is requested to implement Deen Dayal SPARSH Yojana in a campaign mode to maximize the participation and in addition to above, the instructions, mentioned in the aforesaid Dte letter may also be strictly followed.

**Encl: As above**

**Assistant Director (Philately)  
For the Chief Postmaster General  
UP Circle, Lucknow-226001**

**Copy to:**

1. CEPT Mysore for publishing on [Indiapost.gov.in](http://Indiapost.gov.in) ✓
2. Social Media Cell, CPMG Office, Lucknow - 226001

F. No 46/24/2024-Phil-DoP  
Government of India  
Ministry of Communications  
Department of Posts  
(Philately Division)

Dak Bhawan, Sansad Marg  
New Delhi- 110001  
Dated 30.07.2024

To

Ali Chief Postmasters General

Subject: Implementation of philately scholarship scheme "Deen Dayal SPARSH Yojana" for the year 2024-25 -Reg.

Sir/Madam

Pan India scholarship program called Deen Dayal SPARSH Yojana for school children was launched by the Department of Posts in year 2017-18 to increase the reach of Philately. The objective of the scholarship is to "Promote Philately among children at a young age in a sustainable manner that can reinforce and supplement the academic curriculum in addition to provide a hobby that can help them relax and de-stress"

2. For this Financial Year, it is requested to initiate the process for "Deen Dayal SPARSH Yojana 2024-25" by 1<sup>st</sup> August 2024 and ensure that declaration of result are completed by 30<sup>th</sup> Nov 2024 considering winter vacation, exams and other factors. However, Circle has the flexibility to deviate the timelines in respect of various actions steps on its own based on experience and local conditions. Instructions as given in the revised SoP (Annexed) may strictly be adhered to for making this event effective and result oriented.

3. It is also requested to ensure that that Deen Dayal SPARSH Yojana 2024-25 is implemented in a campaign mode to maximize the participation of children and new schools under your jurisdiction. Wide publicity through various conventional and digital means be ensured by posting good quality photographs /short videos of the activity on the Social Media Handle.

This is submitted for the approval of the competent authority

Encl: As above

Yours faithfully

  
(Sachin Kishore)

Deputy Director General (Philately)



Department of Posts  
Ministry of Communications  
Government of India

# Deen Dayal SPARSH Yojana (Scholarship for Promotion of Aptitude & Research in Stamps as a Hobby)



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## Introduction

Philately is the study of stamps and postal history and other related items. It also refers to the collection, appreciation and research activities on stamps and other philatelic products. Philately is a delightful hobby. Philately satisfies one's aesthetic tastes and educates by expanding knowledge about interesting details of politics, history, prominent personalities, Indian and International events, geography, flora and fauna, agriculture, science, monuments, scientists, modes of transport etc. which delights collectors. This scheme's main objective is to enrich students with knowledge via the medium of stamps and interesting philatelic products.

### Promoting Philately as a hobby amongst Children

The hobby of collecting Stamps includes seeking, locating, acquiring, organizing, cataloguing, displaying, storing, and maintaining them. Stamp collections can differ in a wide variety of respects, both in the nature and scope of the stamps collected but also in purpose, presentation, and so forth. The hobby can lead to social connections between people with similar interests and the development of new friendships. Collecting is also associated with memory by association and the need for the human brain to catalogue and organize information and give meaning to ones actions.

The potential customers can be divided broadly into categories like philatelists, collectors, students, common public, institutions and dealers. It is important to catch imagination of the young children at an early age so that Philately as a hobby can be cultivated. The median average age, when a Philatelist starts collecting, is (10-12) and it is imperative that efforts towards promotion of Philately should target this age group prominently. At this age the knowledge gathered through the hobby and various spin offs of pursuing Philately can help in Child's overall development and career advancements. Stamps collection, when picked up as a childhood hobby can become a lifelong pursuit. Collectors who begin early in life often modify their aims when they get older.

It is important to attract more and more children to take up Philately as a hobby at a young age and therefore there is a need to mainstream philately through education and incentivize it. In this direction, Department has already taken steps forward by inviting students to visit National Philatelic Museum, post offices etc. to acquaint with the stamps, philatelic items etc. During these visits, various activities are organized like quiz, workshops, letter writing, stamp design competition etc.

## 2. Deen Dayal SPARSH Yojana

### Objective

Under the Deen Dayal SPARSH Yojana (Scholarship for Promotion of Aptitude & Research in Stamps as a Hobby or SPARSH) annual scholarships are awarded to those students who have good academic record and also pursue Philately as a hobby for reinforcing the efforts aimed towards increasing the reach of Philately. It is expected that such a scholarship can provide fillip to not only Philately but also project a positive image of DOP & create ambassadors for Philately & DOP. The objective of the scholarship is to

- Promote Philately among children at a young age in a sustainable manner that can reinforce and supplement the academic curriculum in addition to providing a hobby that can help them relax and de-stress.
- Encourage Philatelic activities in School,
- Involvement of School administration in Philately,
- Giving greater visibility to Philately across the spectrum,
- Create awareness about Philately among parents, academicians, children and public at large,
- Mainstreaming of Philately in School & educational curriculum,
- Creation of linkages between younger generation and Philatelists,

### Key features of the scheme

- Every Postal Circle has to provide a maximum total of 40 scholarships having maximum of 10 students each from Standard VI, VII, VIII & IX.
- These scholarships will be provided quarterly to the students studying as regular students in class VI-IX in recognized schools.
- Scholarship will be provided to students pursuing Philately as a hobby and who satisfy the eligibility condition and qualify in the selection procedure.
- The amount of Scholarship is to be Rs. 6000/- per annum @ Rs. 500/- *per month*
- Selections to the scholarship would be for one year and there would be no bar on an already selected student applying for the scholarship next year provided he/she fulfils other criterion.

### Eligibility condition

- Candidate must be a student (class VI-IX) of a recognized School within India,
- Concerned School should have a Philately Club and the candidate should be a member of the Club,
- In case the School Philately Club has not been established, a student having his own Philately Deposit Account may also be considered.
- Requirement of having a Philately Deposit Account/Membership of the School Philately Club would be with respect to the Date of Application and the student applying would have to mention the same in his/her application form

- A candidate must have good academic record. At the time of selection for award of scholarship, the candidate must have scored at least 60% marks or equivalent grade/grade point in the recent final examination. There will be 5% relaxation for SC/ST.

#### General Conditions

- An awardee is eligible for the scholarship provided he/she maintains good conduct and continues his/her studies as a regular student.
- Scholarship may be revoked at any point of time by the competent authority (CPMG) on finding any irregularities in the eligibility criteria.
- A student must continue to have a PDA account and continue to be a member of Philatelic club during the scholarship-awarding period.

#### Selection Procedure

- A two level selection process is to be adopted for conducting the Quiz and Philately Project. At the 1<sup>st</sup> level, a written test will be conducted at regional level which would act as a Screening Test and students selected at first level will have to submit a Philately Project for final selection at 2<sup>nd</sup> level.
- There will be no weightage of the marks secured in Philately Quiz in the final evaluation and the final selection would be decided solely on the basis of the marks secured in Philately Project.
- For any given Circle, the written test would be conducted simultaneously at all regional centers. All arrangements with regard to conduction of the test would be the responsibility of the Circles.
- Guidelines regarding Philately Written Quiz at regional level:**
  - Question papers for the written quiz to be conducted at regional level will be prepared by the circle & same set of paper should be used across region.
  - Philately Quiz will comprise of 50 Multiple Choice Questions (MCQ's). Each question will be of one mark with no negative marking. Preferably, OMR sheet may be used for answering of these questions, which would aid in evaluation.
  - The Multiple Choice Question (MCQ) format based Quiz test would contain 50 (Fifty) questions which would be chosen from following subject areas in the following proportion:

Subjects	Marks
<b>General Knowledge/ Awareness</b>	
Current Affair	5 marks
History	5 marks
Geography	5 marks
Science	5 marks
Sports/Culture/personalities	5 marks
<b>Philately</b>	
Local Philately	10 marks
National Philately	15 marks
<b>Total</b>	<b>50 marks</b>



- Same set of Question Paper will be framed for all the eligible students across classes. Therefore, the framing of Quiz question paper would be done considering the knowledge levels of participating students from class VIth to class IXth.
- Circles would select through the written quiz approximately four times the number of scholarship to be given at circle level i.e. about 160 students at regional level.

#### E. Philately Project for final selection-

- After finalizing the list of candidates selected in the Quiz, Circles would issue communication to the selected candidates detailing them of the list of Philately Project Topics & broad guidelines to be followed for writing their project. The candidates selected at Philately Written Quiz can choose one topic from the list to submit the project.
- The time given for the preparation and submission of project can be 15 days & the project can be directly submitted to the CPMG office through Registered/Speed Post.
- The Philately Project should not be of more than 4 to 5 pages. In the project, student may use not more than 16 stamps and not more than 500 words. Detailed guidelines regarding the Project & sample project template may be issued by Circles.
- Project work on Philately, copy of School ID card, copy of the result of last final examination all duly attested from Principal of School may be submitted to CPMG Office. The project should be sent in original.
- Project would be 4-5 pages work on Philately containing the original creative work performed by the candidate on the Philately subject. To know more about Philately candidate may visit India Post website @ <http://postagestamps.gov.in/> dedicated to Philately.
- The committee constituted at circle level will do the evaluation of the Project. A committee comprising of DPS or other DoP officers & eminent Philatelist nominated by CPMG would evaluate the Project & shortlist the candidate for scholarship.
- The committee would recommend a list of top 40 students considering 10 students maximum from each of the VI, VII, VIII & IX class
- Once, the merit is finalized, projects submitted by the students be returned in original and copies of the winning entries be kept for record purpose at Circle Office

#### Disbursement of Scholarship

- The awardees will be asked to open Joint account with parents in India Post Payment Bank or Post Office Savings Bank in a branch, which has core banking facility.
- Each Postal Circle will select the awardees and hand over the list of beneficiaries to IPPB/POSB for payment of scholarship;
- IPPB/POSB will ensure that the scholarship is paid to awardees on quarterly basis (Rs. 1500/- each quarter) after getting the list from each Circle;

#### 3. Implementation Strategy of the Scheme

- Circles would also write to State Government Education & School Boards & District Administration etc informing them of the scheme and seeking support for its propagation. Wide publicity of the Campaign shall be given through newspaper advertisements, electronic media, social media and other viable media including local level pamphlet distribution.
- Circles would contact/visit schools, hold workshops/ seminars /give presentations

- etc to inform about the scheme in detail to ensure maximum participation
- Web push notifications by Schools having websites/app be encouraged
  - Awareness about the competition during Dak Chaupals & other Postal department drives.
  - Postman staff be sensitized to make residents aware about the competition while effecting delivery
  - Services of Marketing team along with PRIs(P) be utilized for promotion
  - In addition, Circles may adopt their own local strategy to implement the Scheme. Any such adoption may be communicated to the Directorate so that it can be shared with all other Circles
  - Considering that, the Scheme is applicable to both Government and Private Recognized Schools an intensive campaign should be undertaken in all eligible schools.
  - Circles may also ensure that projects submitted by the student is not repeated
  - Good Quality photographs/Short videos of the above to be shared on Social Media handles of the India Post on the same day of the activity performed
  - Circles may also explore enrolling new schools every year for the scheme. Initially, Circles should approach 25% more Schools than last year and 50% out of the school approached, may be the new schools.
  - Circles are also required to certify the Philately Clubs of Schools by providing a Certificate (copy enclosed) which must be displayed outside the club by the concerned school.
  - Circle has to ensure that Philately Club to retain its certification must carry out at least 3 philately activities in a year viz. on National Philately Day, During Summer Camp days, one as an annual activity.
  - Quiz content should be new and innovative every year and must be clubbed with Philately Carnival & interactive activities

Pre-event Activities:

- Postal teams visiting schools to introduce SPARSH scheme must go along with a local philatelist / Letter writing enthusiasts
- They may carry a pamphlet & promotional material /standee etc for display at School notice boards
- A Pre-event activity such as letter writing/ philately workshop or letter writing carnival may be carried out involving street plays, flash mobs, letter writing booths, calligraphy, stamp designing activities etc.
- Invite alumni /local philatelic societies to support and judge the competition.

4. Timelines

While formulating timelines by the Circles, following aspects may be taken care of:

- At least 4 weeks' window should be given for submission of application.
- At least 2 weeks' window should be given for submission of Project.

The suggested course of action for circle reference is as such:

Action Item	To be completed by	Role
Issuing of Notification by Circles/ Preparation of Quiz Question Paper	1 <sup>st</sup> August	Circle

Conduct of Written Philately Quiz at Regional Level/ Preparation of Suggested List of subjects for conducting Philately Project	30 <sup>th</sup> September	Region/Circle
Announcement of Result of Philately Quiz	15 <sup>th</sup> October	Circle
Submission of Project by Students shortlisted in Philately Quiz	1 <sup>st</sup> week of November	Circle
Declaration of Results of the Scholarship Scheme	30 <sup>th</sup> November	Circle
Communication by Circles of the List of Student selected along with their POSB CBS Account Numbers	15 <sup>th</sup> December	Circle
Disbursement of Scholarship	To be notified by Directorate	Dak Bhawan

## 5. Communication

Circles Philately teams are required to record each and every activity done in digital form (Photos/Videos of good quality of Workshops/Seminars/Quiz competitions held/project submitted by Winners of Quiz winners/ Award functions ) and share it at different Social Media Platforms of India Post tagging MoC, MoSC, Ministry of Communications and Local PIB. Further, issue a Press release having all details/Activity summary with name of Nodal Officer nominated by Circle for the competition before commencement of the event. Circles, Post event also, may issue a Press Release summarizing the event.

## 6. Desired Outcomes

Deen Dayal SPARSH Yojana is envisaged to be a flagship scheme for Department of Posts for promotion of Philately. It is expected that through this scheme we would be able to achieve both tangible and intangible outcomes such as

- Increasing the popularity of Philately
- Revitalizing the attraction of Stamps and increase their Philatelic usage
- Increase in the number of Philately Deposit Accounts
- Rejuvenate the linkages at field level between all the stakeholders in Philately such as Philatelists, Department of Posts, Children & Youth and the prospective Philatelists
- Institutionalize the support structure to sustain demand for Philatelic products by creation of School/Institution level Philately Clubs
- Involve the Philatelist in Promotion of Philately and use their expertise wherever required
- Create Brand Ambassadors for Philately through the Deen Dayal SPARSH Scholarships. It is envisaged that the School Children who will be selected for the Scholarship would motivate and inspire other colleagues and generate Interest in Philately thereby create a fertile ground for Philately

## 7. Monitoring and Evaluation

Since inception of the scheme and till disbursement of scholarship, Circles will have to report the status by 5<sup>th</sup> of next month for the following:

1. Number of Students/Schools participated
2. Number of Philately Mentors Mapped
3. Number of School Philately Clubs opened

4. Number of Philately Deposit Accounts opened

Under the Deen Dayal SPARSH Yojana achievement of different circles would be measured in terms of outcome of parameters as detailed above.