

HPSES-SPO-ISSE-SPORTS-2021-22 - 1730-65
OFFICE OF THE STATE PROJECT DIRECTOR.(SS)
HIMACHAL PRADESH SCHOOL EDUCATION SOCIETY
HIMACHAL PRADESH

From:

State Project Director (SS)
Himachal Pradesh, Shimla-1

To

All the Dy. Director, Higher Education,
Himachal Pradesh

All the Dy. Director, Elementary Education,
Himachal Pradesh

All the District Project Officer-cum-Principal DIET
Himachal Pradesh

Dated Shimla-1 the 23rd July, 2021

Subject: Nationwide campaign about Tokyo Olympics- reg.
Sir,

In reference to O.M.No.1(1)/Secy(Sp)/2021 Dated 18th June 2021, received from the Under Secretary Ministry of Education, Department of School Education & Literacy, Govt. of India, Shastri Bhawan New Delhi, regarding Nationwide campaign about Tokyo Olympics, which will be starting from 23rd July to 8th August 2021.

In this regard, to support and cheer our Indian Athletes, few activities like Olympics Quiz, Official Anthem, Selfie points/social media filter and Hastag '#Cheer4India' has been developed by Department of Sports as mentioned in the attached communication (Annexure 'A').

You are, therefore requested to circulate this information to all stakeholders, students, parents, teachers and staff for wide publicity.

Enclosure Annexure:- 'A'

Yours faithfully, J

23/07/2021

State Project Director (SS)
Himachal Pradesh, Shimla-1

Copy to: - Sh. Rajesh Kumar Maurya, Under Secretary, Ministry of Education, Department of School Education & Literacy, Govt. of India, MHRD, Shastri Bhawan, New Delhi.

Endst.No. EDN-U(G-1)/Elem/Sports/2019-20/- 2564

Office of the,
Deputy Director Elementary Education,
Una, Distt. Una (H.P.)

Dated the Una 24/07/21

State Project Director (SS)
Himachal Pradesh, Shimla-1

The photocopy of letter is being forwarded to all the BEEO's/BRCC's/Incharge's of GMS in Distt.Una for further necessary action please.

Dy. Director Elementary Education,
Una, Distt. Una(HP)

Annexure 'A'
DN-964
19-7-2021



D.O. No.1(1)/Secy(Sp)/2021/
Govt. of India
Ministry of Youth Affairs & Sports
(Department of Sports)

Shastry Bhawan, New Delhi

Dated the 18th June, 2021

OFFICE MEMORANDUM

Sub: Nationwide campaign about Tokyo Olympics - Reg.

The Tokyo Olympics 2020 is starting from 23rd July and it is of importance to cheer our Indian athletes to show our support as one voice of nation in these unprecedented times.

2. In this regard, Sports Authority of India (SAI) and Indian Olympics Association (IOA) have jointly initiated a nationwide campaign about the Olympics with focus on the participation of Indian Athletes in Tokyo Olympics 2020. Few of the activities of the campaign where your Ministry/Department's engagement is solicited are as follows:

- a) Olympics Quiz- "Road to Tokyo 2020" is being organized at SAI, Fit India and MyGov website wherein rewards are there for lucky winners, people may be encouraged to take the quiz at these platforms or your Ministry/Department may host the quiz at your own platforms (SAI will provide with the readymade module. Nodal Officer may be contacted, details are below)
- b) An official Anthem will be launched next week and would be available on this Ministry's as well as website of SAI and Fit India for further dissemination. You are requested to spread it through social media handles of your Ministry/Department.
- c) Selfie Points and Social Media Filters will be installed at some prominent locations, people may be motivated to take selfie at these locations. You may install these Selfie Points at various locations as deemed fit by your Ministry/Department. Also, people may use the social media filters for posting their photos with their messages for Cheering Indian Athletes with #Cheer4India (Design of Selfie Point and link for Social media filters may be taken from Nodal Officer)

3. I kindly request you to extend your support to reach the masses by organizing these activities through your ministry and cheer our Indian athletes as one country. Nodal Officer from this Ministry is Ms. Ekta Vishnoi, Mission Director-Fit India (+91 7588181543, fitindia@gov.in).

Handwritten signature/initials

Handwritten signature: Anil
(Anil Mittal)
Secretary (Sports)

To

All Secretaries to the Government of India