



DHAI AKHAR

National Level Letter Writing Competition

Dhai Akhar
National Level Letter Writing Competition
2025-26

An initiative by



STANDARD OPERATING PROCEDURE

Standard Operating Procedure for ‘Dhai Akhar’ National Level Letter Writing Competition

1. Objective

Dhai Akhar is a national level initiative to re-introduce the younger generations to post and philately while encouraging creativity, originality, and self-expression. It is also a platform for individuals to display their writing skills and talent.

In today's fast-paced digital world, moments of pause and digital detox have become essential. Studies highlight that handwriting is a fundamental skill that shapes students' reading, writing, language abilities, and critical thinking, while also playing a vital role in brain development. It is therefore important to encourage children to write by hand alongside the use of technology in classrooms, as this supports success across academic subjects. With most communication now happening on digital platforms, the timeless art of letter writing has gradually faded into the background. Yet, letters continue to hold a unique appeal —carrying nostalgia, warmth, and a personal touch that no text message or email can truly replace.

The Dhai Akhar National Level Letter Writing Campaign is more than just a celebration of the art of letter writing. It serves as a platform for people across the nation to share their thoughts, emotions, and ideas in a sincere and impactful way. The campaign also nurtures empathy and strengthens critical thinking skills among its participants.

2. Description of the Scheme

Dhai Akhar is a National Level Letter Writing Competition on a theme / subject decided by the Department of Posts for the citizens of India. Participants will write a Letter expressing their views on the subject, addressed to the Chief Postmaster General concerned which would be eligible for Cash awards if shortlisted, first at Circle level and then at the Directorate level. Alongside, it also serves as an opportunity to re-introduce younger generations to rich legacy of the postal department.

3. General Conditions

Periodicity: The Dhai Akhar National Level Letter Writing Competition is organised every year. This year campaign will start from 8th September to 8th December 2025 (three months). Letters posted after 8th December 2025 will not be accepted.

Topic: The theme and topic for the competition is decided by the Department of Posts with the approval of the Competent Authority.

This year's topic for Dhai Akhar is “Letter to My Role Model”

Language: The letter can be written in English or Hindi or any Vernacular.

Categories: The competition will be in the following categories:

(i) Up to 18 years: -

(a) Inland Letter Card Category

- (b) Envelope Category
- (ii) Above 18 years: -
 - (a) Inland Letter Card Category
 - (b) Envelope Category

Permitted Stationery: The embossed envelope/ envelope with stamp affixed for plain A-4 size paper letter and the Inland Letter Card (ILC) will be the permitted stationery. The letter can be written on plain A4 size paper with a word limit of not more than 1000 words, or in an Inland Letter Card (ILC) (not more than 500 words). Letters must be hand written and in any case, no typed letter will be accepted.

However, entries collected directly from the schools/institutions/college by the respective division may qualify exemption from affixing stamp.

4. Eligibility

Any citizen of India can participate in this competition. There is no minimum or maximum age prescribed for participation. Any citizen of India can participate in their respective category according to his/her choice and age. The participants have to give a certificate of their age on the letter such as “I certify that I am below/above the age of 18 as on 01/01/2025”. In case of winning entries, the respective Circle will verify the age and other ID certificates before sending the 03 best entries in each category to the Directorate.

5. Selection Procedure

The best 03 (three) entries in each category will be shortlisted by every Circle and prizes will be awarded to these 03 entries at Circle level. These best 03 entries of each category (12 in all) chosen at Circle level will be sent to the Directorate for further evaluation of final best 03 entries in each category at the National Level.

To shortlist candidates at Circle level, an Evaluation Committee will be constituted of which CPMG will be the Chairperson, Other members of the committee must be an academicians or a scholar of the particular language/literature/ associated with journalism including a professor/teaching faculty in a college school. The opinion of the scholars shall be given utmost importance while making qualitative selection. Selection Committee at National Level will be constituted at Directorate level for evaluation of final best 03 entries in each category at National Level.

6. Prizes

The prize money to be given to the winners of Circle Level and National Level Letters in each category is as follows:

Prize to be given to the winners in each Category at Circle Level: (A)

Prize Category	(Prize Amount) x (No. of Categories) x (No. of Circles)	Total Amount
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First Prize in each Category	Rs. 25,000/- x 4 x 23	Rs. 23,00,000/-
Second Prize in each Category	Rs. 10,000/- x 4 x 23	Rs. 9,20,000/-
Third Prize in each Category	Rs. 5,000/- x 4 x 23	Rs. 4,60,000/-
TOTAL (Rs. Thirty-six lakh eighty thousand only)		Rs. 36,80,000/-

Requisite funds to this effect under Major Head Operating Expenses of Philately (A/c head 3201.01.001.03.01.13) are allotted to each Circle under BE of respective Financial Year.

Prize to be given in each Category at National Level: (B)

Prize Category	(Prize Amount) x (No. of Categories)	Total Amount
First Prize in each Category	Rs. 50,000/- x 4	Rs. 2,00,000/-
Second Prize in each Category	Rs. 25,000/- x 4	Rs. 1,00,000/-
Third Prize in each Category	Rs. 10,000/- x 4	Rs. 40,000/-
TOTAL (Rs. Three lakh forty thousand only)		Rs. 3,40,000/-

Requisite funds to this effect under Major Head Operating Expenses of Philately (A/c head 3201.01.001.03.01.13) are kept with Philately Division.

7. Process

The following process should be followed by each Division to successfully implement the Dhai Akhar Letter Writing Competition:

1. Training of on-ground teams
2. Outreach in schools & colleges as per targets
3. Installation of Dhai Akhar letterbox in Schools and in Post Offices
4. Collection & Judging

8. Implementation Strategy

- Wide publicity of the Campaign shall be given through newspaper advertisements, electronic media, social media and other media including display of banners and local level pamphlet distribution.
- Circles would make on ground teams undergo online training for effective outreach to schools and public (dates to be decided by Circle)
- Circles would contact/visit schools, hold workshops/seminars/give presentations etc. to inform about the scheme in detail to ensure maximum participation
- Ensure videography and photography of activity to use as social media content.
- Circles would also write to State Government Education & School Boards & District Administration etc informing them of the scheme and seeking support for its propagation.
- Web push notifications by Schools having websites/app to be encouraged.
- Awareness about the competition during Account opening drive/PLI & RPLI Mela/Dak Chaupal.
- Postman staff be sensitised to make residents aware about the competition while effecting delivery.
- Services of Marketing team along with PRIs(P)/Postmen be utilised for promotion.
- Circles to ensure creation of small hanging Dhari Akhar letter box to create a photo corner in Schools/Colleges. Designs for the same shall be conveyed. As per the size of the division, 2-5 sets of these should be ready with each division. This setup will travel from one school/college to another.
- 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.
- Targets of obtaining entries will be assigned to the Circles on the basis of number of Post Offices and past performance.
- To make Dhari Akhar Letter Writing Campaign a grand success, Circles will have to ensure that sufficient stationery (ILC and envelopes) is available in their Circles
- Circle will ensure that no letter posted remains unattended either at Letter boxes or Post offices. To adhere to timelines, it is to be ensured that Letter boxes are opened/cleared as scheduled and with no delay.
- Special arrangement of delivery of such letters in coordination with participating schools be made.
- Circles to hold letter writing competition in schools/colleges as per programme detailed below:

Sequence	Activity	Description	Time
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1	Setup	• <i>Installation of the banner and a small letterbox for a period of up to 6 days in one school.</i> • <i>Also set up the projector and introduction space as allocated by school/college, and do a tech-check.</i>	30-60 mins
2	Introduction	Start with personal introductions to create a good atmosphere and connect with the children.	5 mins
3	Short Video	Video Capsules/Short Movies on India Post/Philately to be played to set context and interest amongst children <i>Video shall be provided</i>	10-15 mins
4	Presentation	Take the children through a brief history of the postal department, key concepts of post and philately and current schemes such as Sparsh before leading to Dhai Akhar. The presentation would also highlight the importance of writing by hand. <i>Presentation shall be provided</i>	10-15 mins
5	Philately Quiz	Quiz will be organised containing 5-10 questions based on Philately outlining the famous personalities, heritage, places etc.on which CPS/ Special Covers have been issued. <i>Question deck shall be provided</i> Winners of the Quiz will be awarded with prizes (worth Rs. 50 to 100/- approx.). Expenditure to this effect may be incurred into the Philately Promotion Head of the Circles	15-20 mins
6	Dhai Akhar Letter Writing	The main activity i.e. Dhai Akhar Letter Writing Competition will commence subsequently. Students will be writing a letter on the Theme as decided by the Directorate.	40 mins
7	About the Theme	Introduce children to the theme and discuss about the participant guide specific to the theme that we will share with schools	10 mins

8	Document ation	Good Quality photographs/Short videos of the above activities to be shared on Social Media handles of the India Post on the same day of the activity performed	all the time
9	Opening of Philatelic Club in School and PD Accounts	After Letter Writing, efforts to be made to open Philatelic Deposit Accounts/ Philatelic Clubs in the Schools. The School Administration should be informed as to how a Philatelic Club can make a positive impact on the learning of students and they be made acquainted with the various important personalities and their contribution in Nation building, with the various aspects of rich art & culture and prosperous heritage of India as depicted in stamps.	30 mins

9. Timelines

- The Dhari Akhar letter writing competition will start from **8th September 2025**.
- Last date of submission of entries will be **8th December 2025**.
- Letters posted after 8th December 2025 will not be accepted.

Each Circle must arrange and ensure to declare their respective **State/Circle level result by 23rd of January 2026**.

Circle will also ensure that a monthly report in the following Performa be sent to Directorate by 30th of every month of inception of event and till completion of event.

Month	No. of entries received from Letter boxes during the month	No. of schools/ colleges participated	No. of participants	Philatelic Club opened	Philatelic Deposit account opened	Activities uploaded on Social Media	Remarks if any

The winning entries (12 for each Circle) will be sent to the Directorate by 9th February 2026. It is to be ensured by Circles that the winning entries in Vernacular (other than Hindi/ English) should be sent to the Directorate along with English Translated Versions within the target date as mentioned above.

The entries received from the Circles will be evaluated at Directorate Level and best 12 entries (03 in each 04 categories) will be selected for National Level prize.

10. Desired outcome

Post and Philately have been pillars of communication but are being fast forgotten along with the importance of hand written communication. Dhai Akhar, while focusing on the writing skills and growth of individuals, also aims to connect masses to the Post Office. This activity with its level of participation across India would lead to:

- Giving greater visibility to Philately across the gamut and mainstreaming of Philately in School & educational curriculum,
- Creating awareness about Philately among parents, academicians, children and public at large
- Increase in the number of Philately Deposit Accounts
- Creating the linkages between all the stakeholders in Philately i.e. Philatelists, Department of Posts, Children & Youth and the prospective Philatelists
- Involving/ Using expertise of Philatelist in promotion of philately amongst children/youth across India
- A source of revenue by sale of Envelopes and Postage Stamps.
- Winners of the competition to be brand Ambassadors for motivating and inspiring others to develop interest in philately

LINK FOR PRESENTATION AND VIDEOS: <https://youtu.be/KebndvdkME>