

(Through e-mail)

From

Tmt.K.Sasikala,
Joint Director (NSS)
Directorate of School Education,
DPI Campus, Chennai – 06

To

All District Chief Educational Officers,

R.C.No.048638/M1-S2/2024

Date 14.08.2024

Sub : School Education – Promoting National Flag Sales through Post
Offices in Connection with Independence Day – Reg

Ref : Email form Senior Superintendent of Post office, Chennai Dated
08.08.2024

Copy of the e-mail cited in reference is enclosed herewith for necessary action.



For Director,

Enclosed:

Reference cited email



14/8/24

Request for Support in Promoting National Flag Sales through Post Offices in Connection with Independence Day - Reg

1 message

DO, Chennai City Central Division <dochennaicitycentral@indiapost.gov.in>
To: dse <dse@tnschools.gov.in>

8 August 2024 at 17:4

Dear Sir/Madam,

As we approach our nation's Independence Day, a day of great significance and pride, it is imperative that we come together to celebrate our shared heritage and values. One of the symbolic ways we honour this day is by displaying our national flag with pride and respect.

In an effort to make the national flag more accessible to citizens and to encourage widespread participation in this patriotic display, the postal department has initiated the sale of national flags through local post offices. This initiative aims to ensure that every citizen has the opportunity to proudly display the flag on this momentous occasion.

Understanding the critical role that educational institutions play in fostering patriotism and national pride among the youth, I am writing to request the support and contribution of the Department of Education in promoting this initiative. Specifically, I propose the following measures to be undertaken with your esteemed collaboration:

- Awareness Campaigns in Schools:** Conducting awareness campaigns and assemblies in schools to educate students about the importance of the national flag, its history, and the proper way to display it. This can include short presentations or interactive sessions.
- Promotion through Educational Platforms:** Utilizing educational platforms, including school websites, newsletters, and social media channels, to inform parents, students, and staff about the availability of national flags at local post offices.
- Encouraging Participation:** Encouraging school administrations to participate in the initiative by purchasing and displaying flags at school premises, thereby setting an example for students and the community.
- Collaboration with Local Post Offices:** Facilitating a partnership between schools and local post offices to ensure smooth and efficient distribution of national flags to students and their families.

By involving educational institutions in this initiative, we can significantly increase the outreach and impact of this program, ensuring that the spirit of Independence Day is celebrated with utmost zeal and unity.

I kindly request your department's support in implementing these measures and contributing to the success of the national flag sales initiative. Your cooperation will not only enhance the visibility of this program but also instill a sense of patriotism and national pride in the young minds of our country.

Thank you for your attention to this matter. I look forward to your positive response and the possibility of working together towards this noble cause.

Senior Superintendent of Postoffices,
Chennai City Central Division,
Chennai