



CBSE/Dir(Acad)/2020

May 21, 2020  
Circular No. Acad-37/ 2020

**All Heads of Institutions affiliated to CBSE**

**Subject: 'My Book My Friend' Campaign - reg.**

World Book Day or World Book and Copyright Day is celebrated on April 23<sup>rd</sup> every year to promote reading, publishing and copyright. On the occasion of World Book Day 2020, '**My Book My Friend**' campaign was launched by Hon'ble HRD Minister Dr. Ramesh Pokhriyal 'Nishank' to encourage students to keep reading books.

In continuation to its efforts to promote reading habits among students and support the launch of '**My Book My Friend**' campaign, CBSE encourages its schools to be part of this campaign.

The students may be encouraged to go beyond their textbooks and discover the joy of reading some other books of their interest available in their homes or on internet. The students may be assisted in the selection of books by sharing with them the list of books and links from where they can download the books free of cost. The ebooks, if available in school library, can also be shared with the students.

Books can be the best friends in the times we are in. Students sitting at home due to closure of schools may utilise their time by exploring the realm of good books. The power of books can be leveraged to combat isolation, cope with fears and anxieties. Reading of books will not only give new knowledge and ideas to the students but will also enhance their imagination, critical thinking, language skills, focus, memory and concentration.

The Board looks forward to the whole-hearted cooperation of all its schools in supporting this campaign and enriching the reading experience of our young generation.

(Dr. Joseph Emmanuel)  
Director (Academics)

Copy to the respective Heads of Directorates, Organizations and Institutions as indicated below with a request to disseminate the information to all the schools under their jurisdiction:

1. The Commissioner, Kendriya Vidyalaya Sangathan, 18-Institutional Area, Shaheed Jeet Singh Marg, New Delhi-16.
2. The Commissioner, Navodaya Vidyalaya Samiti, B-15, Sector-62, Institutional Area, Noida 201309



3. The Secretary School Education, Special Project Director-SSA /Directorate of Education/Director (SCERT) – Govt. of NCT of Delhi.
4. The Secretary School Education, Special Project Director-SSA /Directorate of Education /Director SCERT – UT Chandigarh.
5. The Secretary School Education, Special Project Director-SSA / Director of Education/Director (SCERT), Govt. of Sikkim, Gangtok.
6. The Secretary School Education, Special Project Director-SSA / Director of Education/Director (SCERT), Govt. of Arunachal Pradesh, Itanagar.
7. The Secretary School Education, Special Project Director-SSA / Director of Education/Director (SCERT), Govt. of A&N Islands, Port Blair.
8. Director Schools, IAF Educational Cultural Society Air Headquarters (RKP) West Block-VI, R. K. Puram New Delhi – 110066
9. The Principal Director, Director of Naval Education (Navy Education Society) H.Q. MOD (NAVY) West Block-V, II Floor, R.K. Puram New Delhi – 110066
10. The Additional Director General of Army Education, A – Wing, SenaBhawan, DHQ, PO, New Delhi-110001
11. The Secretary AWES, Integrated Headquarters of MoD (Army), FDRS Building No. 202, Shankar Vihar (Near APS), Delhi Cantt-110010
12. The Director, Central Tibetan School Administration, ESSESS Plaza, Community Centre, Sector 3, Rohini
13. All Regional Directors/Regional Officers of CBSE with the request to send this circular to all the Heads of the affiliated schools of the Board in their respective regions
14. All Heads/ In-Charges, COEs of the Board with request to disseminate the information
15. All Joint Secretary/Deputy Secretary/Assistant Secretary, CBSE
16. In charge IT Unit with the request to put this circular on the CBSE Academic website
17. The Head Public Relations Unit, CBSE
18. PA, Chairman Office, CBSE
19. SPS to Secretary, Director (IT), Director (Academics), Controller of Examinations, Director (SE&T) and Director (PE), CBSE

**Director(Academics)**

