

संजय जाजू, भा.प्र.से.
सचिव
SANJAY JAJU, I.A.S.
Secretary



भारत सरकार
सूचना एवं प्रसारण मंत्रालय
शास्त्री भवन, नई दिल्ली-110001
GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
SHASTRI BHAWAN, NEW DELHI-110001

3rd March 2026

Dear Sir,

The Union Budget 2026-27 has announced a major national initiative for setting up AVGC Content Creator Labs (CCLs) in 15,000 schools, aimed at integrating creative and digital skills at an early stage.

2. As you are aware, a Post-Budget Webinar on "Sabka Sath, Sabka Vikas - Fulfilling Aspirations of people", with keynote address by Hon'ble PM, is being organised on 09 March 2026 (virtual mode). The Ministry of Information & Broadcasting, in coordination with the Department of Higher Education and NITI Aayog, is organising a Breakout Session on "*Allocation in Union Budget 2026-27 for the Orange Economy: AVGC Content Creator Labs in Schools & Colleges*". The Concept note on the same is enclosed. The detailed programme schedule, including timings from 10:00 AM to 5:45 PM, is also enclosed.
3. I would request your support in mobilizing participation in the Webinar. The **schools including PM SHRI schools, KVs, and other institutions** may be requested to make arrangements to disseminate the Webinar to their students. Further, the parents/ guardians of the wards may also be encouraged to participate in the Webinar. Shri Vikram Singh-Malik, Director, Ministry of Information & Broadcasting (+91 95823 01710), will be available for any further discussions and logistical coordination.
4. You are also requested to kindly furnish the number of participants from the various schools, along with feedback and suggestions, for consolidation of outreach metrics at ccl.avgc@gov.in after the webinar.

Encl.: As above

With regards,

Yours sincerely,

(Sanjay Jaju)

Shri Sanjay Kumar
Secretary
Department of School Education and Literacy
Ministry of Education
Room No. 124-C, Shastri Bhawan
New Delhi-110001
Email: secy.sel@nic.in

Fwd: D.O. Letter from Secretary, M/o Information & Broadcasting, Govt. of India, New Delhi

KVS Section, M/o Education < ut2section-education@gov.in >

Fri, 06 Mar 2026 12:47:10 PM +0530

To "Nidhi Panday"<commissioner-kvs@gov.in>

Cc "addlcomacad"<addl.com.acad@kvs.gov.in>,"Dakeshwer Patel"<dc.acad1-kvs@gov.in>,"dc-acad"<dc-acad@kvs.gov.in>

Sir/Madam,

Please find attached the trailing email on the subject mentioned above for necessary action.

Kind regards,

अनुभाग अधिकारी (केवीएस)/Section Officer (KVS),
शिक्षा मंत्रालय/M/o Education,
शास्त्री भवन/Shastri Bhawan,
नई दिल्ली/New Delhi-110001.

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immediately

Don
06.3.26

===== Forwarded message =====

From: MANOJ KUMAR <mkumar.mom@nic.in>

To: "KVS Section, M/o Education"<ut2section-education@gov.in>,"nvs-section"<nvs-section@gov.in>

Date: Thu, 05 Mar 2026 10:56:45 +0530

Subject: Fwd: D.O. Letter from Secretary, M/o Information & Broadcasting, Govt. of India, New Delhi

===== Forwarded message =====

826/345.21
6/3/26

Kind regards,

Manoj Kumar,
Under Secretary to the Govt. of India,
D/o School Education and Literacy,
M/o Education, Govt. of India
Tel; 011-23381434

Don
06.03.26
SO (Acad.)

===== Forwarded message =====

From: SANTOSH KUMAR SINGH <sk.singh1971@nic.in>

To: "Manoj MHRD"<mkumar.mom@nic.in>

Date: Tue, 03 Mar 2026 17:02:43 +0530

Subject: Fwd: D.O. Letter from Secretary, M/o Information & Broadcasting, Govt. of India,