



Government of West Bengal
Directorate of School Education
Bikash Bhaban, 7th Floor, Salt Lake City, Kolkata-700091

Memo No. 1264-Sc/Apt

Date: 08.09.2026

From: Shri Debajyoti Baral,
Joint Director of School Education,
West Bengal.

To : District Inspector of Schools (Primary/Secondary),
All District

Sub : *Implementation of "Ashirwad Ka Diya" under Seva Sankalp Abhiyan (Memo No. 9638 - ICA(N) dt 04.09.26).*

Sir/Madam,

With reference to the subject cited above and the Video Conference held today regarding the observance of "Seva Sankalp Abhiyan" from 17th September to 10th October, 2026, you are requested to take necessary action for the upcoming "Ashirwad Ka Diya" programme scheduled for 17th September, 2026, at 19:00 hrs.

As discussed, participating families will light a diya symbolising gratitude for public service and a collective resolve towards Viksit Bharat 2047. To ensure the successful implementation of this programme, you are requested to take the following steps urgently:

1. Prepare an assembly-wise list of schools and students as per the following format:

Sl. No.	Assembly Constituency	School Name	UDISE Code	School Category (Pry./ U. Pry. / High / HS)	Student Name	Class	Phone No.

2. Issue and send a formal letter along with the assembly-wise list of students to the office of the District Magistrate of the respective district for coordinated implementation. A copy of the said letter should also be sent to the undersigned.
3. Send copy of the list of students to all respective MLAs for necessary dissemination and local-level coordination.

Your prompt action in this regard will ensure the smooth and successful execution of the programme.

Enclosure:
Memo No. 9638 -ICA(N) dt 04.09.26 & the SOP

Yours faithfully,

Debajyoti Baral
08/09/2026

(Debajyoti Baral)
Joint Director of School Education,
West Bengal

Memo No. 1264/1(4)-Sc/Apt

Date: 08.09.2026

Copy forwarded for information to:

1. Sr. P.S. to the Hon'ble Minister-in-Charge, School Education Dept. Govt. of West Bengal.
2. Sr. P.S. to the Additional Chief Secretary, School Education Dept. Govt. of West Bengal.
3. Sr. P.S. to the Secretary, Information & Cultural Affairs Dept. Govt. of West Bengal.
4. P.A. to Commissioner of School Education, West Bengal.

Debajyoti Baral
08/09/2026

(Debajyoti Baral)
Joint Director of School Education,
West Bengal

STANDARD OPERATING PROCEDURE (SOP)
For Preparation of Assembly-wise Student Students' List
under "Ashirwad Ka Diya" Programme

Reference: Memo No. 1264-Sc/Apt dated 08.09.2026 of the Directorate of School Education, Government of West Bengal.

1. Purpose

To ensure timely preparation, verification and compilation of the list of student beneficiaries of all schools under the respective Assembly Constituencies for coordinated implementation of the "Ashirwad Ka Diya" programme under Seva Sankalp Abhiyan.

2. Objective

- Generation of student students' lists from the Paschimbanga Shiksha Portal by all concerned schools.
- Preparation of Assembly-wise students' lists along with relevant school details as per format.
- Compilation and verification of the information at Circle level.
- Submission of the consolidated Assembly-wise students' details by the concerned DI/S to the District Magistrate (DM) for coordinated implementation.
- Sharing of the students' details with the respective MLAs as required.
- The lists of students to be shared by 10/09/2026.

3. Scope

1. All DI/S and ADI/S concerned.
2. All Circle-level SI/S concerned.
3. All Heads of Institutions (HoIs) of schools falling under the respective Assembly Constituencies.
4. Other officials/staff assigned by the competent authority for compilation and verification.

4. Responsibilities

A. DI/S and ADI/S

1. Communicate the Directorate's instructions to all concerned Circle-level SI/S.
2. Ensure that every concerned Circle-level SI/S advises all HoIs under his/her jurisdiction to generate the required student students' list from the Paschimbanga Shiksha Portal.
3. Monitor the progress of list generation and compilation.
4. Ensure that the Assembly-wise lists are compiled correctly and completely.
5. Receive the consolidated lists from the concerned Circle-level SI/S.
6. Scrutinize/verify the compiled information at district level.
7. Prepare the Assembly-wise consolidated students' details for onward submission to the District Magistrate.
8. Ensure sharing of copies of the communication and students' lists with the respective MLAs, as instructed by the Directorate.

B. Circle-level SI/S

9. Immediately advise all concerned HoIs to generate the student students' list from the Paschimbanga Shiksha Portal.
10. Clearly communicate the requirement that the list is to be arranged Assembly-wise.
11. Collect the generated lists and relevant school details from all concerned HoIs.

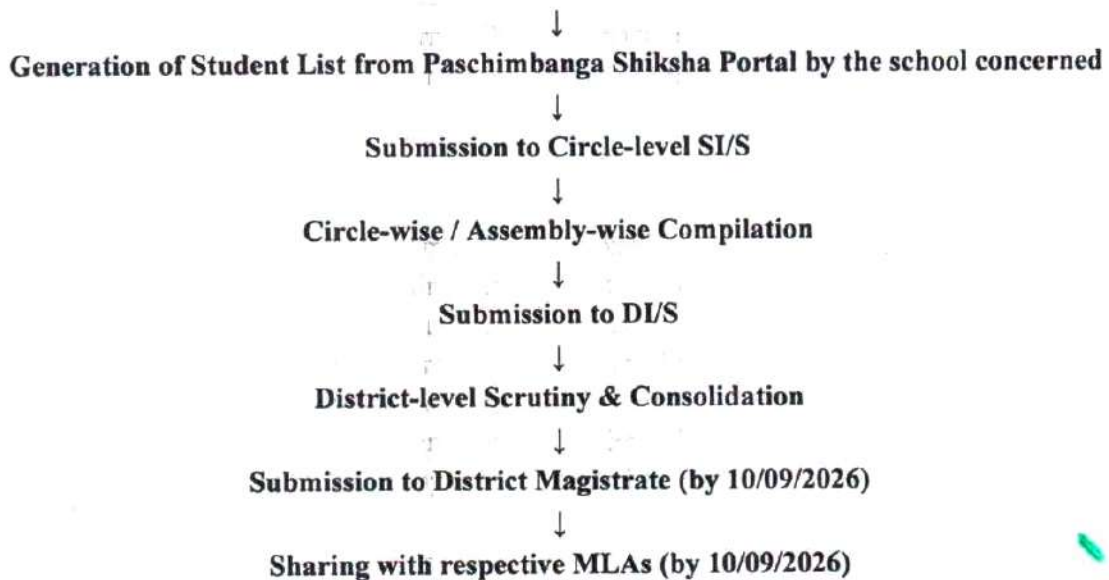
[Handwritten Signature]
08/09/2026

12. Check the completeness of submissions received from each school.
13. Compile the school-wise information into a consolidated Assembly-wise and Booth-wise list for the Circle.
14. Ensure that no concerned school is left out.
15. Submit the compiled list to the concerned DI/S within the prescribed timeline.
16. Maintain a record of schools from which the list has been received and those, if any, requiring correction/re-submission.

C. Head of Institution (HoI)

17. Generate the student students' list from the Paschimbanga Shiksha Portal.
18. Verify the generated information against the available school records/portal data.
19. Ensure that the required school and students' details are complete.
20. Identify/arrange the information according to the Assembly Constituency applicable to the students/school, as required for compilation.
21. Submit the duly checked list to the concerned Circle-level SI/S within the stipulated time.
22. Rectify any discrepancy pointed out by the Circle-level SI/S and furnish the corrected list immediately.

5. Workflow



Done
08/09/2026



Government of West Bengal
Information & Cultural Affairs Department
Nabanna (9th Floor) Howrah-711 102

No. 9638 -ICA(N)

Date 04.09.26

To
The Additional Chief Secretary/
Principal Secretary/Secretary
_____ Dept

Subject: Coordination for organizing Ashirwad Ka Diya under Seva Sankalp Avijan -reg

Sir,

This is to inform that “Seva Sankalp Abhiyan” shall be observed across the State from **17th September to 10th October, 2026**, as per the programme details enclosed herewith.

As part of the Abhiyan, Ashirwad Ka Diya(আশীর্বাদেরপ্রদীপ) shall be organised on **17th September, 2026 at 19:00 hrs.**

Under the programme, beneficiary families of various Government schemes shall participate by lighting a diya symbolising gratitude for public service and a collective resolve towards **Viksit Bharat 2047.**

In this regard, all concerned Departments are requested to kindly:

1. Prepare a **booth-wise/constituency-wise beneficiary list** of all schemes implemented by the respective Department, including **COVID-19 vaccination beneficiaries**, wherever applicable.
2. Share the beneficiary lists with the concerned **MLAs** for necessary dissemination and coordination up to the local/booth level.
3. Facilitate dissemination of the **programme video/material** among the identified beneficiaries through **WhatsApp** and other appropriate communication channels as might be shared by this Department in due course.
4. Extend necessary cooperation to field-level functionaries for successful implementation of the programme.
5. Facilitate participation of **citizens and influencers** in sharing photographs and videos of their diyas with the hashtag **#Ashirwad_Ka_Diya** and publicise the programme suitably.

The District Magistrates may be suitably requested to issue necessary instructions for taking requisite action in this regard.

The detailed programme schedule along with the **list of Committees constituted for organising different activities under “Seva Sankalp Abhiyan”** is enclosed herewith for ready

reference. The concerned Committee(s) may be consulted while planning and implementing activities pertaining to the Department.

Sri Avneet Punia, IAS, Special Secretary & Director, Information (Mobile: 7604068606), shall coordinate the programme. All concerned may maintain close coordination with him for timely planning and implementation. Suitable documentation, photographs and videos may be shared with this Department in due course.

The matter may kindly be accorded **priority** and necessary action may be taken accordingly.

Enclo: a/a

Yours faithfully,



(Dr Saumitra Mohan, IAS)
Secretary to the
Govt of West Bengal

No. 9638/1(23) -ICA(N)
1-23) Commissioner, KMC / District Magistrate (All) district.

Date 04.09.26



(Dr Saumitra Mohan, IAS)
Secretary to the
Govt of West Bengal

Seva Sankalpa Abhiyan

Programme 1: Ashirwad ka Diya (17th September, 1900 hrs)

At every booth, each beneficiary family will participate in the campaign for Shri Narendra Modi Ji's 25 years of public service (Jan Seva) by lighting a diya, a symbol of gratitude and the collective resolve for "Viksit Bharat 2047".

State Government

- Every concerned department in every state should prepare a list of beneficiaries of its schemes including Official-in charge-beneficiaries. The list beneficiaries can belong to any department, any scheme, including COVID vaccination beneficiaries.
- A master video will be prepared. The date and time must be mandatorily shown on the final frame of every video.
- The "Ashirwad Ka Diya" video should be sent to all selected beneficiaries via WhatsApp.
- Citizens, influencers, ministers, and chief ministers will share photos and videos of their diyas with the hashtag #Ashirwad_Ka_Diya and promote on WhatsApp, TV ads, special songs, and influencers.

List of Committee members :

Sr. No.	Program Name	Name	Mobile No.
1	Ashirwad ka Diya	Smt. Biva Majumder, Social Worker	9735303788
		Smt. Agnimitra Paul, MIC	9831137298
		Smt. Tanuja Chakroborty, Social Worker	9830528886
		Smt. Sikha Chatterjee, MLA	9832061549 / 7479309864
		Shri Santu Pan, MLA	8768772880