

Concept Note on Organisation of International Literacy Day 2025 under ULLAS

- **ULLAS- Nav Bharat Saaksharta Karyakram**

Department of School Education & Literacy, Ministry of Education, Government of India is implementing ULLAS - Nav Bharat Saaksharta Karyakram, which stands for **Understanding of Lifelong Learning for All in Society** since FY 2022-23. In pursuance to the National Education Policy (NEP) 2020, the scheme targets non-literates aged 15 and above who missed formal schooling. The scheme is implemented in a hybrid mode based on the vision of making Bharat '**Jan Jan Saakshar**', driven by Kartavyabodh (a sense of duty), utilising School/HEIs platforms and community engagement through volunteerism. Under ULLAS, **more than 2.80 Crore** learners have registered in ULLAS Mobile App. **More than 1.82 Crore** learners have appeared in 33 States/UTs and around 90 % have passed the exam. As on date 4 States/UTs have declared full literacy as per defined parameters. These are (1) Ladakh 24.06.2024, (2) Mizoram 20.05.2025, (3) Goa 30.05.2025 and (4) Tripura 23.06.2025.

- **Organisation of International Literacy Day in the world**

The concept of International Literacy Day (ILD) was established at the World Conference of Ministers of Education on the Eradication of Illiteracy, which was held in Tehran, Iran, in 1965. This conference marked a significant moment in international education policy, leading to the proclamation of International Literacy Day by UNESCO in 1966. The tagline/slogan of International Literacy Day is 'Today a reader, tomorrow a leader'.

- **Celebration of International Literacy Day in India**

Government of India has been celebrating International Literacy Day on 8th September every year since 1967, to promote Adult Education/Literacy in the country. **ILD has been organised as Mega event in the country in the past in which Hon'ble President of India (2013, 2014, 2015, 2016), Hon'ble Vice President of India (2012, 2017) and Hon'ble Minister of Education had also graced the occasion as the Chief Guest of the event. In 2024, Hon'ble Vice Precedent & Hon'ble MoS had also graced the occasion as the Chief Guest of the event.**

• **Proposed International Literacy Day Celebration 2025**

- As per UNESCO this year, International Literacy Day (ILD) will be celebrated under the theme of “Promoting literacy in the digital era.” One Day ILD Celebration at national level is proposed to be organised on 08.09.2025 from 10.00 A.M. to 1.00 P.M. at Bhim Auditorium, Dr. Ambedkar International Center, 15 Janpath Road, New Delhi.
- **Hon'ble Minister of State (I/C) for MSDE and Minister of State for Education** may be requested to grace the event as the Chief Guest of the programme.
- More than 500 participants will be attending the programme. The theme of ILD 2025 may be **Promoting literacy in the digital era through ULLAS.**
- ULLAS Literacy Week 2025 may also be organised from 1-8 September, 2025 in the country with a literacy drive in the run up to the ILD 2025 Celebration, targeting registration of all remaining non-literates volunteers & neo learners for FLNAT (Assessment Test) in States/UTs.
- Proper Publicity will be made of the event. Live telecast of the event will be on Doordarshan TV, ULLAS DTH TV Channel, ULLAS YouTube Channel. Print Media and Social Media platforms will also be used for wide outreach of the event.
