

Website: [www.cbse.nic.in](http://www.cbse.nic.in)

Phone: 23220155  
Email-id: [sugandh.cbse@live.com](mailto:sugandh.cbse@live.com)



## **CENTRAL BOARD OF SECONDARY EDUCATION**

(An Autonomous Organization under the Union Ministry of Human Resource Development, Govt. of India)  
"Shiksha Sadan", 17, Rouse Avenue, New Delhi-110 002

**ACAD/CBSE/EO(C)/2012**

**Circular No. 04 /12**

**13th January, 2012**

**All the Heads of the  
CBSE affiliated schools**

**Subject: Partnership between CBSE & AETN 18 (owners of the Channel HISTORY TV18)**

Dear Principal,

CBSE is currently committed to an "Educational campaign to preserve & protect heritage monuments in the country".

HISTORY TV18 a leading factual infotainment channel in India and as part of their Social Outreach initiative is desirous of having an association with schools as a way to connect communities and families to the HISTORY brand.

CBSE & HISTORY TV18 have agreed to a partnership in their campaigns to preserve & protect heritage monuments and promote education in the country as well other school activities related to education, information etc.

This association between CBSE & HISTORY TV18 will provide a wider platform to the CBSE to reach out to more and more schools and boost its drive to promote educational innovations, in general, and Preserve and protect heritage monuments in the country in particular."

Some the activities identified are: Adopt a monument, Poster Making Contest, Short Film contest, Heritage Walks, "Take a Veteran to School day" etc.

I hope you will take benefit of the programmes organized by the CBSE and History TV 18 and encourage children to take active part in protecting, preserving and promoting rich cultural heritage.

Yours faithfully,

**(N.NAGARAJU)  
DIRECTOR (ACADEMIC)**

**Copy with a request to respective Heads of Directorates/KVS/NVS/CTSA as indicated below to also disseminate the information to all concerned schools under their jurisdiction:-**

1. The Commissioner, Kendriya Vidyalaya Sangathan, 18-Institutional Area, Shaheed Jeet Singh Marg, New Delhi-110 016.
2. The Commissioner, Navodaya Vidyalaya Samiti, A-28, Kailash Colony, New Delhi.
3. The Director of Education, Directorate of Education, Govt. of NCT of Delhi, Old Secretariat, Delhi-110 054.
4. The Director of Public Instructions (Schools), Union Territory Secretariat, Sector 9, Chandigarh-160 017.
5. The Director of Education, Govt. of Sikkim, Gangtok, Sikkim – 737 101.
6. The Director of School Education, Govt. of Arunachal Pradesh, Itanagar-791 111.
7. The Director of Education, Govt. of A&N Islands, Port Blair-744 101.
8. The Secretary, Central Tibetan School Administration, ESSESS Plaza, Community Centre, Sector 3, Rohini, Delhi-110 085.
9. All the 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.
10. The Education Officers/AEOs of the Academic Branch, CBSE.
11. The Joint Secretary (IT) with the request to put this circular on the CBSE website.
12. Joint Secretary(ACAD).
13. The Library and Information Officer, CBSE
14. EO to Chairman, CBSE
15. PA to CE, CBSE
16. PA to Secretary, CBSE
17. PA to HOD (AIEEE)
18. PA to HOD (Edusat)
19. The PRO, CBSE

**DIRECTOR (ACADEMIC)**