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Army Welfare Education Society (AWES)  
Education Scholarship Scheme for Army Personnel (ESSA)  
Adjutant General's Branch  
Integrated HQ of MoD (Army)  
Building No 202, Shankar Vihar  
Delhi Cantt, New Delhi – 110010

45936/ESSA/06

11 Nov 09

**List A & F**

**AMUL VIDYASHREE & VIDYABHUSHAN AWARDS FOR  
ARMY SCHOOLS**

1. Further to this office letter No 45936/ESSA/05 dated 23 Oct 09.
2. A copy of Standard Operating Procedure for Amul Vidyashree & Amul Vidyabhushan Awards for Army Schools alongwith enclosures is forwarded herewith for your further action please.

**Encls** : Three only.

SD/- X X X X  
(Amar Narwat)  
Col (Retd)  
Director ESSA  
for Managing Director

**STANDARD OPERATING PROCEDURE FOR AMUL VIDYA SHREE &  
VIDYA BHUSHAN AWARDS FOR ARMY SCHOOLS**

1. **Eligibility for the Awards.** Eligibility for the Awards will be as follows :-
  - (a) Vidya Shree : Topper of class X from the Army School with minimum 60% marks.
  - (b) Vidya Bhushan : Topper of class XII from Army School with minimum 60% in either Science, Arts or Commerce stream.
  
2. **Participation & Registration.** To participate, the student / student's parents / school authorities need to fill up the Online Registration form for Amul Vidya Shree / Vidya Bhushan Award enrolment. The online registration form is available on website [www.amul.com](http://www.amul.com). In case of non availability of Internet, hard copy of the forms can be sent to respective Depots. List of GCMMF Depot's is attached herewith as Enclosure I.

Alternatively, filled in forms can be sent to GCMMF Corporate Office, Anand at the following address :

Deputy Manager (Marketing)  
Gujarat Cooperative Milk Marketing Federation Ltd.  
Amul Dairy Road,  
Anand -388001  
Contact person at GCMMF Office, HO, Anand will be as follows :
  - (a) Sh. Bharat Patel, DM (Marketing) Contact No : 02692-221284
  - (b) Ms. Suman Sharma, S.E. (Marketing) Contact No : 02692-221287
  
3. **Certification from the School.** After registration, a certificate will be forwarded by the Principal of the school to GCMMF Local Depot/HO stating the names of the toppers for class X & XII along with the photocopy of mark sheet for verification. The format of the same is attached as Enclosure II.
  
4. **The Awards.** Once online registration is completed by students/Parents/School, Certificate of Excellence duly signed by MD, GCMMF, Trophy, Gift hamper of books & Amul India DVD will be sent to the nearest Depot. The books may change from year to year at the discretion of GCMMF.
  
5. **Award Ceremony.** Awards will be handed over to the students at a function in the school, or through award ceremonies held congregating all merit ranker students, other students of the school and their parents. Chairman of the Army School will be invited by the Principal of the school for the Award Ceremony. In addition, eminent personalities who have made significant contributions in their respective domains and towards society can be invited to address and inspire the student's gathering. Such function will be arranged by Army School authority in close coordination with Amul Representative of the area. Awards can also be presented during Annual day function after prior consultation with the Principal of the respective school.

In the function, introductory speech will be delivered by Amul Representative followed by a Speech by the Chief Guest/Chairman. This will be followed by a short corporate film of 10 min on Amul. Awards will be handed over to the students by the Chief Guest/Chairman.

The function will conclude by refreshments arranged by the School, if required.

Alternatively, Amul Vidya Shree & Vidya Bhushan Awards for all Schools in a particular town/city may be given through a function in that city. In such an eventuality, the awardees of Army School, their parents, teachers and Principal will be invited for that function. The awards may be given to awardees of Army Schools in the same centralized single function.

6. **Feedback.** Feedback to GCMMF HO, Anand from students, parents & school principal will be appreciated. Sample copy of the same is enclosed herewith as Enclosure III.

7. **Press release.** Press release will be arranged by Amul in the local/regional newspaper regarding the award ceremony. Principal of the Army School will assist the Amul representative in finalizing the press release.

8. **Submission of Report.** This will be followed by submission of report as well as proceedings of the ceremony along with photographs & video recording by Local Depot Incharge to MD, GCMMF.

Enclosure II

Refers tp Para 3 of SOP

# CERTIFICATE

## TO WHOM IT MAY CONCERN

This is to inform you that

Ms./Mr. \_\_\_\_\_ is School topper of Class X.

Ms./Mr. \_\_\_\_\_ is School topper of Class XII for Science stream,

Ms./Mr. \_\_\_\_\_ is School topper of Class XII for Commerce stream,

Ms./Mr. \_\_\_\_\_ is School topper of Class XII for Arts stream

Name of the School :

Year of Examination :

Name & Signature of the

School Principal

School Stamp

**Photocopy of mark sheet of the above mentioned students is attached.**

**\*School topper with more than 60% marks in Class X or Class XII are only eligible for Amul Vidya Awards.**

## **FEEDBACK FORM**

Please share your views/feedback with GCMMF on Vidya Awards.

1. How did you come to know about Vidya Awards ? \_\_\_\_\_

2. How was the award handed over to you? \_\_\_\_\_  
\_\_\_\_\_

3. How did you feel on writing Amul Vidyashree/Vidya Bhusan Award?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. Do you have any suggestions to improve any aspects of Vidya Awards?  
\_\_\_\_\_  
\_\_\_\_\_

5. Have you enrolled for any other similar awards by other organizations?  
YES/NO

6. If YES, which organization? \_\_\_\_\_

7. Please specify the awards distributed by the above mentioned sponsoring organization?  
\_\_\_\_\_

8. Which is your dream college, where you would like to be in future?  
\_\_\_\_\_

**We wish you all the best for your bright future!!!**

**Jai Hind!!!!**

Name & Signature of the student :

Name of the School

Address :

Mobile/Landline No:

\_\_\_\_\_  
Signature & stamp of School

E-Mail id: