GOVERNMENT OF ASSAM,
OFFICE OF THE DIRECTOR OF HIGHER EDUCATION, ASSAM,
KAHILIPARA, GUWAHATI-19.

e-CF No. **864654/2026/2** **As on e-signed**

From :- Smti Gayatri Naiding, AES
Joint Director of Higher Education, Assam,
Kahillipara, Guwahati -19.

To,

1.The Register (All)
State Universities concerned

2.The Principal,
All Govt. Colleges/Provincialised Colleges/
PDUAM/Govt. Model Colleges of Assam.

Sub :- Regarding Publicity of "Jago Grahak Jago Quiz 2026" among students and youth.

Ref :- Govt. letter No.E-682555/2025/65 dated 14-10-2026

Sir,

With reference to the subject cited above, I am directed to forward herewith a letter received from the Secretary to the Govt. of Assam Higher Education Department, Dispur, Guwahati-06 regarding Publicity of "Jago Grahak Jago Quiz 2026" among students and youth which is self explanatory and request you for taking necessary action on the matter accordingly.

This is for your information and necessary action.

Yours faithfully

Digitally signed by
GAYATRI NAIDING
Date: 02-11-2026
16:02:03
Joint Director of Higher Education, Assam
Kahilipara, Guwahati-19.

Memo e-CF No. **864654/2026/2-A** **As on e-signed**
Copy for information to:

1. The Secretary to the Govt. of Assam Higher Education Department, Dispur, Guwahati-06.

**Digitally signed**
Joint Director of Higher Education, Assam
Kahilipara, Guwahati-19.

**GOVERNMENT OF ASSAM**
**HIGHER EDUCATION DEPARTMENT**
**DISPUR:::::::GUWAHATI-6**
**Block-C, Ground Floor, Janata Bhawan,** higheredn.assam@assam.gov.in .

**No. E-682555/2025/65**

From : Smti Ashrumoni Malakar, ACS,
Secretary to the Govt. of Assam,
Higher Education Department, Assam.

To : 1. The Director of Higher Education, Assam,
Kahilipara, Guwahati-19.

2. The Director of Technical Education, Assam,
Kahilipara, Guwahati-19.

Sub : Publicity of "Jago Grahak Jago Quiz 2026" among students and youth.

Ref : D.O. No. 6-24/4-2026/Pub dated 05-10-2026.

Sir/Madam,

I am directed to forward herewith a copy of the communication received from the Additional Secretary, Ministry of Consumer Affairs, Food and Public Distribution, Government of India, regarding the promotion of **"Jago Grahak Jago Quiz 2026"**, which is being conducted up to **30th October, 2026**, with the objective of creating consumer awareness among students and youth.

In this regard, you are requested to take necessary steps to give wide publicity to the said quiz among colleges, universities, technical institutions and other educational institutions under your respective jurisdictions, so as to encourage maximum participation by students.

This is for your information and necessary action.

Yours faithfully,

Enclosure: As stated above.

Digitally signed by
ASHRU MONI MALAKAR
Date: 14-10-2026
11:59:54

Secretary to the Govt. of Assam,
Higher Education Department.

Memo No. **E-682555/2025/65**-A
Copy to:
1. Anupam Mishra, Additional Secretary, Ministry of Food and Affairs, Department of Consumer Affairs, Krishi Bhawan, New Delhi-110001 for information.
2. P.A. to Commissioner & Secretary to the Govt. of Assam, Higher Education Department, Assam, Dispur, Guwahati-06.

**(e-Signed)**
Secretary to the Govt. of Assam,
Higher Education Department.