

“हर काम देश के नाम”



रक्षा लेखा महानियंत्रक

उलान बटार रोड़, पालम, दिल्ली छावनी-110010

Controller General of Defence Accounts,
Ulan Batar Road, Palam, Delhi Cantt.- 110010



Phone: 011-25665703 Fax: 011-25674806, 25674821 email: aniii.cgda@nic.in

F. No. AN-Coord/3012/Misc./Vol.XVII/AKAM dated 29.10.2021.

To,

All PCDAs/ PCA (Fys.)/ PIFAs,
CDAs/ IFAs.
(through CGDA website).

Subject: Observance of “Azadi Ka Amrut Mahotsav”: July 2021 to 15th August 2023.

Please find enclosed copies of two DO letters bearing no. AS/Culture/AKAM/2021 dated 13.10.2021 from Shri Rohit Kumar Singh, IAS, Additional Secretary, Ministry of Culture for information and necessary action.

2. All Head of the Offices/Departments are requested to take action accordingly while organizing events/ activities on the “Azadi Ka Amrut Mahotsav”.
3. It is requested to furnish action plan on "Azadi Ka Amrut Mahotsav" upto 15th August 2023.
4. Further, Competent Authority desires a massive tree/ sapling plantation drive during the mahotsav. In this connection, it is requested to assess the numbers of trees/ saplings that can be planted in one particular day in your office/ government residential premises under your jurisdiction including all sub-offices and intimate to this office by 10th November 2021 for further necessary action.
5. The details of activities carried out alongwith photographs and videos may also be e-mailed at aniii.cgda@nic.in.


(GK Baranwal)
Sr. Dy. CGDA (Estt.)

रोहित कुमार सिंह, भा.प्र.से.
अतिरिक्त सचिव
Rohit Kumar Singh, IAS
Additional Secretary



भारत सरकार
संस्कृति मंत्रालय
नई दिल्ली-110001
GOVERNMENT OF INDIA
MINISTRY OF CULTURE
NEW DELHI-110 001

D.O.No. AS/Culture/AKAM/2021

October 13, 2021

Dear Ma'am / Sir,

At the outset, I would like to thank you for your active participation in the celebrations of the Azadi Ka Amrit Mahotsav (AKAM). As nodal Ministry for these celebrations, we had been regularly engaging with your Ministry - from ideation of new events, best practices as well as for exploring scope for Multi/ Inter Ministry collaborations so as to make these events iconic and impactful.

2. As you are aware these celebrations were inaugurated by the Hon'ble PM on 12th March, 2021 which marked a 75 week countdown to the 75th Anniversary of our Independence on 15th August 2022, and will continue for a year thereafter, till 15th August 2023.

In this connection, I would like to reiterate the broad guidelines received from the Hon'ble PM while organising various events under AKAM, viz.

- 'Whole of Government' approach.
- Scale is important.
- People's Participation (Jan Bhagidari) is the key.
- NGOs, entrepreneurs, people's representatives must be involved.
- Focus must be on iconic and impactful events.
- Rich cultural heritage and history is to be celebrated.
- Innovations and future aspirations need to be highlighted.
- Documentation and Outreach through digital media.

May I, therefore, request you to curate your events according to the above guidelines and as per the five themes identified for AKAM (Please see details of the themes in Ann. 1).

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Phone : +91-11-23388346, E-mail : singhrk2@nic.in



सूचना का
अधिकार

10/11/21
21/10/21

2281 21/K
1623/DAD/C/21
22/10/21

14/10/21
Addl FA (VA) -
Addl FA (RS)
22
21/10
Dir (DAD) (Good)

Office of the FA (DS)
4242
Dy. No. 14/10/21
Date 21/10
AFA (DAD-C)

Ann. 1: Themes of Azadi Ka Amrit Mahotsav

The following five themes have been identified for the AKAM:

1. Freedom Struggle,
2. Actions @75,
3. Achievements @75,
4. Ideas @75, and
5. Resolve @75.

Each of these themes is further developed into sub-themes, as follows:

1. **Freedom Struggle:**
 - a. Movements & Struggles freedom movements,
 - b. Forgotten Heroes: stories of unsung heroes, freedom fighters,
 - c. Milestones: key milestones during the freedom struggle, and
 - d. Ideas- ideas that inspired the struggle for independence.
2. **Ideas @75** (Ideas & ideals which unite the country):
 - a. Vasudev Kutumbakam,
 - b. National Security,
 - c. Innovation, Peace & Unity,
 - d. Idea of India,
 - e. Development,
 - f. Sustainability, and
 - g. Justice.
3. **Achievements @75:**
 - a. Women@75,
 - b. Village@75,
 - c. Youth@75,
 - d. Environment@75,
 - e. Diaspora@75,
 - f. Defence@75, and
 - g. Economy@75.
4. **Actions@75** (Current priorities & actions activated through programs and schemes):
 - a. Swachha Bharat;
 - b. Swastha Bharat: Ayushman Bharat, Aarogya Bharat;
 - c. Atmanirbhar Bharat;
 - d. Ek Bharat Shrestha Bharat;
 - e. One Nation One Ration Card Unifying Agricultural Markets;
 - f. Sabka Saath, Sabka Vikas, Sabka Vishwas, Sabka Prayas;
 - g. Skill India;
 - h. Digital India;
 - i. National Education Policy; and
 - j. GST.
5. **Resolve @75** (Showcasing the key targets & resolutions for future):
 - a. India 2.0: Vision for India in 2047;
 - b. Sector specific aspirations;

Ann. 2: Standard Instructions for uploading information on Events and Activities relating to Azadi ka Amrit Mahotsav on the website <https://amritmahotsav.nic.in>

Dos:

- Events to be uploaded in Hindi or English only;
- Minimum of 150-200 words to be written per post;
- *Thumbnail to be uploaded for all events;*
- Photographs as event supporting encouraged;
- Video links to be uploaded;
- Link can include Facebook, Twitter, YouTube, State website etc.

Don'ts:

- No all caps in either headline or body copy;
- Thumbnail cannot be same for multiple events;
- No google drive links to be uploaded on website;
- Each event being uploaded must include:

WHO: Organizer, Chief guest, Participants (profile, numbers).

WHAT: Programme details.

WHEN: Month, date.

WHERE: Location of event, Online link if applicable.

WHY: Reason for event i.e. its connect to AKAM theme.

रोहित कुमार सिंह, भा.प्र.से.
अप. सचिव
Rohit Kumar Singh, IAS
Additional Secretary



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October 13, 2021

D.O. No. AS/Culture/AKAM/2021

Dear Mam / Sir,

As part of the ongoing Azadi ka Amrit Mahotsav (AKAM), I would like to request you to please advise your social media managers to follow social media handles of Amrit Mahotsav and the correct hashtag for the activities uploaded under AKAM from your respective accounts and handles on social media.

- Hashtag- #AmritMahotsav
Twitter handle- @AmritMahotsav
Facebook- @AmritMahotsav
Instagram- @amritmahotsav
YouTube channel- Amrit Mahotsav
Koo- @AmritMahotsav
Website- <https://www.amritmahotsav.nic.in/>

I look forward for your active cooperation.

With regards,

Yours sincerely,

(Rohit Kumar Singh)

All Secretaries to the Government of India

14.10.21
Addl FA (NW)
ADD/FA (VA)
21/10
DEU (DAD)
COORD
18X Office of the FA (DS)
21/10/21
2481
2259
1625/DIAD/c/21
22.10.21