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स्वास्थ्य अनुसंधान विभाग, स्वास्थ्य एवं परिवार
कल्याण मंत्रालय, भारत सरकार

Indian Council of Medical Research
Department of Health Research, Ministry of Health
and Family Welfare, Government of India

No. 16/56/2021-Admn.II

Dated: 02/11/2021

To,

The Director/ Directors-in-Charge of
Permanent Institutes/ Centers of ICMR

Sir/ Madam,

Please find enclosed herewith the following D.O. letters/ Circulars which have been received from the different Ministries on the subject mentioned below for information and necessary action.

SI.NO	Reference No. and date	Name of Ministry	Subject
1	D.O.No. AS/Culture/AKAM/2021 Dated 13.10.2021	Govt. of India, Ministry of Culture, New Delhi	Themes of Azadi Ka Amrit Mahotsav
2	DO No. 21035/3/2020- Special Cell-Part File Dated 26.10.2021	Govt. Of India, Ministry of culture, New Delhi	Commemorating Ambedkar: Mahaparinirvan Diwas
3	D.O. No NT-1101/3/2021 Dated 25.10.2021	Govt. Of India Ministry of Tourism, New Delhi	Nodal officers for coordinating with central Ministries for MICE destinations during off season

Yours faithfully

(Jagdish Rajesh)

Assistant Director General (Admn)

Encl: As above

Copy to:-

- (1) PS to DG/ Sr. DDG(A)/ Sr. FA
- (2) All Divisional Heads
- (3) DDG(A)
- (4) ADG(A)/ADG(F)
- (5) Dr.L.K. Sharma, Scientist "E" – soft copy of the same has been mailed at your email ID (Sharma.lk@icmr.gov.in) for website upload.

रोहित कुमार सिंह, भा.प्र.से.

अपर 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 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,

JS(GN)/JS(AN) / E. D. D. (Admin), ICMR /
Head (RMPPC)

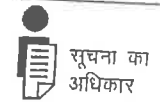
(Rohit Kumar Singh)

All Secretaries to the Government of India

Room No. 318, 'C' Wing, Shastri Bhawan, Dr. Rajendra Prasad Road, New Delhi-110 001
Phone : +91-11-23388346, E-mail : singhrk2@nic.in

US(DIC) - PI JPK
14/10
20/10

On e-file
14/10/21



सूचना का अधिकार

रहित कुमार सिंह, भा.प्र.से.
उपर 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,

Secretary (CHR) Omt. No.
File No. 23388346
Date 14/10/2021

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.

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

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

One file
@lib
26/10/21

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

~~DSC (sub)~~
14/10
US (DR) - P1 0/2
Jr (GN) / JS (AN) / Sr. DDOs (Admin) / Head (RMPPE)
20/10
AD (CNS)

2.

-: 2 :-

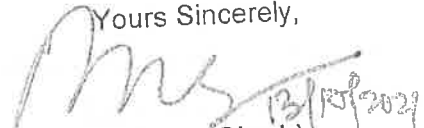
4. The information about various events that are being organised under AKAM is showcased on the AKAM website <https://amritmahotsav.nic.in/index.htm>. All Ministries are expected to upload their events regularly on this website and our Ministry has already shared login and passwords with the designated officials of various Ministries. In addition, online training sessions are regularly held for these officers to help them in uploading their events directly on the website on a regular basis. Standard Instructions for uploading information on these events may be seen at **Ann. 2.**

5. On the basis of the experience gained so far we would appreciate if the information about AKAM events is sent to us in a structured form as per proforma given in **Ann. 3.** ||

Assuring you of our best cooperation,

With regards,
6

Yours Sincerely,


(Rohit Kumar Singh) 13/05/2024

All Secretaries to the Government of India

- c. Involve all sections: Youth, Students, Entrepreneurs, Diaspora, etc.; and
- d. Articulation of goals and targets for the above.

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;

8.

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.

6.

Ann. 3: Proforma for reporting AKAM events by Ministries

Particulars	Details			
Name of Department/ Agency				
Name of Ministry				
Name of event				
Start date of event				
End date of event				
Theme of event	<input type="checkbox"/> Freedom Struggle <input type="checkbox"/> Ideas@75 <input type="checkbox"/> Achievements@75 <input type="checkbox"/> Actions@75 <input type="checkbox"/> Resolve@75			
Description of event				
Nature of participation in event	<input type="checkbox"/> Jan bhagidari (open to public) <input type="checkbox"/> Only participation from within department/ Ministry (no public)			
Expected number of participants in event				
VIP attendees (if any)				
Associate partners	Ministry #1:		State/UT #1:	
	Ministry #2:		State/UT #2:	
	Ministry #3:		State/UT #3:	
Mode of event	<input type="checkbox"/> Online event (webinar, virtual event) <input type="checkbox"/> Offline event (in-person participation) <input type="checkbox"/> Hybrid event (mix of online and offline modes)			
Mode of advertisement of event	<input type="checkbox"/> Website <input type="checkbox"/> Social Media <input type="checkbox"/> Newspapers <input type="checkbox"/> Television media <input type="checkbox"/> Other mode			

Nodal officer	Name:	
	Designation:	
	Email ID:	
	Phone number:	

डॉ. मदनेश कुमार मिश्रा
संयुक्त सचिव

Dr. Madnesh Kumar Mishra
Joint Secretary



75
आज़ादी का
अमृत महोत्सव

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

DO No.21035/3/2020-Special Cell-Part File

Adm. II

Dated the 26th October, 2021

Respected Madam/Sir,

Secretary (DIT) Office

PTS No. 2388771

Date: 26.10.21

In the meeting of the National Implementation Committee held on October 11, 2021, the events to be conducted with relation to Azadi Ka Amrit Mahotsav by the various Ministries/States were approved. The list of such approved events is enclosed herewith for which your Ministry/Department is in lead role.

In the approved event, the whole of Government approach has been conceptualized wherein role of not only your Ministry but other concerned Ministries were included in the curated detailed programme. A separate letter has also been sent to those concerned Ministries enclosing the approved programmes to be executed.

It is requested that the approved programme should be curated of higher standard in collaboration with other Ministries/Departments to make it a grand success. It is also requested that PIB wing of your Ministry/department should also be informed to get in touch with the concerned Ministries which are indicated in the approved programme for coordinating media campaign.

In case of any further clarification, if required, the nodal officers of the Culture Ministry are as follows:

1. Shri Ratnesh Kumar Jha, OSD (AKAM) M.9870380900
ratnesh.jha@gov.in
2. Smt. Priyanka Chandra, Director (AKAM) M.9860675199
priyankachandra.dad@hub.nic.in

with kind regards.

Encl: As above.

gm
27/10

JS(GN) / JS(AN) / H. 200 (Adm.) / cmr

Yours sincerely,

[Signature]

(Dr. Madnesh Kumar Mishra)

To

All Secretaries to the Govt. of India
[As per list enclosed]

Ms Sarita

[Signature]
11/11/21



सूचना का
अधिकार

Room No. 334 A, 'C' Wing, 3rd Floor, Shastri Bhawan, Dr. Rajendra Prasad Road, New Delhi-110 001
Phone : +91-11-23386504. E-mail : madnesh.mishra@gov.in



RESOLVE@75



Constitution Day

Date	26 November, 2021
Event Lead	Ministry of Parliamentary Affairs
Other Ministries	All ministries and departments
Other State & UTs	All States and UTs
Role of MEA	Yes. All missions to participate.
Event Highlights	<ul style="list-style-type: none">• Conclave of Members of Parliament - Current and past• ICCR- Traditions of Democracy• International participation (leaders from govt and opposition parties)• Preamble Reading at various locations (large scale event)• Display at NGMA : Art of the Constitution (Nandalal Bose)
Jan Bhagidari	High (citizens of India)
VIP Attendance	TBD

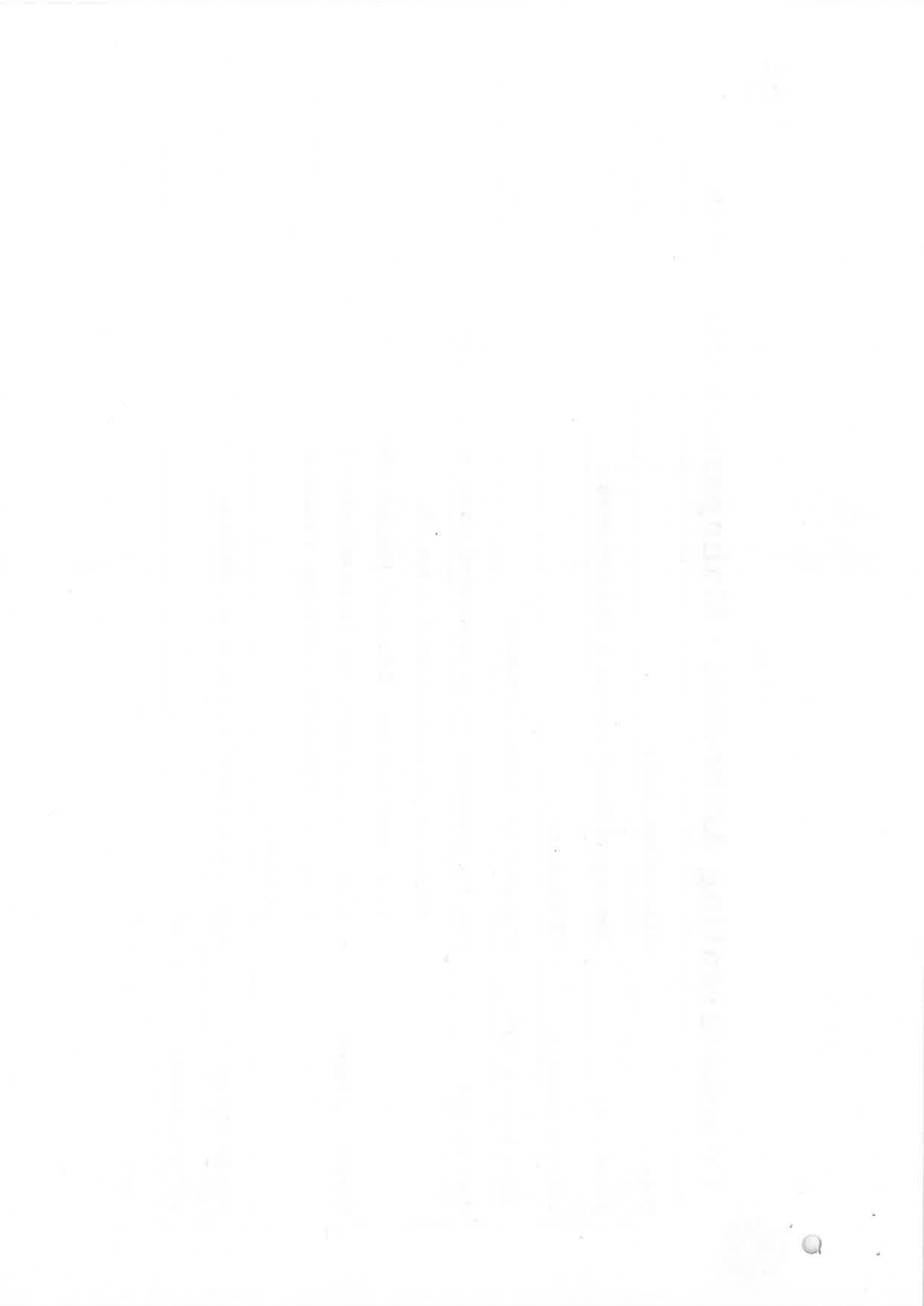


IDEAS@75



Commemorating Ambedkar : Mahaparinirvan Diwas

Date	6 December, 2021
Event Lead	Ministry of Social Justice & Empowerment
Other Ministries	All Ministries
Other State & UTs	Maharashtra, Madhya Pradesh
Role of MEA	Yes. Panel discussions at connected places to be organised. <ul style="list-style-type: none">• Events at places connected to his life• To be held at Mhow, Ratnagiri, Nagpur, Mumbai, Pune etc.• Academic Conference on 'Ideas of Nation Building'• Events at Elphinstone College, Columbia University, London School of Economics
Jan Bhagidari	High. Local communities; Academicians.
VIP Attendance	TBD





ACHIEVEMENTS@75



Good Governance Week

Date	20-26 December, 2021
Event Lead	Ministry of Personnel, Public Grievances and Pensions - DoPT, DoARPG,
Other Ministries	All Ministries
Other State & UTs	All States and UTs
Role of MEA	All missions
Event Highlights	<ul style="list-style-type: none">• Reducing compliance burdens on citizens and businesses (DPIIT)• Improving processes in Government.• Launch event of Antyodaya related 90 day mega programme (MoRD)• Webinars and Seminars. Special gram sabhas
Jan Bhagidari	High (citizen centric approach)
VIP Attendance	TBD





FREEDOM STRUGGLE



Republic Day 2022

Date	26 January , 2022
Event Lead	Ministry of Defence
Other Ministries	Culture, All Ministries and Departments
Other State & UTs	All States and UTs
Role of MEA	Yes. All missions. <ul style="list-style-type: none">• Dedicated Week. Reconceived Parade.• Giant Make in India Lion, Robotic Statue of Gandhi. Painted Scrolls• Shaheed Ko Shat Shat Naman - Mega event with families of martyrs• New Youth Exchange Program (25 countries)• Release of Amar Chitra Katha series.• MoD to honor 75 officers/jawans from each of 3 service wings
Event Highlights	
Jan Bhagidari	High (citizens of India, Indian diaspora, foreigners)
VIP Attendance	TBD

Ministry of Culture



अरविंद सिंह, भा.प्र.से.
Arvind Singh, IAS



सचिव
2389804 भारत सरकार
27.10.21 पर्यटन मंत्रालय
नई दिल्ली

SECRETARY
GOVERNMENT OF INDIA
MINISTRY OF TOURISM
NEW DELHI

D.O. No. NT-1101/3/2021

Adm. E

Dated:- 25th October 2021

Dear Secretaries,

The Hon'ble Prime Minister has directed to promote Meetings, Incentives, Conferences & Exhibitions (MICE) Tourism during the off season at various tourism destinations in order to ensure that the tourism infrastructure such as hotels and other attractions are optimally utilized during off-season.

2. In this connection, the following destinations have been identified by the Ministry of Tourism for promotion of MICE during off-season (April - September):-

- (i) Varanasi
- (ii) Agra
- (iii) Khajuraho
- (iv) Hampi
- (v) Bodhgaya

3. In order to promote MICE Tourism, especially in the off season, it has been decided that all Central Government Ministries and PSUs may be advised to schedule their meetings, conferences, exhibitions, etc., at these destinations.

4. I would request you to issue instructions to the concerned officers of your Ministry/Department to schedule Meetings/ Conferences/ Seminars/ Exhibitions in respect of your Ministry/ Department and PSUs at the above identified destinations in off-season. A list of Nodal Officers of my Ministry for coordinating the above is enclosed.

With regards,

gm
27/10

JS(AN)/ JS(AN) Mr. DDC (Adm-1, IAS)

Yours sincerely,

(Arvind Singh)

All Secretaries, Ministries/Departments, Government of India, New Delhi

Encl.:- As above.

Ms Sarika

Arvind
11/11/21

364 - Adm - II
1/11/2021

Ministry of Tourism

**Nodal Officers for coordinating with Central Ministries
for MICE destinations during off season**

S. No.	Name	Designation	Mobile Number	Email ID
1.	Shri Anil Oraw	Regional Director (North)	8383067847	anil.oraw@nic.in
2.	Shri D. Venkateshan	Regional Director (West/Central)	9717000858	adit-tour@nic.in
3.	Shri Sagnik Chowdhury	Regional Director (East)	9955995670	sagnik.chowdhury@gov.in
4.	Shri Mohamed Farouk	Regional Director (South)	9810468262	mohd.farouk@nic.in

17.	Department of Defence	Dr. Ajay Kumar	23012380 23011976	defsecy@nic.in
18.	Department of Defence Production	Shri Raj Kumar	23012527	sdpns@nic.in
19.	Department of Ex-Servicemen Welfare	Shri B. Anand	23792913	secyesw@nic.in
20.	Ministry of Development of North Eastern Region	Sh. Sanjay kr. Singh	23022020 23022037	secydoner@nic.in
21.	Ministry of Earth Sciences	Dr. M. Ravichandran	24629771 24629772	secretary@moes.gov.in
22.	Ministry of Electronics and Information Technology	Shri Ajay Prakash Sawhney	24364041	secretary@meaty.gov.in
23.	Ministry of Environment, Forest & Climate Change	Shri Rameshwar Prasad Gupta	24695262 24695265	secy-moef@nic.in
24.	Ministry of External Affairs	Shri Harsh Vardhan Shringla	23012318 23012196	psfs@mea.gov.in
Ministry of Finance				
25.	Department of Economic Affairs	Shri Ajay Seth	23092611	secy-dea@nic.in
26.	Department of Expenditure	Dr. T. V. Somanathan	23092929 23092663	secyexp@nic.in
27.	Department of Financial Services	Shri Debasish Panda	23340222 23343478	secy-fs@nic.in
28.	Department of Revenue	Shri Tarun Bajaj	23092653 23092111 23095354	rsecy@nic.in
29.	Department of Investment and Public Asset Management	Shri Tuhin Kanta Pandey	24368040	secydivest@nic.in
Ministry of Fisheries, Animal Husbandry and Dairying				
30.	Department of Animal Husbandry and Dairying	Shri Atul Chaturvedi	23382608	secyahd@nic.in
31.	Department of Fisheries	Shri Jatindra Nath Swain	23381994	secy-fisheries@nic.in
32.	Ministry of Food Processing Industries	Smt. Pushpa Subrahmanyam	26493225 26492431	secy.mofpi@nic.in
Ministry of Health and Family Welfare				
33.	Department of Health and Family Welfare	Shri Rajesh Bhushan	23061863 23063221	secyhfw@nic.in
34.	Department of Health Research	Prof. Balram Bhargava	23736081	balram.bhargava@gov.in
Ministry of Heavy Industries and Public Enterprises				

