

Immediate

No.P-11017/28/2020-PPC
Government of India
Ministry of Information and Broadcasting

A Wing, Shastri Bhawan
Rajendra Prasad Road,
New Delhi – 110 001.

March 3, 2021

Subject: Celebration of India's 75 years of Independence – India@75

This is to inform that the celebration of 75 years of India's Independence – “**Azadi Ka Amrut Mahotsav**” would commence 75 weeks prior to the Independence Day 2022 and will extend upto Independence Day 2023. The launch of the celebration will be a 25 day event starting on 12.3.2021 (anniversary of the launch of Dandi March) and conclude on 5th April 2021 (conclusion of Dandi March).

2. The Hon'ble Prime Minister will launch the opening ceremony on the 12th of March from Gujarat. For the inauguration, several events have been planned, including the following:-

- (i) 75 places of historical significance (2 or 3 per State/UT) to be decided by the States for celebration of the event (**Chief Secretaries of all States/UTs**)
- (ii) In these 75 places of historical significance, participation by Youth Clubs, NYK, NSS/NSO/NCC volunteers (**Department of Youth Affairs**)
- (iii) Organization of Cycle Rallies at different places (**Department of Youth Affairs**)
- (iv) 1 hour Conference/Seminar/Symposium by Schools, Colleges and Universities on India's freedom struggle on 12th March, 2021 (**Department of School Education & Literacy and UGC**).
- (v) Launch of Essay Competition at School/Tehsil/District/State/ National levels (**Department of School Education & Literacy**)
- (vi) Launch of Essay Competition for Universities & Colleges (**UGC/AICTE**)
- (vii) Exhibitions to be organised by the State Governments in coordination with BOC-
(a) **Exhibitions** on Mahatma Gandhi, Sardar Patel & Netaji to be organised by BOC at various locations (**Ministry of I&B**) and

(b) Exhibitions on freedom fighters and unsung heroes to be organised by the State Governments (**Chief Secretaries of all States/UTs**)

3. For effective dissemination and communication of all the events and for coordination with the State Governments, the following Action Plan has been decided upon involving various Media Units:-

(i) **Press Information Bureau:**

- a) PIB would coordinate with State DIPR for publicity/events
- b) Press releases including in local languages of the 12th March event and of subsequent dates
- c) Tweeting and retweeting the various events which are organised at the national level and the regional levels including Social Media posts/tweets of Hon'ble PM, Union Ministers, Hon'ble Governors, Chief Ministers, other Ministers and dignitaries
- d) Facilitating the publication of Articles in local language by State dignitaries or eminent historians/academics/defence personnel

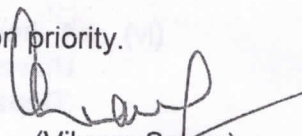
(ii) **Doordarshan and AIR**

- a) Live coverage of the events by DD and AIR including bites/clips in news bulletins, special programmes and primetime discussion on India@75, including a national capsule of all India events in the evening of 12th March, 2021.
- b) DD/AIR to also cover the various events organised by the State Governments on the occasion.

(iii) **Social Media**

- a) Social Media campaign by the New Media Wing, PIB, DD News and AIR NSD including live streaming of the events, short clips/bites of the guests at the launch, dedicated Hashtags and Infographics and Tweets by influencers

4. It is requested that necessary action on the above is taken on priority.


(Vikram Sahay)
Joint Secretary (P&A)
T.No.011-23073775

To

1. All Chief Secretaries/Secretary (HE), MHRD/Secretary (Youth Affairs)/Secretary (School Education & Literacy, MHRD)/Chairman, UGC/Chairman, AICTE
2. PDG (PIB);PDG (AIR NSD);PDG (BOC);DG (DD News);ADG (NMW)