

गोविंद मोहन
सचिव
Govind Mohan
Secretary



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Azadi Ka
Amrit Mahotsav

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

D.O. No. CM-21305/13/221-C&M

November 22, 2021

Dear Madam:

I would like to draw your kind attention towards Hon'ble Prime Minister's 'Mann Ki Baat' broadcast on 24.10.2021, wherein Hon'ble Prime Minister talked about the following three activities and emphasized that "Amrit Mahotsav must be filled with colors of art, culture, songs and music". Following three activities may be taken up which will witness larger public participation-

- (i) Desh Bhakti Geet writing - *Patindhi Singh*
- (ii) Lori writing -
- (iii) Rangoli making

2. Ministry of Culture is holding competitions for all the above three activities from Tehsil/Taluka level to National level. The detailed guidelines for participation are available at 'Azadi Ka Amrit Mahotsav' (AKAM) website at <https://amritmahotsav.nic.in/competitions.htm>.

3. I seek your cooperation to encourage participation in reaching out to and involving our fellow countrymen and women for contributing their individual creations by sensitizing all the institutes and attached offices under your jurisdiction to disseminate this information and encourage participation in above mentioned three activities so as to ensure substantive 'Jan bhagidaari'. A running band/ticker to contribute your renderings on 'Desh Bhakti Geet writing', 'Lori writing' and 'Rangoli making' at <https://amritmahotsav.nic.in/competitions.htm> may also be included in all-websites under your Ministry/Department.

4. I also request that whenever an event or initiative is organized by any Ministry and related organizations under Azadi ka Amrit Mahotsav, it should be acknowledged by retweeting and reposting across all the handles used by your Ministry and related organizations prominently. In this regard necessary instructions may please be issued to social media team of your organization. The right hashtag to be used is #AmritMahotsav for all.

With regards,

Yours sincerely,

Govind Mohan
(Govind Mohan)

Ms. Anjali Bhawra
Secretary
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with Disabilities (Divyangjan)
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