

GOVT. OF INDIA, MINISTRY OF DEFENCE
OFFICE OF THE CONTROLLER OF DEFENCE ACCOUNTS
No.1, STAFF ROAD, SECUNDERABAD-500009
दूरभाष/TELE:040-27843385 फैक्स/FAX:040- 27810499



हर एक काम देश के नाम / Har Ek Kaam Desh Ke Naam

No. AN/III/1045/AKAM/2021-22

Dated: 02.11.2021.

CIRCULAR
(Through CDA, Sec-bad Website)

To,

The Controller, IT & SDC Office Secunderabad	The Jt. CDA i/c PAO (ORs) EME Secunderabad	The ACDA I/c PAO (ORs) AOC Trimulgherry Secunderabad-15
Jt. CDA I/c IFA 43/44, ED Secunderabad-15	The ACDA I/c Area Accounts Office (Army) CE(Navy) Compound, Station Road Visakhapatnam 530 004	The RAO (MES) Sec'bad LAO (A,B&C) offices All AO (GE) Offices & All AAO (BSO) & AAO (AGE) offices.

Sub: Observance of "Azadi Ka Amrut Mahotsav": July 2021 to 15th Aug 2023

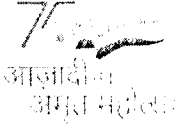

Ref: HQrs. Office Letter No. AN/Coord /3012/Misc./Vol. XVII/AKAM, dated 29.10.2021.

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, on the above subject, received vide HQrs Office letter No. AN/Coord/3012/Misc./ Vol.XVII/AKAM, dated 29.10.2021 is forwarded herewith for information and necessary action.

All heads of the Offices are requested to take action to celebrate "Azadi Ka Amrut Mahotsav" upto August 2023. Further, HQrs office desires a massive tree/ sapling plantation drive during the mahotsav. In this connection, it is requested to assess the number of trees/ saplings that can be planted in one particular day in your office and intimate to this office by 08.11.2021 so as to update the same to the HQrs office.

The details of activities carried out along with photographs and videos may be sent immediately after the conclusion of the activities through e-mail to cda-secd@nic.in / secd-ansn-cda@nic.in for the onward submission to the HQrs. Office.

(S. Vatsala, IDAS)
Asst. Controller (AN)

 <p>आज़ादी का अमृत महोत्सव</p>	<p>“हर काम देश के नाम”</p> <h2 style="margin: 0;">रक्षा लेखा महानियंत्रक</h2> <p style="margin: 0;">उलान बटार रोड, पालम, दिल्ली छावनी-110010</p> <p style="margin: 0;">Controller General of Defence Accounts, Ulan Batar Road, Palam, Delhi Cantt.- 110010</p> <p style="margin: 0;">Phone: 011-25665703 Fax: 011-25674806, 25674821 email: aniii.cgda@nic.in</p>	
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F. No. AN-Coord/3012/Misc./Vol.XVII/AKAM dated 29.10.2021.

To,
All PCDAs/ PCA (Fys.)/ PIFAs,
CDAAs/ 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.
अति 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).

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



सूचना का
अधिकार

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).

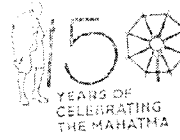
WHAT: Programme details.

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, ना.प्र.से.
अप सचिव
Rohit Kumar Singh, IAS
Additional Secretary



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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,

(Rohit Kumar Singh)

All Secretaries to the Government of India