

डॉ. चन्द्र शेखर कुमार, आई.ए.एस.
अपर सचिव

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पंचायती राज मंत्रालय
भारत सरकार
टावर-II, 9वां तल
जीवन भारती बिल्डिंग,
नई दिल्ली-110001

MINISTRY OF PANCHAYATI RAJ
GOVERNMENT OF INDIA
Tower-II, 9th Floor,
Jeevan Bharati Building,
New Delhi-110001

Dear Madam / Sir,

D.O. No.J-11011/59/2020-Media

Dated: 30th July, 2021

As you are aware, India is going to mark its 75th year of independence in 2022 and it will be a matter of great pride for all Indians to celebrate this August year reminiscing the glorious moments the country has passed through witnessing various, inter alia, socio-economic and political reforms in realising the dreams of all and building new independent India. The various Government Departments and other Agencies have been advised to accord high priority to celebration of the event during August 2021 to August 2022 with large people's participation. In this connection the advisories as mentioned above may kindly be looked into. **The revised week-wise suggested activities have already been shared with all the States vide e-mail dated 16.07.2021. Some additional, but important activities shared with Ministry of Culture, especially of proposed MoPR's week i.e. 22.04.2022 to 28.04.2022 is now Annexed for action on high priority.**

2. To make the celebration of Azadi ka Amrut Mahostav (AKAM) more vibrant and impactful, activities need to be cost-effective and more people intensive. The Panchayati Raj Institutions can play an effective role in mobilising and motivating the common man in making the celebration people intensive and people centric without involvement of much cost to it.

3. To this end, it has been decided to advise all the States to impress upon all the heads of the PRIs to constitute dedicated Organising Committee at panchayat levels for planning and executing of various activities and monitoring thereof based on advisory issued by Ministry. The Committee headed by the Heads of the Panchayats may have members like elected representatives of PRIs, reputed personalities, living freedom fighters or their family members, front-line panchayat officials/employees, School teachers, Anganwadi karmis and Aasha workers and such other member as the PRIs deem it fit.

4. Also, I request all the States/UTs, to issue necessary directives/advisory to the Panchayats allowing them to meet expenditure, wherever necessary out of their admissible grants and admissible components of schemes/programmes like administrative cost component of a scheme with a ceiling etc. to enable them incur minimum critical expenditure for the purpose.

5. For systematic planning and monitoring States may also set up a dedicated PMU for the purpose, if warranted. I, therefore, call upon all the States/UTs to take necessary action on urgent basis and make the celebrations days ahead a grand success.

6. For monitoring at Ministry level a dedicated dashboard is under development which is proposed to be made live on 02.08.2021. Hon'ble Minister, PR will personally monitor the activities. In this connection, I also urge upon all States to kindly intimate the names of the Nodal officers at State, District and Panchayat Level to this Ministry immediately. **The names and other details of Nodal officers may also be uploaded on the dashboard.**

Resab

Yours Sincerely,

30-7-2021
(Dr. Chandra Shekhar Kumar)

To
All Principal Secretaries/Secretaries,
Department of Panchayati Raj,
(As per list of States/UTs)

पंचायती राज मंत्रालय
Ministry of Panchayati Raj

आजादी का अमृत महोत्सव
Azadi Ka Amrit Mahotsav

**Additional High Priority Activities during August 2021 and
MoPR's Week during 22.04.2022 to 28.04.2022**

राष्ट्र गान (Rashtra Gaan /National Anthem)

Timeline: 9 August 2021

कार्य विवरण:

- Collaboration with MeitY & MoI&B
- **Exponential Promotion on social media**
- Promotion overseas through MEA
- Using government organisation (**Panchayati Raj Institutions**, NYKS, Army, Schools, Railways etc. to spread the campaign)

मेरा गाँव, मेरी धरोहर प्रोजेक्ट का लॉन्च

Date of launch: 15 August 2021

कार्य विवरण:

- Gaon Chalen Hum (गाँव चलें हम) – spend 75 hours in villages
- Undertaking field visits by Officers / Consultants of Ministry of Panchayati Raj to spend 75 hours in villages under Gram Panchayats with an aim to facilitate interaction between the people and government officials in order to energizing Panchayats and directing development efforts in rural areas through community participation.
- “Bujurgon Ki Baat, Desh Ke Saath” (बुजुर्गों की बात देश के साथ) – Interaction on **Experience of Elders and Ideas of Youngsters**
- Data points like Date of Establishment, Unsung Heroes, When did village get Electricity, Drinking water, first School, Internet etc.

- Felicitation of the unsung heroes of the freedom movement – preserving the history of unsung heroes and honouring their family-members
- **Village Gazetteer** – awareness among the younger generations about Village Gazetteer, which contains authentic and useful information on several aspects of the village /district and is considered to be of great value to administrators, scholars and general readers.
- Village elders and Panchayat representatives can sit together and decide a day of importance to Panchayat in case there is no record of founding day of their Panchayats and celebrate the day with all possible ceremonial events to the capacity of the Panchayats.
- Gram Sabha can be convened on this occasion to discuss issues concerning everyone's life and other activities can be organised with celebratory fervour.
- Married daughters can be invited, elderly people or bright students, exceptional achievers of the Panchayats can be felicitated or teachers and other functionaries can be honoured and community feast can be arranged to mark the occasion with adherence to COVID-19 protocols/ guidelines.

स्मृति समारोह (पूरी अवधि के दौरान)

- सोशल मीडिया पोस्ट एवं मीडिया ब्रॉडकास्ट पूरी अवधि के दौरान मंगल पाण्डेय, बाल गंगाधर तिलक और चंद्रशेखर आजाद की जयंतियां और बटुकेश्वर दत्त की पुण्यतिथि

कार्य विवरण:

- **विस्मृत सेनानियों को समर्पित किस्सागोई** (Anecdotes dedicated to forgotten freedom-fighters)
- Memorial / Remembrance of Heroes /Unsung Heroes of Freedom Struggle - social media posts and media broadcasts throughout the period to mark the birth anniversary / death anniversary of legendary freedom-fighters
- **Audio Visual का निर्माण**

आजादी का अमृत महोत्सव एक मंत्रालय : एक सप्ताह Week 59 (22 - 28 April 2022)

कार्य विवरण:

- Conference of State Panchayati Raj Ministers to launch the Ministry of Panchayati Raj Week of Azadi Ka Amrit Mahotsav on **22nd April 2022 (Friday)** – launch by Hon'ble Minister(RD&PR) and Hon'ble MoS(PR)

- Celebration of National Panchayati Raj Day on **24th April 2022 (Sunday)** across the country with active involvements of all Panchayati Raj Institutions / Rural Local Bodies – conferring of National Panchayat Awards at national level and convening of Special Gram Sabha meetings at Gram Panchayat level
- Conferring of Panchayat Awards at State /District headquarters level on **25th April 2022 (Monday)**
- Mass Thematic Training Programme of elected representatives and functionaries of Panchayati Raj Institutions from 75 locations with active involvement of NIRD&PR, SIRD&PRs and Extension Training Centres (ETCs) on **26th April 2022 (Tuesday)**
- Conference / Seminar/ Webinar on SVAMITVA and other initiatives of the Ministry of Panchayati Raj on **28th April 2022 (Thursday)**
