

No.: J-11011/59/2020-Media
Government of India
Ministry of Panchayati Raj

Ninth Floor, Tower-2,
Jeevan Bharati Building, New Delhi-110001.
Dated 17th May 2021

To

The Addl. Chief Secretary/ Principal Secretary/ Secretary,
Department of Panchayati Raj,
All States/ UTs, except Chandigarh and Delhi.

Subject: Week-wise suggestive activities for **Azadi Ka Amrit Mahotsav**- regard

Sir/Madam,

This has reference to this Ministry's D.O. letter of even number dated 11.03.2021, 16.03.2021 and 01.04.2021 *vide* which the Ministry had forwarded week-wise suggestive activities for **Azadi Ka Amrit Mahotsav** – a 75-week long programme for celebration of 75 years of India's Independence (India@75) and week-wise list of indicative activities for Week 1 – Week 5.

2. In this context, it is reiterated that while discussing the suggestive activities with participants / attendees of the National Webinar organised on 12th March 2021, it was informed that set of activities suggested by the Ministry can be revised/ customized according to their suitability/ convenience/ choice/ content/ theme etc. With regard to organising week-wise activities, certain activities (**enclosed**) in respect of the forthcoming **four weeks** i.e. **Week 10 – Week 13** have been identified /outlined to be carried out by Panchayati Raj Institutions, with stringent adherence to the COVID-19 protocols/ guidelines/ appropriate behaviours, after taking into account the prevailing scenario arising out of the second wave of COVID-19 pandemic in the respective State/ UT/ District/ Panchayat.

3. In this regard, all States/UTs are requested to call upon Panchayati Raj Institutions to integrate observance of Azadi Ka Amrit Mahotsav (आज़ादी का अमृत महोत्सव) with an amplified collective effort and renewed vigour & optimism to intensify India's fight against COVID-19 to make India free from pandemic (महामारी से आज़ादी). States/UTs are also requested to provide the information regarding the activities planned / undertaken so far regarding India@75 so that the same may be shared with Ministry of Culture – Nodal Ministry for India@75.

Encl.: as above.

Yours faithfully,



(Malti Rawat)

Deputy Secretary to the Govt. of India

Ministry of Panchayati Raj
(Azadi Ka Amrit Mahotsav)

Proposed activities during **Week 10 [14.05.2021 - 20.05.2021]** for Panchayati Raj institutions to conduct Awareness Campaign involving officials/ functionaries of the concerned / line Department to discuss and sensitize the villagers regarding the initiatives / schemes relating to **minor irrigation, water management and watershed development** as listed among 29 subjects/ matters in the Eleventh Schedule of the Constitution of India with an aim to achieve Aatmanirbhar Panchayat:

Objective: Government of India is committed to accord high priority to water conservation and its management. To this effect Pradhan Mantri Krishi Sinchayee Yojana (PMKSY) has been formulated with the vision of extending the coverage of irrigation 'Har Khet ko pani' and improving water use efficiency 'More crop per drop' in a focused manner with end to end solution on source creation, distribution, management, field application and extension activities.

Proposed activities:

- (i) Panchayats may collect IEC materials from Department of Irrigation/ Department of Water Resources and other line Departments regarding the Schemes/ Programmes under implementation.
- (ii) Hon'ble Prime Minister's letter dated 24 March 2021 on water conservation movement "Jal Shakti Abhiyan : Catch the Rain" addressed to all Sarpanch(es) may be downloaded from the website of the Ministry of Panchayati Raj at this link for its wider dissemination among rural masses : <https://www.panchayat.gov.in/documents/20126/0/Sarpanch+letter.pdf/0a104ac1-28e6-6b6e-33fa-9526fbbcee58?t=1616759226944>
- (iii) Panchayats may inform villagers / farmers about benefits under schemes like Pradhan Mantri Krishi Sinchayee Yojana (PMKSY), National Water Mission (NWM) etc.
- (iv) Panchayati Raj Institutions may conduct awareness campaigns/ activities to inform every villagers / farmers regarding planning, implementation and monitoring of programmes relating to minor irrigation, water management and watershed development and benefits under these Schemes with an aim to achieve Aatmanirbhar Panchayat.
- (v) Message from dignitaries exhorting the villagers to avail benefits under several government schemes / programmes
- (vi) Live virtual talk shows / interactive programmes [Field experts / professionals / researchers may be invited to deliver lecture on their experience / success-stories / best practices]
- (vii) Discussion on Pre-Monsoon Preparedness
- (viii) Active involvement of local government machinery / functionaries of Panchayats

Ministry of Panchayati Raj
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Proposed activities during **Week 11 [21.05.2021 - 27.05.2021]** for Panchayati Raj institutions to conduct Awareness Campaign involving officials/ functionaries of the concerned / line Department to discuss and sensitize the villagers regarding the initiatives relating to awareness campaign on localisation of **SDG Goal 3 – Good Health and Well-Being**, as listed among a set of 17 Sustainable Development Goals (SDGs) to end poverty, fight inequality and injustice, and tackle climate change by 2030:

Objective: Ensuring healthy lives and promoting well-being at all ages is essential to sustainable development. Currently, the world is facing a global health crisis unlike any other — COVID-19 is spreading human suffering, destabilizing the global economy and upending the lives of billions of people around the globe. Health emergencies such as COVID-19 pose a global risk and have shown the critical need for preparedness. The pandemic provides a watershed moment for health emergency preparedness and for investment in critical 21st century public services.

As the closest level of government to the people, Panchayati Raj Institutions are well-placed to raise awareness about the importance of adherence to COVID-19 preventive measures among the rural masses through all the available media, including the medium of inter-personal communication. Local self-governments bridge the gap between Central Government and communities and should play a strong role in fostering the involvement of civil society organizations, the private sector (micro, small and medium enterprises), academia and other community-based organizations.

Participation: COVID-19 mitigation measures require a whole-of-government and whole-of-society response, matching the resolve of frontline warriors, who are working relentlessly and selflessly for humanity. Panchayats are playing a crucial role in containing the spread of COVID-19 in villages with active involvement of elected members of Panchayats, functionaries of public dealing departments, youth volunteers, social organizations, NGOs, civil society and all the sections of the society for ensuring maximum public participation in this National festival of the grand celebrations of 75 years of Independence.

Proposed activities:

- (i) **Awareness creation on critical elements of COVID-19 Appropriate Behaviour** such as **physical distancing (*Do Gaj Ki Doori*)**, **appropriate use of masks/ face-covers**, **respiratory hygiene (avoiding spitting in public places, use of tissue/ handkerchief while coughing / sneezing or coughing/ sneezing in a flexed elbow)** and **hand hygiene (by repeated hand-washing using soap or through use of hand sanitizers)** may be carried out.
- (ii) Awareness-raising activities should also aim to build / increase everyone's immunity and fight against the pandemic.
- (iii) All the residents may be advised to incorporate the following everyday practices to their daily routine for the general upkeep of their health: (a) drink warm water daily, (b) practice the art of meditation including Yoga and Pranayam for at least 30 minutes everyday, (c) make sure adding spices like Haldi, Jeera, Dhaniya and Garlic to cooking to help ensure that people have a strong immune system that can fight this infection.

- (iv) Panchayats may conduct IEC activities based on local situation / requirement / suitability.
- (v) Panchayats may take necessary steps to ensure testing facility /quick diagnosis and treatment of the patients through active surveillance at the community-level.
- (vi) Panchayats may explore the possibilities of establishing Quarantine Centres at Gram Panchayat-level for prevention of COVID-19.
- (vii) Panchayats may inform / sensitize the masses about various guidelines issued by the Government of India or State Government regarding prevention of COVID-19.
- (viii) Panchayats may sensitise the villagers about simple tips and step-by-step guide to book COVID-19 vaccination slot, and extend help to the poor, widows, elderly, persons with disabilities (Divyang) and other disadvantaged persons for this purpose.

**Ministry of Panchayati Raj
(Azadi Ka Amrit Mahotsav)**

Proposed activities during **Week 12 [28.05.2021 – 03.06.2021]** for Panchayati Raj institutions to **familiarize younger generations about local tradition and culture** involving village elders / senior citizens and officials/ functionaries of the concerned / line Department (Education, Tourism, Culture, Youth Affairs etc.).

Objective: Indian culture and traditions are things of pride for every Indian. India is blessed with a diversity of art and culture; this is our nation's vividness and greatness. In every era, the younger generation holds the responsibility to forward the cultural and traditional values to the future years. When children/ youth learn about their culture and traditions, it instills a sense of pride and confidence in them. It also helps the children to grow up to be good, ideal and responsible citizens. Therefore, young generation should be made aware of Indian history, culture and traditions.

Proposed activities:

- (i) Panchayats to rope in school teachers, village elders, senior citizens etc. to educate kids/ children about our glorious history as well as art, culture and traditions as it takes collective efforts, from school to home.
- (ii) Facilitating visit of kids/ children to exhibitions where many artisans and talent from different parts of our country gather to showcase their region's art and culture. It offers kids / children a valuable opportunity to feel and experience the different art forms from far regions of our country.
- (iii) Panchayats to appeal guardians and schools to develop good habits/ manners among kids/ children since childhood. This may include no spitting in public places, cover nose/ mouth while sneezing/ coughing etc.
- (iv) Panchayats to appeal parents and schools to ensure kids/ children respect national symbols / national anthem/ national flag as symbols are important because they represent the history, culture, values and dreams of a nation.
- (v) Families may also ensure that kids/ children start treating our national symbols with utmost respect since early days.
- (vi) Families may teach kids / children to treat people of all backgrounds equally and respect everyone.
- (vii) Civic duties must not only be a chapter in the books of children but a foundation on which the future of any country rests. Inculcating civic sense in kids / children is responsibility of family, society and school.
- (viii) It is always easier to inculcate values and ethics at a younger age. Schools should start teaching students right from primary classes.
- (ix) Our culture is vibrant not only in terms of music, dance, painting, etc. but also in a variety of items for daily and occasional use like handicrafts, clothes, medicinal herbs, toys etc., and kids/children may be sensitized to be Vocal For Local and use local-brand items in day-to-day life.

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Proposed activities during **Week 13 [04.06.2021 – 10.06.2021]** for Panchayati Raj institutions to conduct Awareness Campaign involving officials/ functionaries of the concerned / line Department to discuss and sensitize the villagers regarding the initiatives / schemes relating to **animal husbandry, dairying and poultry** as listed among 29 subjects/ matters in the Eleventh Schedule of the Constitution of India with an aim to achieve Aatmanirbhar Panchayat:

Objective: Many farmers in India depend on animal husbandry, dairying and poultry for their livelihood. The landless and small farmers having less land holdings depend upon livestock sector during lean agricultural season. Apart from emergence of subsidiary occupation like poultry, sheep and goat farming in rural areas, animal husbandry sector provides large self-employment opportunities to the unemployed youth and budding entrepreneurs.

India is the world's largest milk producer with 18.775 crore tonnes of production during 2018-19, valued at more than Rs.7.053 lakh crore. The Livestock sector plays a key role in providing livelihood support to 8.1 crore rural households engaged in dairying. The sector has registered a CAGR of 6.5 % during last 5 years at par with the highest growth sectors of the economy. Breed improvement, freedom from disease and improved nutrition are the three pillars for achieving higher productivity, and the Department of Animal Husbandry and Dairying has been dedicatedly implementing several programmes for ensuring doubling of milk productivity in next 5 years.

Proposed activities:

- (i) Panchayats may collect IEC materials from Department of Animal Husbandry, Veterinary Department and other line Departments regarding the Schemes/ Programmes of animal husbandry, dairying and poultry under implementation.
- (ii) Panchayats may disseminate relevant information regional language among farmers regarding the significance of various initiatives/ technological innovations in the animal husbandry and dairying sector.
- (iii) Panchayats may inform villagers / farmers about benefits under schemes like National Livestock Mission, Animal Husbandry Infrastructure Development Fund, Rashtriya Gokul Mission, Kisan Credit Cards (KCC) to Livestock Farmers, National Programme for Dairy Development, Dairy Processing and Infrastructure Development Fund, Supporting Dairy Cooperatives and Farmer Producer Organizations, Livestock Health & Disease Control, National Animal Disease Control Programme, Livestock Census & Integrated Sample Survey etc.
- (iv) Panchayati Raj Institutions may conduct awareness campaigns/ activities to inform every villagers / farmers regarding planning, implementation and monitoring of programmes relating to animal husbandry, dairying and poultry and benefits under these Schemes with an aim to achieve Aatmanirbhar Panchayat.

- (v) Message from dignitaries exhorting the villagers to avail benefits under several government schemes / programmes
- (vi) Live virtual talk shows / interactive programmes [Specialists / poultry farming experts / professionals / researchers may be invited to deliver lecture on their experience / success-stories / best practices]
- (vii) Active involvement of local government machinery / functionaries of Panchayats
