

डा० बिजय कुमार बेहेरा, आई.ई.एस.

आर्थिक सलाहकार

**Dr. Bijaya Kumar Behera, IES**

ECONOMIC ADVISER

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सत्यमेव जयते

पंचायती राज मंत्रालय

भारत सरकार

टावर-II, 9वाँ तल

जीवन भारती बिल्डिंग

नई दिल्ली-110001

**MINISTRY OF PANCHAYATI RAJ**

GOVERNMENT OF INDIA

TOWER-II, 9th, FLOOR

JEEVAN BHARTI BUILDING

NEW DELHI-110001

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

Dear Sir/Madam,

Date: 01.04.2021

Please refer to the D.O. letter of even number dated 11.03.2021 and 16.03.2021 *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 2 and Week 3.

2. While discussing the suggestive activities with participants / attendees of the National Webinar organised on 12<sup>th</sup> 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 were identified /outlined for **Week 2** and **Week 3**, and shared with States/UTs for further necessary action and **documentation of all the activities marking India@75**.

3. Further, the **Ministry of Culture – Nodal Ministry** for **Azadi Ka Amrit Mahotsav** has requested for status update on **all activities done so far** regarding '*Azadi Ka Amrit Mahotsav*' and sharing the **list of the proposed events with date and venue for the 1<sup>st</sup> Quarter till 30 June 2021** in the prescribed formats [Ministry of Culture D.O. letter dated 30/3/2021 enclosed for ready reference]. In this regard, I would like to request all the States/UTs to provide the relevant information in the suggested formats latest by **7<sup>th</sup> April 2021** so that the same may be shared with Ministry of Culture well in time.

With regards,

Encl.: a/a

Yours sincerely,

  
(Bijaya Kumar Behera)

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

राघवेन्द्र सिंह, भा.प्र.से.  
सचिव  
Raghvendra Singh, IAS  
Secretary



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

D.O. No.21037/18/2021-Special Cell

March 30, 2021

Dear Secretary,

My letters of even number dated 6.3.2021 kindly refer. On the crucial issue of feedback regarding events which you have done and propose to do under commemoration activity for 'Azadi Ka Amrit Mahotsav', may I request you to create 2 folders on Google drive with open access and share the following details in the given format as under:

**FOLDER 1 - STATUS UPDATE OF EVENTS DONE SO FAR**

Please send status update on all activities done so far regarding 'Azadi Ka Amrit Mahotsav' in the given format along with photographs and videos. Please save each photo/video individually (and not as pdf or as part of any document). Please place all images and videos in one folder and mention the number accordingly in given format :

Date	Theme/Subject	What was done	Images/videos folder

**FOLDER 2 – PROPOSED ACTIVITIES FROM APRIL - JUNE 2021**

You're also requested to share the list of the proposed events with date and venue for the 1<sup>st</sup> Quarter till June 30, 2021 in the given format.

Start Date	End Date	Theme/Subject	Activity details	Venue

For both folders please give editable access to anyone with the link.

I shall be grateful if my letter is responded to on priority.

Warm greetings,

Yours sincerely,

(Raghvendra Singh)

To

All the Secretaries of the Govt. of India



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

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Proposed activities during **Week 4 [02.04.2021 - 08.04.2021]** 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 1 - No Poverty**, 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:** Poverty is a multidimensional concept that encompasses the various deprivations that poor people experience in their daily lives. The first goal of the 2030 Sustainable Development Goals is to end poverty in all its forms, everywhere. Sustainable Development Goal 1 (SDG1) aims to eradicate extreme poverty by 2030. As the closest level of government to the people, Panchayati Raj Institutions are well-placed to raise awareness about the importance of the SDGs and their relevance to local communities. 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:** Involvement of elected public representatives including elected members of Panchayats, functionaries of public dealing departments, youth, school students, social and cultural 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-raising activities should aim to increase the engagement of citizens and local communities in order to promote their sense of ownership of the Agenda and their participation in the achievement of the SDGs at local level.
- (ii) Activities that can be undertaken to raise awareness among the population should make the SDGs engaging and harness the power of local culture/ tradition. Such activities could cultural programmes, wall-painting, fairs, annual events, discussing success stories, good practices etc. The planning of activities should include a gender perspective to ensure that women and girls are not excluded.
- (iii) Panchayats may conduct IEC activities based on local situation / requirement / suitability.
- (iv) Panchayats may explore the possibilities of organizing Job Fairs/ Melas where improved crop varieties and innovative crop cultivation practices will be exhibited.
- (v) Panchayats may inform / sensitize the masses about various poverty alleviation schemes launched by the Government of India to address poverty in rural areas and to ensure rural development.
- (vi) Special awareness about Schemes such as Mahatma Gandhi National Rural Employment Guarantee Act 2005 (MGNREGA), National Rural Livelihood Mission (NRLM), Pradhan Mantri Awaas Yojana-Gramin (PMAY-G), Pradhan Mantri Kaushal Vikas Yojana (PMKVY), Public Distribution System (PDS) etc.

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

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Proposed activities during **Week 5 [09.04.2021 - 15.04.2021]** for for State / UT Department of Panchayati Raj, **except Assembly/ Panchayat poll-bound States/UT**, for organizing **Regional/ Zonal Assembly of Sarpanches on 13<sup>th</sup> April 2021 - in only one region** covering Districts therein; remaining on other dates

**Significance of 13<sup>th</sup> April in Indian Freedom Movement** : The Jallianwala Bagh massacre, also known as the Amritsar massacre, took place on 13 April 1919. A grateful Nation pays tributes to the martyrs of the Jallianwala Bagh massacre of 1919. Their greatest sacrifice, courage and valour will continue to inspire Indians for years to come.

**Significance of 14<sup>th</sup> April (Ambedkar Jayanti)** : Hon'ble Prime Minister's concluding remarks in the 75<sup>th</sup> Episode of 'Mann Ki Baat' broadcast on 28/3/2021 are reproduced as under: *"Today in 'Mann Ki Baat' we talked about 'Amrit Mahotsav' and our duties towards the country. We also discussed other festivals and festivities. Meanwhile, another festival is arriving which reminds us of our constitutional rights and duties. That is 14 April – Birth anniversary of Dr. Baba Saheb Ambedkar ji. This time in the 'Amrit Mahotsav', this occasion has become even more special. I am sure that we will make this birth anniversary of Babasaheb a memorable one by taking a resolve of our duties and thus paying tribute to him."*

**Objective:** Jan Sanvaad (जन संवाद) and Jan Jagran (जन जागरण) about various facets of Azadi Ka Amrit Mahotsav in all villages under the jurisdiction of Panchayati Raj Institutions across the country for ensuring Jan Bhagidaari (जन भागीदारी) in 75-week long Azadi Ka Amrit Mahotsav.

**Preparatory activities:**

- (i) Selection of venue, logistics & catering management, coordination / invitation of the event
- (ii) Ascertaining the availability of Hon'ble Minister – In-charge of Panchayati Raj and other dignitaries for inauguration of the event, participation of officers and other stake-holders, selection of speakers
- (iii) Coordination with SIRD&PR and line Departments for orientation of participants
- (iv) Preparation for screening of short videos on success stories / best practices (SIRD&PR may provide)
- (v) Selection of Panchayats for experience sharing during the event [Panchayats awarded for exemplary works may be invited]

**Proposed activities:**

- (i) Participation of dignitaries in Inauguration / Valedictory of the event
- (ii) Session on (a) SVAMITVA, (b) Rashtriya Gram Swaraj Abhiyan, (c) Fifteenth Finance Commission Grants, (d) Devolution of Functions to PRIs, (e) Delivery of Services by Panchayats, (f) Enhancing Own-Source Revenue (OSR) Mobilization, (g) Social Audit of Works by Gram Sabha etc.
- (iii) Brief presentation of digital / e-initiatives of Ministry of Panchayati Raj

- (iv) Live talk shows / interactive programmes [Elected Representatives of well-performing Panchayats may be invited to deliver lecture on their experience / success-stories]
- (v) Active involvement of local government machinery / functionaries of Panchayats
- (vi) Documentation of activities / event

**IEC Activities:**

- (i) Patriotic Songs to Celebrate the Pride and Honour of the Country
- (ii) Low cost – people intensive social media campaigns in regional language / local dialect.
- (iii) Nukkad Natak / Kalapathak etc.: Artists / Volunteers to convey messages of Gram Sabha / Panchayati Raj and issues relating to different Schemes through Nukkad Natak / Kalapathak Programme in regional language / local dialect.
- (iv) Publicity Van / Chitra-Rath: Vans / Rathes (Chariot) with informatory messages on key issues relating to Gram Sabha / Panchayati Raj / initiatives of different Departments for Panchayats etc.
- (v) Exhibition / Pavilion where Audio-Visual programmes can be displayed and publicity materials could be distributed
- (vi) Wall-painting/ Hoarding / Banners at all strategic locations of the event
- (vii) Local-brand Delegate Handbags displaying messages regarding Panchayati Raj/ India@75 / Vocal for Local