

डा० बिजय कुमार बेहेरा, आई.ई.एस.  
आर्थिक सलाहकार

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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 BHARTI BUILDING  
NEW DELHI-110001

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

Date 16<sup>th</sup> March 2021

Dear Sir / Madam,

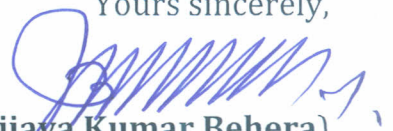
Please refer to the D.O. letter of even number dated 11.03.2021 *vide* which the Ministry had forwarded week-wise suggestive activities for **Azadi Ka Amrit Mahotsav** – a 75-week long programme for celebration of 75 years of India's Independence (**India@75**).

2. The suggestive activities were discussed in brief 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. As regards list of beacon Panchayats – 75 Panchayats each at three tiers, it was suggested that the list may be expanded by the States/UTs as the occasion of **Azadi Ka Amrit Mahotsav** offers an opportunity to celebrate the journey of Panchayati Raj since independence and recognise the contribution of Panchayati Raj Institutions in transformation of villages.

3. With regard to organising week-wise activities, certain activities have been identified /outlined for **Week 2** and **Week 3**, and enclosed herewith for further necessary action and documentation of all the activities marking India@75. Once a link/portal dedicated to India@75 is created on the website of the Ministry, the particulars of the link/portal will be shared with States/UTs. I would like to request all the States/UTs for active participation in making the programme **Azadi Ka Amrit Mahotsav** a grand success from Panchayat perspective.

with regards,

Encl.: as above.

Yours sincerely,  
  
(Bijaya Kumar Behera)

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

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

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Proposed activities during **Week 2 [19.03.2021 - 25.03.2021]** for State / UT Department of Panchayati Raj, **except Assembly/ Panchayat poll-bound States/UT**, for organizing Regional/ Zonal Assembly of Sarpanches on **23 March 2021 - in only one region** covering Districts therein; remaining on other dates

**Significance of 23<sup>rd</sup> March in Indian Freedom Movement** : Shaheed Diwas – 23<sup>rd</sup> March 1931 is remembered as the day when three brave freedom fighters namely Bhagat Singh, Shivaram Rajguru and Sukhdev Thapar were hanged by the British.

**Objective:** Jan Sanvaad (जन संवाद) and Jan Jagran (जन जागरण) about various facets of Azadi Ka Amrut 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 Amrut 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.
- (i) Brief presentation of digital / e-initiatives of Ministry of Panchayati Raj
- (ii) Live talk shows / interactive programmes [Elected Representatives of well-performing Panchayats may be invited to deliver lecture on their experience / success-stories]
- (iii) Active involvement of local government machinery / functionaries of Panchayats
- (iv) 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 / Raths (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

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

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Proposed activities during **Week 3 [26.03.2021 - 01.04.2021]** 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 / schemes relating to **Agriculture**, including **agricultural extension** as listed among 29 subjects/ matters in the Eleventh Schedule of the Constitution of India with an aim to achieve Aatmanirbhar Panchayat:

**Objective:** At the core of Self-Reliant India (Aatmanirbhar Bharat) is a village and agro-based economy, and making farmers self-reliant has been a cornerstone of the Aatmanirbhar Bharat campaign. Panchayati Raj Institutions may conduct awareness campaigns/ activities to inform every villagers / farmers regarding planning, implementation and monitoring of agricultural programmes targeted for rural areas and benefits under these Schemes with an aim to achieve Aatmanirbhar Panchayat.

**Proposed activities:**

- (i) Panchayats may collect IEC materials from Department of Agriculture regarding the following Schemes/ Programmes (which are under implementation):
  - (a) PM Kisan Samman Nidhi Yojana,
  - (b) Pradhan Mantri Fasal Bima Yojana (PMFBY),
  - (c) Pradhan Mantri Krishi Sinchai Yojana (PMKSY),
  - (d) Paramparagat Krishi Vikas Yojana (PKVY),
  - (e) e-National Agriculture Market (eNAM),
  - (f) Kisan Credit Card (KCC),
  - (g) Soil Health Card,
  - (h) Micro Irrigation Fund Scheme,
  - (i) National Mission For Sustainable Agriculture (NMSA),
  - (j) Pradhan Mantri Kisan Urja Suraksha Evam Utthaan Mahabhiyaan (PM-Kusum)
  - (k) Mission Organic Value Chain Development for North Eastern Region (MOVCDNER)
- (ii) Panchayats may explore the possibilities of organizing Kisan Melas where improved crop varieties and innovative crop cultivation practices will be exhibited.
- (iii) Participation of dignitaries in Inauguration / Valedictory of the event
- (iv) Live talk shows / interactive programmes [उन्नत एवं प्रगतिशील किसान may be invited to deliver lecture on their experience / success-stories]
- (v) Active involvement of local government machinery / functionaries of Panchayats
- (vi) If not Kisan Mela, a Question/Answer Session may be organized, which will let farmers and agriculture-scientists interact with each other. Scientists will answer the questions of farmers.
- (vii) Awareness among villagers about various schemes/ programmes of Department of Agriculture