

गोविंद मोहन  
सचिव  
Govind Mohan  
Secretary



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Azadi Ka  
Amrit Mahotsav

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

D.O. No. CM-21305/13/221-C&M

November 22, 2021

Dear Sir,

I would like to draw your kind attention towards Hon'ble Prime Minister's 'Mann Ki Baat' broadcast on 24.10.2021, wherein Hon'ble Prime Minister talked about the following three activities and emphasized that "Amrit Mahotsav must be filled with colors of art, culture, songs and music". Following three activities may be taken up which will witness larger public participation-

- (i) Desh Bhakti Geet writing
- (ii) Lori writing
- (iii) Rangoli making

2. Ministry of Culture is holding competitions for all the above three activities from Tehshil/Taluka level to National level. The detailed guidelines for participation are available at 'Azadi Ka Amrit Mahotsav' (AKAM) website at <https://amritmahotsav.nic.in/competitions.htm>.

3. I seek your cooperation to encourage participation in reaching out to and involving our fellow countrymen and women for contributing their individual creations by sensitizing all the institutes and attached offices under your jurisdiction to disseminate this information and encourage participation in above mentioned three activities so as to ensure substantive 'Jan bhagidaari'. A running band/ticker to contribute your renderings on 'Desh Bhakti Geet writing', 'Lori writing' and 'Rangoli making' at <https://amritmahotsav.nic.in/competitions.htm> may also be included in all websites under your Ministry/Department.

4. I also request that whenever an event or initiative is organized by any Ministry and related organizations under Azadi ka Amrit Mahotsav, it should be acknowledged by retweeting and reposting across all the handles used by your Ministry and related organizations prominently. In this regard necessary instructions may please be issued to social media team of your organization. The right hashtag to be used is #AmritMahotsav for all.

With regards,

Yours sincerely,

(Govind Mohan)

Dr. Anil Kumar Jain  
Secretary  
Ministry of Coal  
Shastri Bhawan, New Delhi-110001