

के. संजय मूर्ति, भा.प्र.से.

सचिव

**K. SANJAY MURTHY, IAS**  
Secretary

Tel. : 011-23386451, 23382698

Fax : 011-23385807

E-mail : secy.dhe@nic.in



भारत सरकार  
Government of India  
शिक्षा मंत्रालय  
Ministry of Education  
उच्चतर शिक्षा विभाग

Department of Higher Education  
127 'सी' विंग, शास्त्री भवन, नई दिल्ली-110 001  
127 'C' Wing, Shastri Bhawan, New Delhi-110 001

D.O. No. 11018/6/2021-EBSB

Dated the 03<sup>rd</sup> October, 2022

As you are aware that Azadi ka Amrit Mahotsav (AKAM) is being celebrated to commemorate 75 years of India's Independence and undertake fresh resolutions for the next 25 years of the country's Amrit Kaal.

2. The support of HEIs in AKAM celebrations including the Har Ghar Tiranga programme is gratefully acknowledged. AKAM celebrations will continue for another year, and will culminate on August 15, 2023. In the second year of AKAM celebrations, it is our endeavour to enhance the outreach of this programme even further to touch the lives of every Indian. The emphasis is on high jan bhagidari i.e. public participation. Instead of piecemeal events, long term campaigns which will last anywhere between 3 months and 1 year, need to be organised on themes that articulate the vision of new India and resonate with every Indian.

3. A list of indicative events based on suggestive themes is enclosed at Annexure-I. The programmes under the aforesaid campaigns have to combine physical and digital components to operationalize massive outreach; and can also integrate mechanisms like quizzes, competitions etc which have popular appeal. To reiterate, the entire endeavor has to be to ensure Jan Bhagidari and outreach to every Indian.

4. In this context, it is requested that a calendar be drawn up by AICTE and UGC, which have a connect to the themes mentioned in the enclosure and share with this Ministry at email ID [ebsbmhrd19@gmail.com](mailto:ebsbmhrd19@gmail.com).

Yours sincerely,

Encl: As above.

Sd/-

(K. Sanjay Murthy)

Prof. M. Jagadesh Kumar  
Chairman,  
UGC

Copy to: Bureau Heads for taking similar necessary action.

(K. Sanjay Murthy)

**Annexure-I**

**Indicative list of themes and activities for 2<sup>nd</sup> year of Azadi ka Amrit Mahotsav celebrations**

<b>SNo</b>	<b>Theme</b>	<b>Proposed Activity</b>
1	Empowerment of Women and Children	Exhibition on initiatives done by women post-Independence Children's book fairs National Conclave for Women in STEM
2	Contribution of tribal communities to nation building	Webinar Series on tribal heroes of Independence (webcast) Visit of students to Tribal museums
3	Development of border regions / villages	Campaign on knowing your border Areas (Quiz, Physical Visits, History of wars) Challenges in living in border areas - a video presentation with local Interviews.
4	Sustainable development under the concept of Life	Green world campaign – Case studies presentation Save Earth Save water campaigns Wildlife awareness week Cycle rallies with community participation
5	Health and wellness (with emphasis on Ayush)	Traditional medicine history and importance lecture series Quiz on state specific herbs Know the nature campaign - visits with experts Informational videos about healing powers of local plants Use in modern medicines.
6	Languages (Bhasha) of India	Bhasha week – - Record a song in your local language - Speak one sentence other than your native language - Activities history of languages
7	Unity of the country	Unity walk and cycle rallies leading by students Unity booths for selfie

8	Swachhta	Swachhta month, No littering campaigns
		Swachhta meters for campuses and localities
		Local sabse swachh award
		Demonstration of projects completed under swachhta action plan of the Ministry
9	Freedom struggle	Life of freedom fighters video presentation
		Quizzes
		The important wars for freedom display for the public – ebook
10	Atmanirbhar Bharat	Swadesi Day - school, College student wear total Indian attire
		Celebrate the local - Information or exhibition of the popular Indian products/ brands
11	Vocal for local	Exhibitions/ Presentation of items produced or manufactured locally
13	Indian Knowledge System	Panel Discussions, seminars with janbhagidari