


GOVERNMENT OF ASSAM  
OFFICE OF THE **DIRECTOR OF HIGHER EDUCATION, ASSAM,**  
**KAHILIPARA, GUWAHATI-19.**

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No. DHE/CE/Misc/25/2021/7

Dated Kahilipara, the 10-03-2021

From:- Smti. Gitimoni Phukan, A.C.S.  
Director of Higher Education, Assam  
Kahilipara, Guwahati-19.

To,  The Principal (All),  
.....College,

Sub: Regarding Azadi Ka Amrut Mahotsav- Celebration of 75<sup>th</sup> Independence Day.

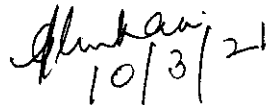
Ref: Govt. letter No.AHE.61/2020/13, dated 08-03-2021.

Sir,


In inviting a reference to the subject cited above, I would like to forward herewith Govt. letter No. AHE.61/2020/13, dated 08-03-2021 along with enclosures in connection with celebration of India's 75 years of Independence- Azadi Ka Amrut Mahotsav which is self explanatory and to request you to do the needful as per direction of Ministry of Higher Education, Govt. of India with an intimation to this Directorate for taking further course of action.

The matter may be treated as **Most Urgent**.

Yours faithfully

  
10/3/21


Director of Higher Education, Assam  
Kahilipara, Guwahati-19.

 Dated Kahilipara, the 10-03-2021

Memo No. DHE/CE/Misc/25/2021/7-A

Copy to:-

- 1) The Commissioner & Secretary to the Govt. of Assam, Higher Education Department, Dispur, Guwahati-6.

  
Director of Higher Education, Assam  
Kahilipara, Guwahati-19.

Most Urgent

(6)

GOVERNMENT OF ASSAM  
HIGHER EDUCATION DEPARTMENT  
DISPUR : GUWAHATI-6.

No. AHE. 61-2020-13

Dated Dispur, the 8<sup>th</sup> March, 2021

From: Smt. Tarali Das, ACS  
Deputy Secretary to the Govt. of Assam  
Higher Education Department

To: The Director of Higher Education, Assam  
Kahilipara, Guwahati-19.

Sub : Azadi Ka Amrut Mahotsav-celebration of 75<sup>th</sup> Independence Day.

*Channayee*  
*Please discuss*  
*9/3/21*

Madam,

With reference to the subject cited above, I am directed to forward to you a copy of letter no- 11018/6/2021-EBSB, 05/03/2021 received from Secretary to the Government of India, Ministry of Education and request you to issue necessary instructions to Universities & Colleges of the state to organise 1 hour Conference/ Seminar/ Symposium on India's freedom struggle on 12<sup>th</sup> March, 2021 and essay competition in Universities & Colleges at state level. Further you are requested to furnish a concrete proposal by 15<sup>th</sup> March, 2021 on the above subject and also apply for permission on time in e-vigil website. Matter may be treated as extremely urgent.

Tarali Das, ACS, Deputy Secretary, Higher Education Department will co-operate with you for the above purpose.

Yours faithfully

*[Signature]*  
6/3/2021  
Deputy Secretary to the Govt. of Assam  
Higher Education Department

Memo No : AHE. 61-2020-13-A

Dated Dispur, the 8<sup>th</sup> March, 2021

- Copy to :
1. PS to Commissioner & Secretary to the Govt of Assam, Higher Education Department, for kind information.
  2. PS to Secretary to the Govt of Assam, Higher Education Department, for kind information.

By order etc

*[Signature]*  
Deputy Secretary to the Govt. of Assam  
Higher Education Department

अमित खरे, पा प्र से.  
सचिव

AMIT KHARE, IAS  
Secretary

Tel : 011-23386451, 23382888

Fax : 011-23385807

E-mail : secy.dhe@nic.in

*Pr. Secy (Sec) Education*  
*Comm & Secy (Higher Ed)*  
*Comm & Secy (ELE) Edn*

सचिव, उच्च शिक्षा विभाग

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

NO 11018/6/2021-EB58

Dated: 05<sup>th</sup> March, 2021

To,

Chief Secretaries of all States/UTs

Subject: Celebration of India's 75 years of Independence - Azadi Ka Amrit Mahotsav

Dear Madam/Sir,

As you are aware the Celebration of 75 years of India's Independence - "Azadi Ka Amrit Mahotsav" would commence 75 weeks prior to Independence Day 2022 and would extend upto Independence Day 2023. In this connection, Hon'ble Prime Minister will launch the opening ceremony on 12<sup>th</sup> March 2021 from Gujarat. The Ministry of Information & Broadcasting vide its Office Memorandum dated March 3, 2021 (copy enclosed) has communicated to all stakeholders to organize various activities/events.

2. In the light of above, I would request you to kindly instruct the educational institutions under your control to organize the following events:

- (a) 1 hour Conference/Seminar/Symposium by Schools, Universities and Colleges on India's freedom struggle on 12<sup>th</sup> March, 2021; and
- (b) An Essay Competition in Schools, Universities & Colleges at Tehsil/District/State/National levels.

3. I would appreciate if the glimpses of events so organized are shared on the social media.

Regards,

Yours sincerely,

*Amv*  
5.8.21  
(Amit Khare)

*N.K.*  
8/3/21

*SS-117*  
*V. Gupta*  
8/3

(u)

Immediate

No.P-11017/20/2020-PPC  
Government of India  
Ministry of Information and Broadcasting

A Wing, Shastri Bhawan  
Rajendra Prasad Road,  
New Delhi - 110 001.

March 3, 2021

**Subject: Celebration of India's 75 years of Independence - India@75**

This is to inform that the celebration of 75 years of India's Independence - "Azadi Ka Amrit Mahotsav" would commence 75 weeks prior to the Independence Day 2022 and will extend upto Independence Day 2023. The launch of the celebration will be a 25 day event starting on 12.3.2021 (anniversary of the launch of Dandi March) and conclude on 5<sup>th</sup> April 2021 (conclusion of Dandi March).

2. The Hon'ble Prime Minister will launch the opening ceremony on the 12<sup>th</sup> of March from Gujarat. For the inauguration, several events have been planned, including the following:-

- (i) 75 places of historical significance (2 or 3 per State/UT) to be decided by the States for celebration of the event (*Chief Secretaries of all States/UTs*)
- (ii) In these 75 places of historical significance, participation by Youth Clubs, NYK, NSS/NSO/NCC volunteers (Department of Youth Affairs)
- (iii) Organization of Cycle Rallies at different places (Department of Youth Affairs)
- (iv) 1 hour Conference/Seminar/Symposium by Schools, Colleges and Universities on India's freedom struggle on 12<sup>th</sup> March, 2021 (Department of School Education & Literacy and UGC).
- (v) Launch of Essay Competition at School/Tehsil/District/State/ National levels (Department of School Education & Literacy)
- (vi) Launch of Essay Competition for Universities & Colleges (UGC/AICTE)
- (vii) Exhibitions to be organised by the State Governments in coordination with BOC-  
(a) Exhibitions on Mahatma Gandhi, Sardar Patel & Netaji to be organised by BOC at various locations (Ministry of I&B) and

email

Comm. & Secy HHS/Ku/Sec/ELE Education

Jishnu Barua

Azadi ka Amrut Mahotsav- celebration of 75th Independence Day-regarding.

From : Establishment Section <soestt-culture@gov.in>

Sat, Mar 06, 2021

Subject : Azadi ka Amrut Mahotsav- celebration of 75th Independence Day-regarding.

To : secy-iptac2019@gmail.com, secy-trsm@ap.gov.in, dcaghy@gmail.com

Cc : Chief Secretary Andamans <cs-andaman@nic.in>, AP <cs@ap.gov.in>, Jishnu Barua IAS <cs-assam@nic.in>, Chief Secretary CS, Puducherry <cs.pon@nic.in>, cs pondicherry <cs.pondicherry@nic.in>, cs-oni@nic.in, cs-manipur <cs-manipur@nic.in>, cs-mizoram <cs-mizo.am@nic.in>



This is in reference to D.O. Letter No.11017/28/2020-PPC dated 03.03.2021 from Secretary, M/o Information & Broadcasting on the subject mentioned above where directions have been issued for planning of several events all over the country at State/Union Territory level.

2. In this regard, several telephonic attempts were made by the M/o Culture (Government of India) to the O/o Chief Secretaries for getting updates on the matter after which it has come to the notice that either no such communication was received or the matter is being dealt by some other department of state.

3. Accordingly, the concerned O/o Chief Secretaries are requested to kindly provide an action plan (details of events) and updates for the aforesaid event. Also, the contact details of Department actually dealing the matter may be provided for further coordination.

Thanking you!

Ministry of Culture  
Sanskrit Bhawan, New Delhi

Secy CAD / NBN  
V. Jyoti  
8/7

— Azadi ka Amrut Mahotsav.pdf  
215 KB

Secy HSE

(b) Exhibitions on freedom fighters and unsung heroes to be organised by the State Governments (Chief Secretaries of all States/UTs)

3. For effective dissemination and communication of all the events and for coordination with the State Governments, the following Action Plan has been decided upon involving various Media Units:-

(i) Press Information Bureau

- a) PIB would coordinate with State DIPR for publicity/events
- b) Press releases including in local languages of the 12<sup>th</sup> March event and of subsequent dates
- c) Tweeting and retweeting the various events which are organised at the national level and the regional levels including Social Media posts/tweets of Hon'ble PM, Union Ministers, Hon'ble Governors, Chief Ministers, other Ministers and dignitaries
- d) Facilitating the publication of Articles in local language by State dignitaries or eminent historians/academics/defence personnel

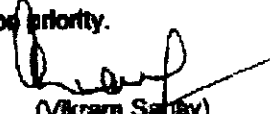
(ii) Doordarshan and AIR

- a) Live coverage of the events by DD and AIR including bites/clips in news bulletins, special programmes and primetime discussion on India@75, including a national capsule of all India events in the evening of 12<sup>th</sup> March, 2021.
- b) DD/AIR to also cover the various events organised by the State Governments on the occasion.

(iii) Social Media

- a) Social Media campaign by the New Media Wing, PIB, DD News and AIR NSD including live streaming of the events, short clips/bites of the guests at the launch, dedicated Hashtags and Infographics and Tweets by influencers

4. It is requested that necessary action on the above is taken on priority.

  
(Vikram Sanjay)  
Joint Secretary (P&A)  
T.No.011-23073775

To

1. All Chief Secretaries/Secretary (HE), MHRD/Secretary (Youth Affairs)/Secretary (School Education & Literacy, MHRD)/Chairman, UGC/Chairman, AICTE
2. PDG (PIB);PDG (AIR NSD);PDG (BOC);DG (DD News);ADG (NMW)