

MOST URGENT
TIME BOUND

No EDN-HE (21) A (10)03/2021-Vol-I-Misc.-

Directorate of Higher Education

Himachal Pradesh, Shimla-1

Telephone Number: 0177-2653120, 2653386, 2653575, Extension: 234 Fax: 0177-2812882

E-mail: dhe-sml-hp@gov.in & E-mail: genbr@rediffmail.com

Dated: Shimla-171001

the

March, 2021

To

All the Deputy Directors of Higher Education,
in Himachal Pradesh.

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

Please find enclosed herewith a copy of letter Number: 11011/6/2021-EBSB-dated: 05/03/2021 received from Shri Amit Khare, IAS, Secretary, Government of India, Ministry of Education, Department of Higher Education, 127, C, Wing, Shastri Bhawan, New-Delhi received through Joint Secretary (Higher Education) to the Government of Himachal Pradesh, Shimla-2 on the subject cited above.

In this connection, you are hereby directed to go through the contents given in the letter and instruct the Heads of Institutions under your jurisdiction/control to organize the events as per their convenience and send the action taken report immediately after the celebration of the event to this Directorate through return Fax/E-mail, so that A.D. can be apprised in the matter accordingly.

KINDLY TREAT IT AS MOST URGENT.

01 APR 2021

- Sign -

(Dr. Amarjeet K Sharma)
Director of Higher Education
Himachal Pradesh, Shimla-1
Phone No. 0177-2656621
the March, 2021

Endst. No.: - Even

Dated:

Copy for information to:-

- 1 The Superintendent (College Branch), Directorate of Higher Education, Himachal Pradesh for similar action.
- 2 The Technical Officer (Computer/IT Cell), Directorate of Higher Education, Himachal Pradesh, Shimla-1 to upload the letter on departmental website.
- 3 Guard file.

Endst. No: - EDN-U (G-IIR) Competition/2019/- 39

Office of the Deputy Director of Higher Education,
UnaDistt. Una (HP).

Dated

Una

06 April, 2021

Director of Higher Education
Himachal Pradesh, Shimla-1 v

All the Principals/ Headmasters of Govt. Senior Secondary Schools
/ Govt. High Schools in UnaDistt. for information and necessary action.

Deputy Director of Higher Education,
Una Distt. Una (HP).

6/3/21

Urgent
11/25/21

No. EDN-A-Ka (4)-4/2019
Government of Himachal Pradesh
Department of Higher Education

CAER

From

The Secretary (Education) to the
Government of Himachal Pradesh

To

✓ Director of Higher Education,
Himachal Pradesh Shimla-171001

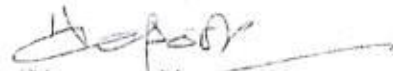
Dated, Shimla-2 the 12th March, 2021

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

Sir

I am directed to enclose herewith a photocopy of letter No. 11018/6/2021-EBSB dated: 05-03-2021 alongwith its enclosures received from Sh. Amit Khare, (IAS) Secretary, Govt. of India, Ministry of Education, Department of Higher Education, 127 'C' Wing, Shastri Bhawan, New Delhi on the subject cited above and to request you to look into the matter and take necessary action accordingly.

Yours faithfully,


(Nayneet Kapoor)

Joint Secretary (Hr. Edu.) to the,
Government of Himachal Pradesh

Immediate

No.P-11017/20/2020-PRC
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 5th April 2021 (conclusion of Dandi March).

2. The Hon'ble Prime Minister will launch the opening ceremony on the 12th 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 12th 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

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(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 12th 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

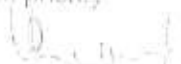
(ii) Doordarshan and AIR

- 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 12th March, 2021.
- b) DD/AIR to also cover the various events organized 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

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


(Vikram Sahay)
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)

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