



icmr
INDIAN COUNCIL OF
MEDICAL RESEARCH
Serving the nation since 1911

भारतीय आयुर्विज्ञान अनुसंधान परिषद
स्वास्थ्य अनुसंधान विभाग, स्वास्थ्य एवं परिवार
कल्याण मंत्रालय, भारत सरकार

Indian Council of Medical Research
Department of Health Research, Ministry of Health
and Family Welfare, Government of India

No.16/58/2021-Admn.II

Dated: 24/11/2021

To

The Directors/Directors-in-Charge of
Permanent Institutes/Centers of ICMR

Subject:- Regarding celebration of Azadi Ka Amrit Mahotsav.

Sir/Madam,

I am directed to refer a copy of letter No.D.O. No. CM-21305/13/221-C&M dated 22.11.2021 received from Ministry of culture , New Delhi-110001, on the subject mentioned above for information and necessary action.

Yours faithfully

(Jagdish Rajesh)

Assistant Director General (Admn)

Encl : As above

Copy to:

- (1) PS to DG/Sr. DDG(A)/ Sr. FA
- (2) All Divisional Heads
- (3) DDG (A)
- (4) ADG(A)/ ADG(F)
- (5) Dr. L.K. Sharma, Scientist "E"- soft copy of the same has been mailed at your email ID(Sharma.Ik@icmr.gov.in) for website upload.

गोविंद मोहन
सचिव
Govind Mohan
Secretary



75
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 Prof. Bhargava:

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.

new regards,

Yours sincerely,

(Govind Mohan)

Prof. Balram Bhargava
Secretary
Department of Health Research
Ministry of Health and Family Welfare
Red Cross Society Building, Red Cross Road
New Delhi-110001