



# REPORT

ON

Campaign programmes under the aegis of

**Azadi Ka Amrit Mahotsav**

**2nd Year Celebration**

To enhance outreach programme by emphasizing  
*'Jan Bhagidari'* or public participation

**National Atlas & Thematic Mapping Organisation**

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## **AZADI KA AMRIT MAHOTSAV - A REPORT**

Azadi ka Amrit Mahotsav is a Hindi phrase that signifies the elixir of freedom, the elixir of inspiration of the warriors of freedom efforts, the elixir of energy of Independence, the elixir of Atma Nirbharta, and the elixir of new ideas and pledges.

This national festival **Azadi Ka Amrit Mahotsav**, commenced on the 12th of March 2021, 75 weeks prior to the 75th anniversary of Independence. It will continue till 15th of August 2023. It embodies all that is progressive regarding socio-cultural, economic, and political recognition of India.

'Azadi Ka Amrit Mahotsav' is an initiative of the Government of India to celebrate and commemorate 75 years of independence and the glorious history of its people, culture and achievements. It is dedicated to the people of India who have not only been instrumental in bringing India this far in its evolutionary journey but also hold within them the power and potential to enable the vision of activating India 2.0, fuelled by the spirit of Aatmanirbhar Bharat (Self-dependent India)

India's Prime Minister Narendra Modi inaugurated Azadi ka Amrit Mahotsav on the 12th of March 2021 in Ahmedabad, the largest city of Gujarat. The PM flagged off a 21-day Dandi March from Sabarmati Ashram on the same day. This festival was launched in the cities that were notable centres of the freedom battle. The prominent hubs include Jallianwala Bagh in Punjab, Sabarmati Ashram in Ahmedabad, Cellular Jail in Andaman and Nicobar Island, etc.

A Committee was formed by NATMO for execution of the programme regarding 2<sup>nd</sup> year celebration of Azadi ka Amrit Mahotsav with the objective for enhancement of outreach programme by emphasizing 'Jan Bhagidari' or public participation.

The committee performed a yearlong programme depending on the following themes:

1. Swachhata
2. Unity of the country
3. Languages of India
4. Freedom struggle

As part of the Swachhata theme the committee conducted a programme on "Plantation of trees" on 19<sup>th</sup> November 2022 at General Pool quarters IC Block, Salt Lake Sec III. The Central Government Employees Residents Welfare Association of the said quarters also uploaded a youtube video on the occasion with the following link:

<https://youtu.be/emmxzfAinrE>.





*Plantation of trees*



The 2<sup>nd</sup> theme i.e. ‘**Unity of the Country**’ was performed through Essay Competition among school students on 10<sup>th</sup> February at our office premises. Two schools participated with a maximum number of 30 students. Participants certificates were distributed to all the students and winner and 1<sup>st</sup> runner up prizes were distributed at a later dated.



*The Competition at RAB Campus*



*The winners at Salt Lake Shiksha Niketan*

**‘Languages of India’** the 3<sup>rd</sup> theme was organised through poster exhibition among students at college level on 13<sup>th</sup> June 2023 at East Calcutta Girls College. 4 colleges participated with nearly 35 number of participants. The committee distributed participants certificate and winner and runner up was felicitated through prizes.



*Poster Exhibition at East Calcutta Girls College*





*The Winning Team with the AKAM Committee members.*

The 4<sup>th</sup> theme on ‘Freedom Struggle’ came out as a quiz competition among school students at our RAB campus. Four schools participated. The competition was very healthy and the students enjoyed a lot. Participant certificates were distributed and prizes were allotted to the participating schools.



*The Participants at RAB*



***Quiz Competition in progress at RAB Campus***



***Prize Distribution by Director, NATMO***

This Mahotsav symbolizes the awakening of the nation, the festival of fulfilling the dream of good governance and of global peace and development. The 75-week celebration will conclude on 15<sup>th</sup> August 2023. Amrit Mahotsav is a tribute to our freedom fighters and the Indian freedom struggle.

This Mahotsav has been celebrated as ‘Jan Utsav’ i.e., festival of the people in the spirit of ‘Jan Bhagidaris’.