

Shastri Bhawan,
New Delhi-110 001.
27th October, 2021

To,

All Print, Electronic Media, Digital Media and Private TV Channels

Subject: Advisory for displaying logo of "Azadi Ka Amrit Mahotsav" by Media- reg.

As you would be aware, country-wide celebrations are being undertaken under the "Azadi Ka Amrit Mahotsav" campaign to commemorate the completion of 75 years of India's Independence. The campaign celebrates the glorious history of our freedom struggle and journey of socio-cultural, political and economic progress over the last 75 years. The "Amrit Mahotsav" commenced on 12th March, 2021, which started a 75 week countdown to the 75th anniversary, and will end on 15th August, 2023.

2. Various activities and events are being undertaken by the Central/State/UT Government, civil society and other organisations under the five pillars viz. The Freedom Struggle; Ideas@75; Achievements@75; Actions@75; and Resolve@75.

3. In view of this, media platforms may consider displaying the official **Azadi ka Amrit Mahotsav logo** (<https://amritmahotsav.nic.in/downloads.htm>) during news programmes, reports, bulletins, especially while reporting on matter relating to 75 years of India's Independence so that viewers may be informed about the campaign and they take forward the spirit of "Jan Bhagidari" envisaged under the Mahotsav.

4. Private Media has consistently taken the lead in celebrating India's patriotic spirit and national achievements. It is advised to use the logo during the period of celebrations so that citizens are made aware of India's rich history and commitment to a bright future.

5. This may be brought to the notice of all concerned.

Scan here for the official logo:




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