



**Ministry of Information  
and Broadcasting**  
Government of India

**75**  
Azadi Ka  
Amrit Mahotsav

# संविधान का निर्माण

# ICONIC WEEK

## CELEBRATING AZADI KA AMRIT MAHOTSAV

23rd- 29th August 2021



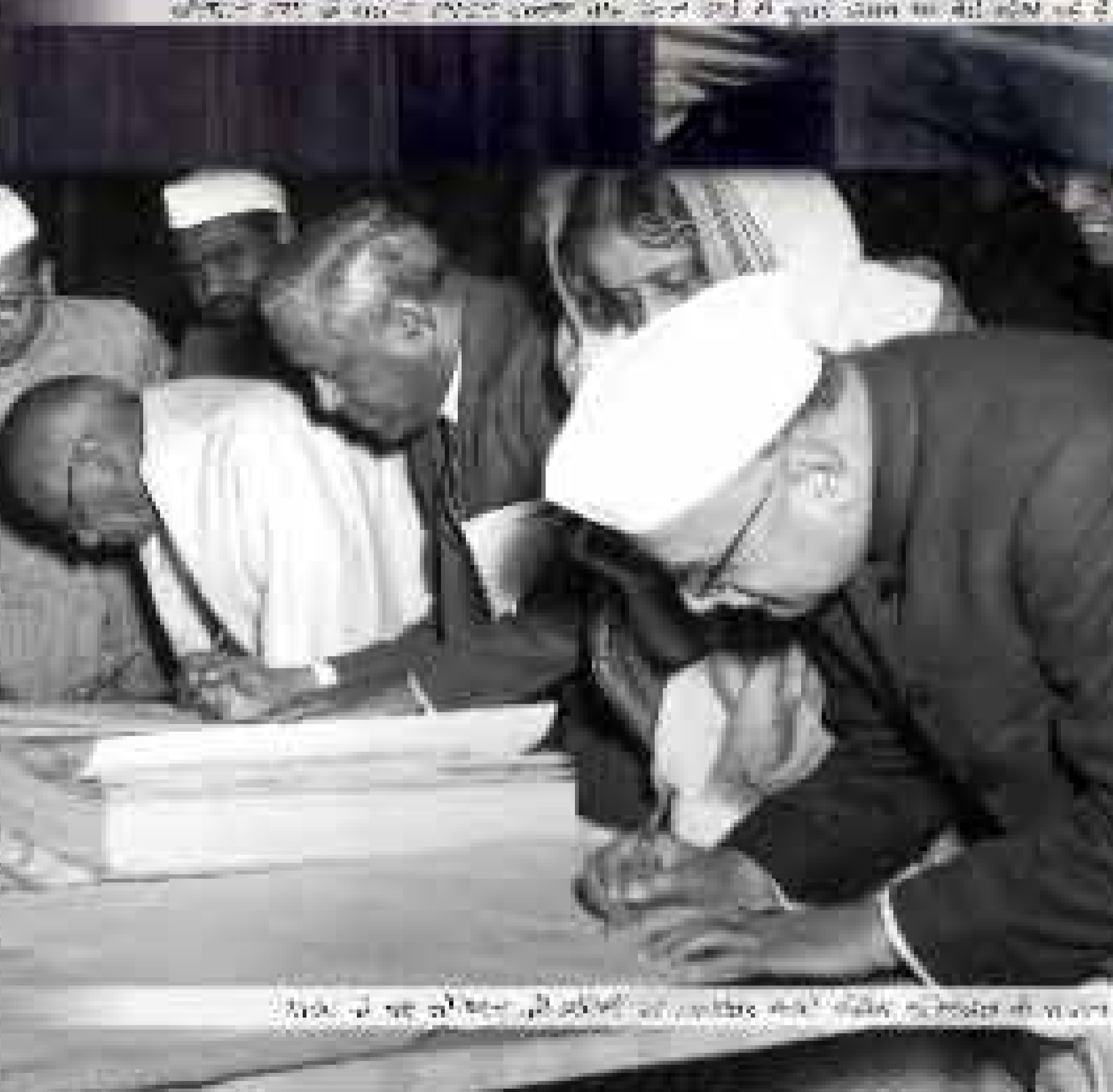
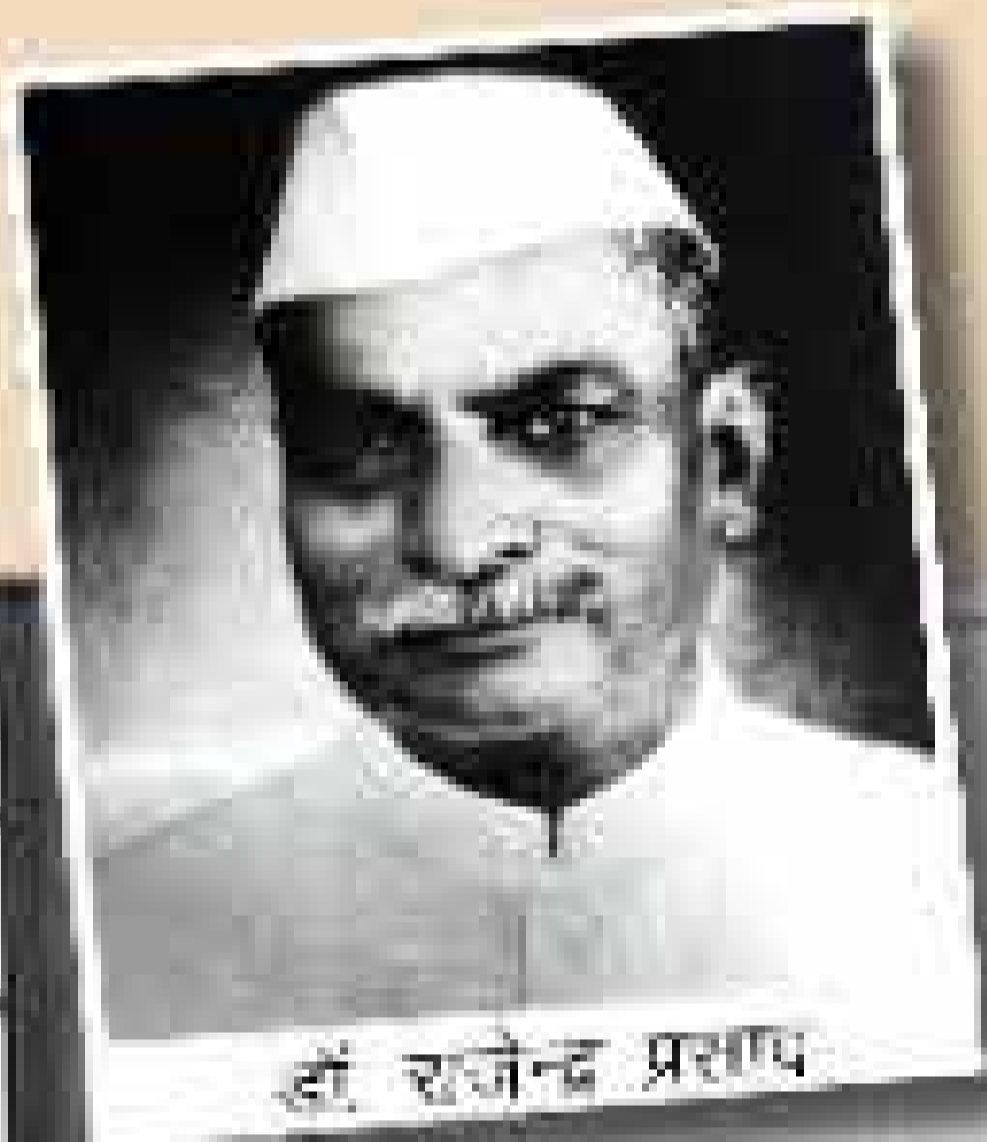




# संविधान का निर्माण



दुनिया के सबसे लंबे लिखित संविधान में शुरुआत के समय 22 भागों में 395 अनुच्छेद और 8 अनुसूची थीं।









“

“यह हमारा सौभाग्य है कि समय ने, देश ने, इस अमृत महोत्सव को साकार करने की जिम्मेदारी हम सबको दी है...

एक तरह से यह प्रयास है कि कैसे आज़ादी के 75 साल का यह प्रयोजन, आज़ादी का ये अमृत महोत्सव भारत के जन-जन का, भारत के हर मन का पर्व बने”

”

***Shri Narendra Modi***  
***Hon'ble Prime Minister***



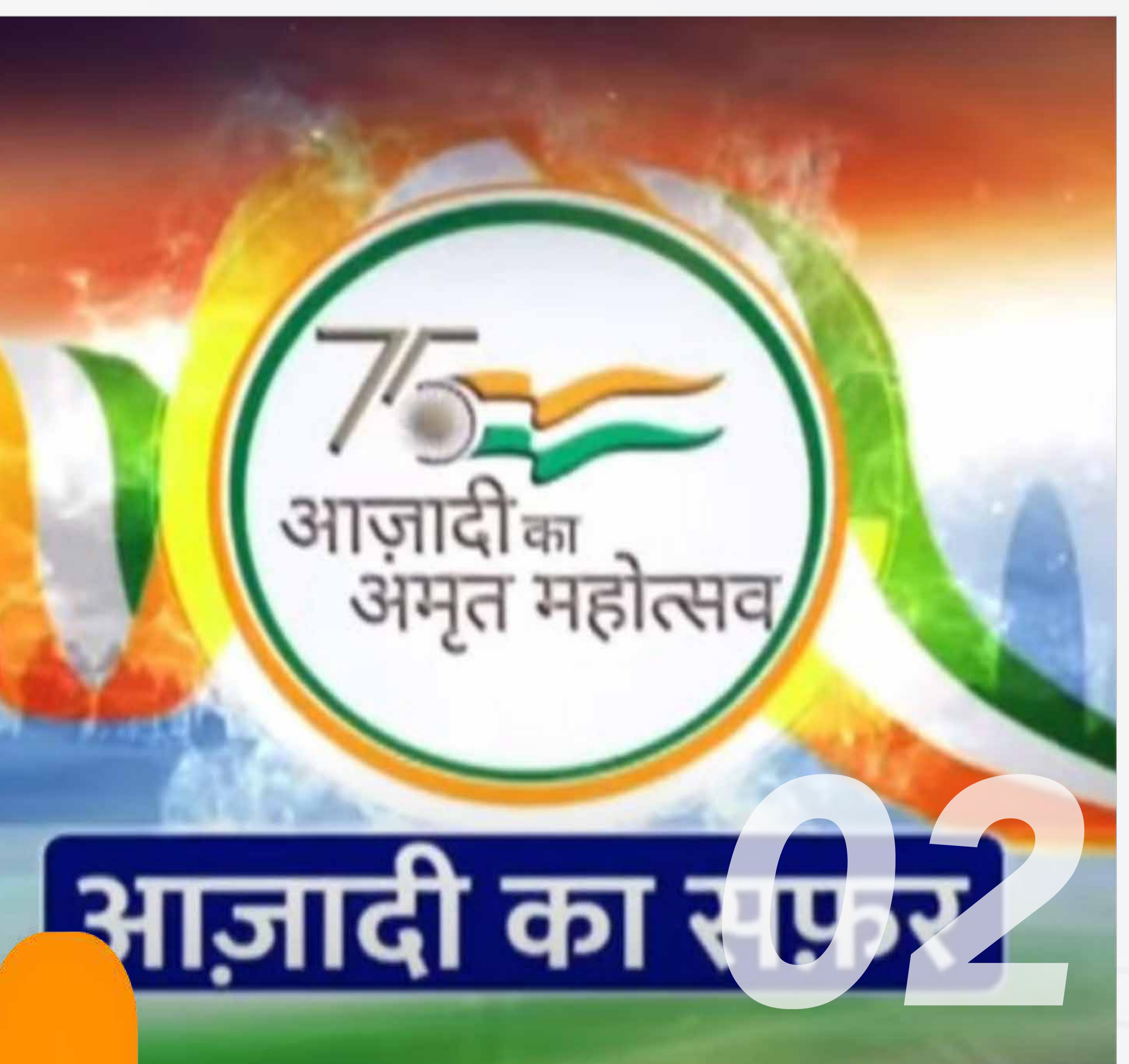




***The Iconic Week under the Azadi Ka Amrit Mahotsav, a grand celebration by the Ministry of Information and Broadcasting showcasing the convergence of the values and glories of the freedom struggle of the past with the aspirations and dreams of a young, new and iconic India.***

***Shri Anurag Singh Thakur  
Hon'ble Minister of  
Information and Broadcasting  
and Youth Affairs & Sports***





## अनुराग ठाकुर आइकॉनिक वीक का उद्घाटन करेंगे

नई दिल्ली | विशेष संवाददाता

सूचना एवं प्रसारण मंत्रालय आज़ादी के अमृत महोत्सव के आइकॉनिक वीक मनाएगा। 23-29 अगस्त तक चलने वाले सप्ताह का उद्घाटन केंद्रीय सूचना एवं प्रसारण मंत्री अनुराग ठाकुर करेंगे।

इसका मकसद जनभागीदारी के साथ जन आंदोलन की भावना के साथ लोगों को अमृत महोत्सव में जोड़ा जाएगा। इसके सप्ताह के आकाशवाणी

विशेष कार्यक्रम आज़ादी का सफर-आकाशवाणी के साथ प्रसारित करेगा। वही, डीडी पर देशभक्ति फिल्मों दिखाई जाएगी। इसके साथ नए भारत का नया सफर और न्यू जर्नी ऑफ इंडिया कार्यक्रम भी प्रसारित होंगे। मंत्रालय क्षेत्रीय कार्यालयों के जरिए स्कूल-कॉलेज तक पहुंचेगा। आकाशवाणी के विशेष कार्यक्रम में स्वतंत्रता आंदोलन के नायकों के भाषण और 75 ऐतिहासिक स्थल प्रदर्शित किए जाएंगे।

03

All India Radio

आज़ादी का सफ़र

आकाशवाणी के संग



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# 01

***A Journey celebrating  
Azadi ka Amrit  
Mahotsav***





On 12th March, 2021, on the anniversary of the historic Dandi March, Honourable Prime Minister Shri Narendra Modi flagged off the celebrations of Azadi Ka Amrit Mahotsav. The ceremony started a 75-week countdown to our 75th anniversary of independence and will end on 15th August, 2023. This **Mahotsav 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 Prime Minister Modi's vision of activating India 2.0, fuelled by the spirit of **Atmanirbhar Bharat**.





# 02

***Ministry of I&B's  
Iconic Week  
celebrating Azadi ka  
Amrit Mahotsav***



'Iconic Week'- the week-long celebration of Azadi Ka Amrit Mahotsav by the Ministry of Information and Broadcasting was celebrated from **23rd August to 29th August 2021**. Iconic Week witnessed **360 degree outreach** through film screenings, TV programmes, cultural activities and webinars as well as innovative means of digital/social media.

'The celebrations saw an enthusiastic participation by the people from across the country under the overall spirit of "**Jan Bhagidari and Jan Andolan**".

The most notable feature of the week was the inauguration of the e-photo exhibition "**Making of the Constitution**" and virtual poster exhibition "**Chitranjali@75**" by Minister of Information and Broadcasting, and Youth Affairs & Sports , Shri Anurag Singh Thakur and Minister



of Tourism, Culture and Development of North Eastern Region of India, Shri G. Kishan Reddy along with Minister of State for Parliamentary Affairs and Culture, Shri Arjun Ram Meghwal, Minister of State for External Affairs and Culture, Smt Meenakshi Lekhi, and Minister of State for Fisheries, Animal Husbandry and Dairying and Information and Broadcasting Dr. L. Murugan.

The logo for the 75th Azadi Ka Amrit Mahotsav. It features a large '75' with the Ashoka Chakra in the center of the '5'. To the right of the '75' is a stylized Indian national flag with three horizontal stripes. Below the graphic, the text 'Azadi Ka Amrit Mahotsav' is written in a bold, sans-serif font.

**75**  
**Azadi Ka**  
**Amrit Mahotsav**

Let us all come together to celebrate the glory of our past, progress of our present and resolve for the future



# Major Events:



Documentary, feature films and special programmes on **Doordarshan**



Daily capsule “**Azadi Ka Safar, Akashvani Ke Saath**” on All India Radio



**Online Film Festival and interactive session** by National Film Development Corporation



**Online film festivals and webinar** by Films Division



More than 90 **Outreach Programmes** and over **1000 cultural performances** across India by Bureau of Outreach and Communication



**Webinars and quiz competitions** by Press Information Bureau



**Book Exhibitions** across India by Directorate of Publications Division



**Participative online activities**





***Inauguration of the e-photo exhibition "Making of the Constitution" and virtual poster exhibition "Chitranjali@75"***











# 03

***A Nationwide  
Festivity***

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***Doordarshan***





## DOCUMENTARIES AND FILMS

**Five documentaries** *Poorna Swaraj, Merger of Princely States, The Beginning: 1857, Netaji,* and *India Wins Freedom* depicting the glorious history of India along with **two patriotic feature films** *Raazi* and *Force 2* aired on DD National during Iconic Week.

## SPECIAL PROGRAMMES

**"Naye Bharat Ka Naya Safar"** and **"Journey of New India"** on various themes such as Diplomacy, Digital India, etc. Daily special news capsules **'Azadi Ka Safar'** and **'Saga of Freedom Struggle'** highlighted stories of unsung freedom fighters and significant events associated with the day during the independence struggle. **Other programmes include 'India Ideas'** showcasing the achievements of women led startups, **'In Conversation'** with Prof. Rajib Shaw, 'Pravasi Bharatiya Samman' awardee, on achievements of Indian diaspora abroad, **'In Focus'** on the completion of seven years of PM Jan Dhan Yojana and special episodes of **'Tejasvini'** and **'Ek Bharat Shreshtha Bharat'**.



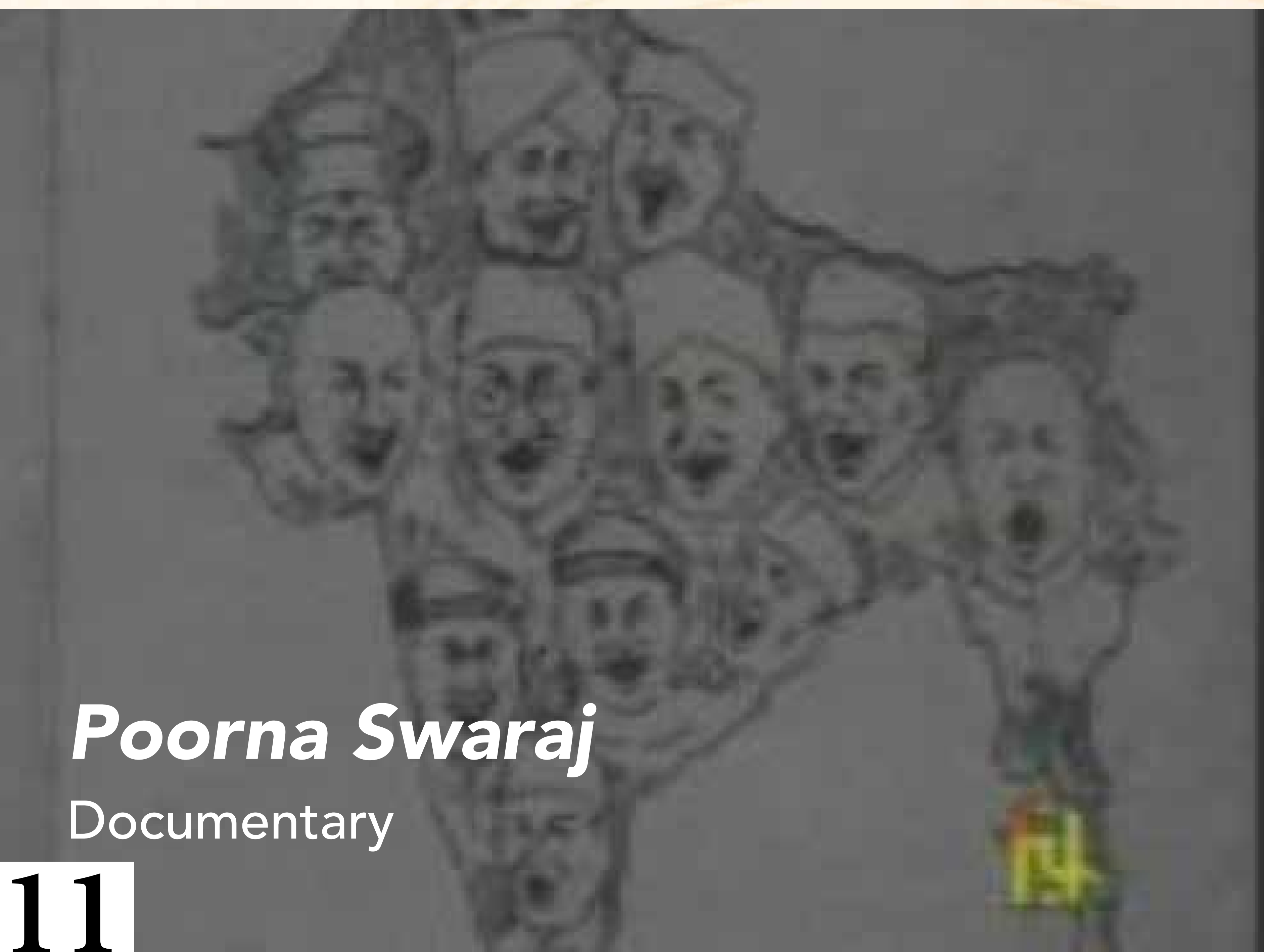


# भारत आज का स्व

## *Merger Of Princely States* Documentary



## *Poorna Swaraj* Documentary







**The Beginning**  
Film



**Force 2**  
Film



A DAUGHTER. A WIFE. A SPY.

DHARMA PRODUCTIONS

ju

JUNGLEE PICTURES AND DHARMA PRODUCTIONS PRESENT  
A DHARMA PRODUCTIONS FILM  
**RAAZI**

AN INCREDIBLE TRUE STORY

DIRECTED BY MEGHNA GULZAR

PRODUCED BY VINEET JAIN, KARAN JOHAR, HIROO YASH JOHAR AND APOORVA MEHTA CO-PRODUCER PRITI SHAHANI

EXECUTIVE PRODUCER SUMIT CHAWLA ASSOCIATE PRODUCER SOMEN MISHRA BASED ON THE BOOK 'CALLING SEHMAT' BY HARINDER S SIKKA SCREENPLAY BHAVANI TYER AND MEGHNA GULZAR





**03**

***A Nationwide  
Festivity***

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***All India Radio***



All India Radio launched a daily capsule "**Azadi Ka Safar, Akashvani Ke Saath**" highlighting the stories of freedom struggle. The programme is aired daily on AIR Network and also reaches to schools and colleges across India through collaboration with States/UT's.

## **SPECIAL PROGRAMMES AND LAUNCH OF NEW WEEKLY SERIES :**

- **Dharohar:** Speeches by freedom fighters
- **Aparajita:** Women and their instrumental contribution during the freedom struggle
- **Nishaan:** Landmarksites associated with Freedom Movement and the Growth of New India
- **The Unsung Heroes:** Stories of courage, valour and determination of unsung heroes
- **Azadi Ke Tarane:** Patriotic films and songs which lifted the spirit of freedom movement



- **Prasang and Imprint:** Book review programme in Hindi and English of the books based on - freedom fighters, art, culture, and heritage of India by award-winning authors
- **Sanskriti Darshan:** Special Programme based on the history of Jallianwala Bagh



**Aparajita**  
 Episode - 1

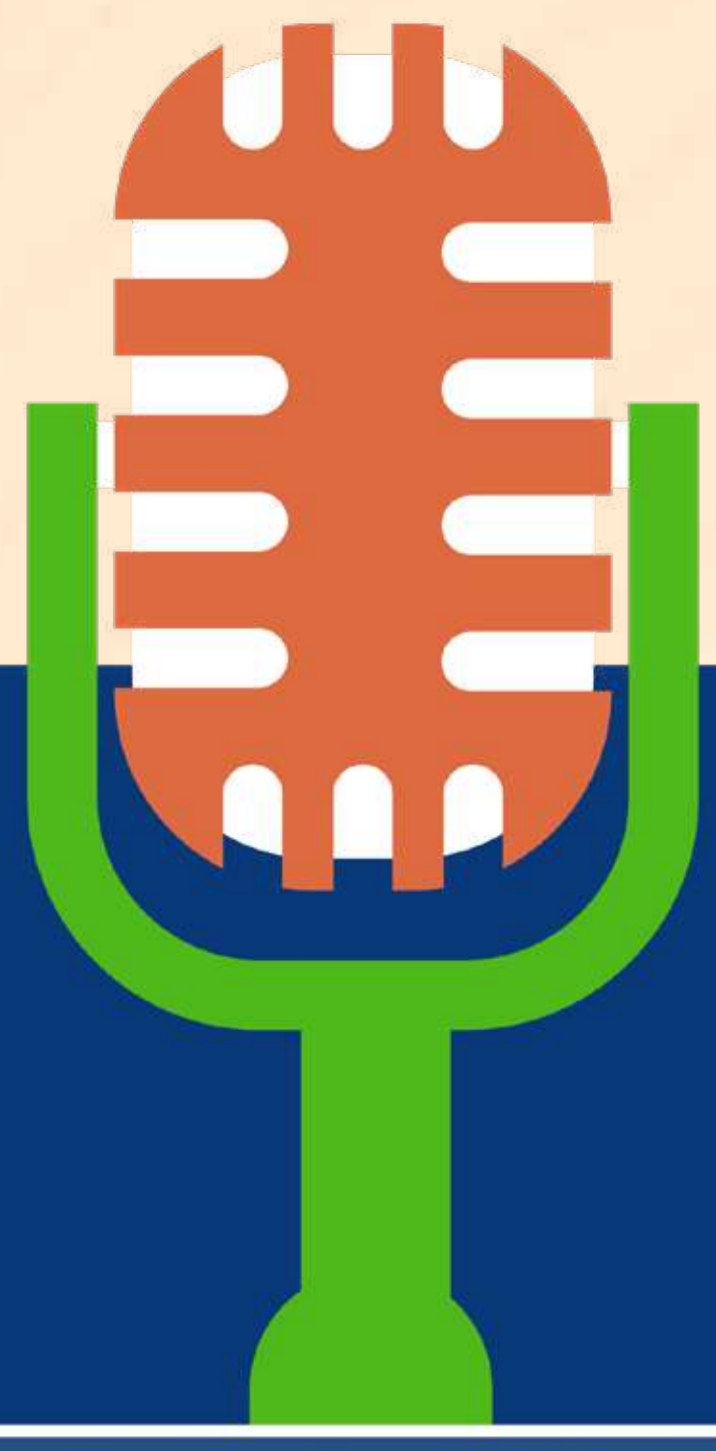
The Saga of Courage & Valour  
**Queen of Jhansi**  
**Rani Laxmibai**

Parikrama, 4.45pm, 100.1 FM GOLD, 24.8 21

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 अमृत महोत्सव

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## ***An excerpt from Azadi ka Safar***

**Azadi Ka Safar, Akashvani Ke Saath**

**(25th August, 2021)**

On this day in 1943, Subhash Chandra Bose became the supreme commander of the Indian National Army (INA) or Azad Hind Fauj. The INA was formed in September 1942 by Rash Behari Bose in Southeast Asia during World War II with the purpose of armed fight for India's independence, but soon it was disbanded. It was revived under the leadership of Subhash Chandra Bose after his arrival in Southeast Asia in 1943. It was in early 1943, that Bose recognised that Southeast Asia, with its large overseas Indian population, was the fertile ground for establishing an anti-colonial force to fight the British.

In January 1943, the Japanese invited Bose to lead the Indian nationalist movement in East Asia.

Subhash Chandra Bose was one of India's most prominent nationalist leaders who advocated armed struggle as the only way to free India.

Netaji named the brigades of INA after Gandhi, Nehru, Maulana Azad, and himself. There was also an all-women regiment named after Rani of Jhanshi, Lakshmibai. Under his leadership, the INA drew ex-prisoners and thousands of civilian volunteers from the Indian expatriate population in Southeast Asia. The armed resistance of INA and their sacrifices are etched in people's memory forever.



# Dharohar Episode-1

# Mahatma Gandhi's

First and the Only address on All India Radio

November 12, 1947

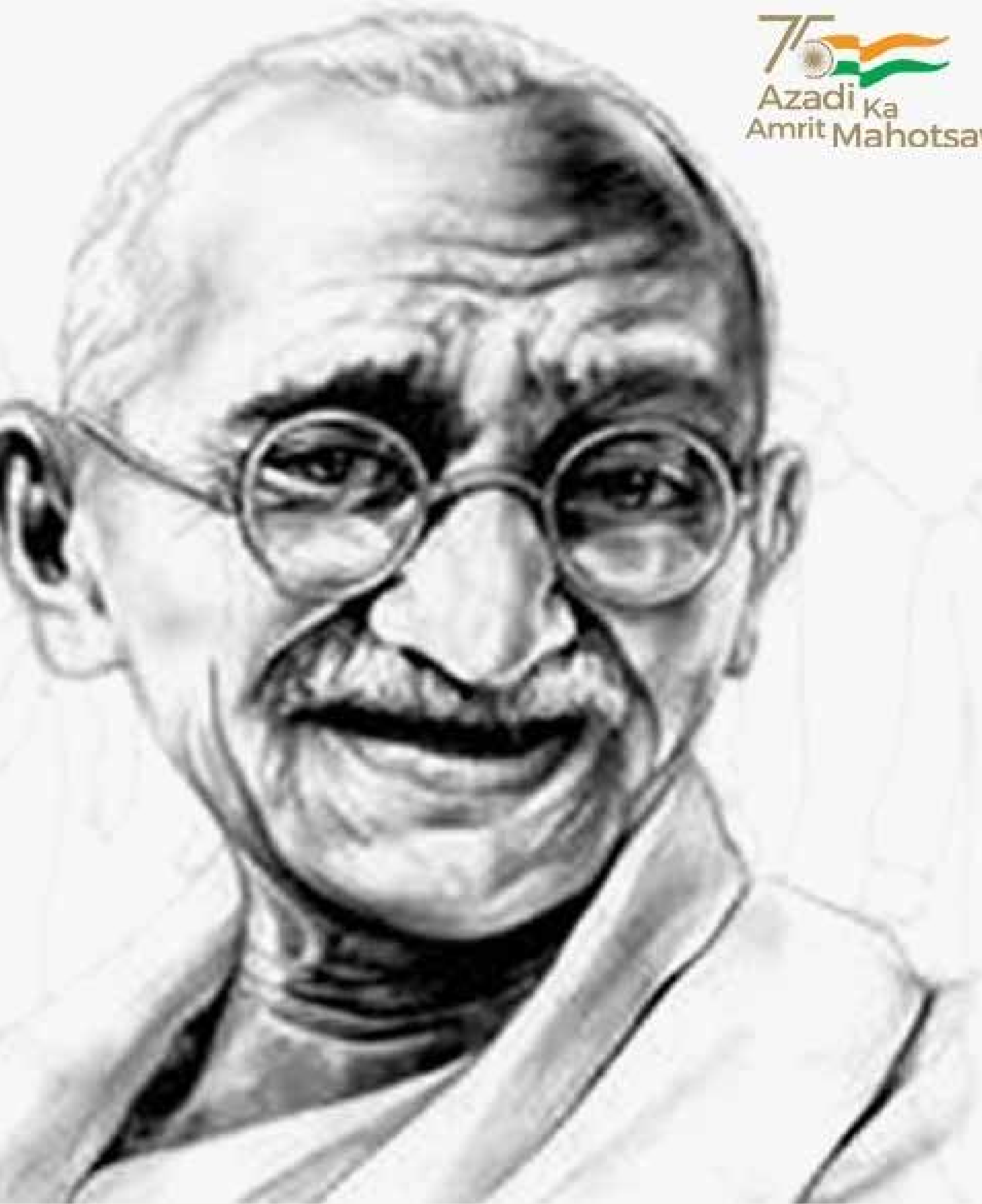
*Dharohar (speeches by freedom fighters) and Nishaan (landmark sites associated with freedom movement and the growth of New India) episode posters*



**Nish**  
Episode

The Story of  
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Azadi Ka  
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# 03

***A Nationwide  
Festivity***

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***National Film  
Archive of India  
(NFAI)***





NFAI mesmerized patrons through a Live Virtual Film Poster Exhibition "**Chitranjali@75**" presenting different moods of patriotism through 75 film posters and photographs from different films in various languages.

### **Three segments of the exhibition :**

**'Freedom Struggle'** through the lens of Cinema' portraying tales of the heroic feats of our freedom fighters, in various languages.

**'Cinema of Social Reform'** highlighting the intersection of Indian cinema and the Indian Nationalist Movement in the early decades of the twentieth century.

**'Saluting the Brave Soldiers'** paying tribute to the valour of the armed forces, which has been a recurring theme in our cinema.









## **SOME NOTABLE FILMS :**

Gandhi(English,1982),  
Chinnamul(Bengali,  
1950),HeyRam(Tamil,  
2000),KeerthiChakra  
(Malayalam,2006),  
Lagaan(Hindi,2001),  
Kanneshwara Rama  
(Kannada,1977),Alluri  
Sitaramaraju(Telugu,  
1974),Kuhkhal(Assamese,  
1998),Lokmanya:Ek  
Yugpurush(Marathi,  
2015)



***Scan here for  
Virtual Film  
Poster Exhibition***





# 03

***A Nationwide  
Festivity***

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***National Film  
Development  
Corporation  
(NFDC)***





NFDC organised a film festival on its OTT platform **www.cinemasofindia.com**, screening a specially curated bouquet of films such as "Island City", "Crossing Bridges" etc. Other key highlights included **Online Interactive Session** for film students and enthusiasts on 'Technology on the Edit Table' and 'Camera Complementing Content' by renowned film personalities.

**NFDC** cinemas of india

**75** Azadi Ka Amrit Mahotsav

सत्यमेव जयते  
Ministry of Information and Broadcasting  
Government of India

**ICONIC WEEK CELEBRATIONS 2021**

23<sup>rd</sup> to 29<sup>th</sup> August 2021

[www.cinemasofindia.com](http://www.cinemasofindia.com)

STREAMING ONE FILM FOR FREE EACH DAY ON THE OCCASION OF ICONIC WEEK

#AZADIKAAMRITMAHOTSAV

watch now

**Gandhi**

**Hulk**

**Crossing Bridges**

**MANE**

**ISLAND CITY**

**MISS BLATTY'S CHILDREN**

**The Kashmir Files**





# 03

***A Nationwide  
Festivity***

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***Films Division***





Films Division organised online film festivals '**A Voyage of Progress**' showcasing documentary films on important projects, industries and institutions from 23rd to 25th August, 2021 and '**Ratnas of India**' showcasing documentary films on biopics of Bharat Ratna awardees in the field of Science and Art & Culture from 26th to 28th August, 2021.

Webinar on '**Technological advancements in film making over the years**' was also organised on 29th August 2021 which attracted participation of media students from different institutions across the country.



# Salute to the nation

23-29 August 2021

Online Film Festival : A Voyage of Progress (23 - 25 Aug. 2021)  
Ratnas of India (26 - 28 Aug. 2021)

Webinar : Technological advancements in film making - 29 Aug. 2021

Ministry of Information & Broadcasting, Government of India



A festival of films on Freedom Struggle and Freedom



To watch, log on to... [www.filmsdivision.org](http://www.filmsdivision.org) (Documentary)





# 75 Azadi Ka Amrit Mahotsav

To watch, log on to...

[www.filmdivision.org](http://www.filmdivision.org)  
(Documentary of the Week)

or

<https://www.youtube.com/user/FilmsDivision>

of India



# *Azadi Ka Amrit Mahotsav*

15 - 17 August 2021

Freedom Fighters...







# 03

***A Nationwide  
Festivity***

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***Directorate of  
Film Festivals  
(DFF)***



DFF in association with the Ministry of External Affairs (MEA) facilitated **screening of acclaimed films at Indian embassies abroad**. Films from different regions and languages were screened showing the transformation of India's socio-cultural, political, and economic identity. **Andhadhun** (Hindi), **Hellaro** (Gujarati), **Jallikattu** (Malayalam), **Ship of Theseus** (English), **Mayurakshi** (Bengali) and other films were screened depicting the diversity of languages and culture of India.







# 03

***A Nationwide  
Festivity***

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***Bureau of Outreach  
and Communication  
(BOC)***



BOC launched a virtual photo exhibition on '**Making of the Constitution**' in Hindi, English and 11 regional languages. The e-photo exhibition traces the entire journey, right from the formation of the Constituent Assembly to the adoption of the Constitution and finally celebrating the first Republic Day of India through nearly 30 rare pictures.

More than **90 Outreach Programmes** were organised across India to reach out to the masses and generate awareness on various themes of Azadi ka Amrit Mahotsav. The outreach activities also involved cultural programmes such as folk performances, and competitions like **poster making, drawing, essay writing, rangoli making**, thus reaching out directly to over **5 lakh people** across the nation.

The spirit of **Jan Bhagidari and Jan Andolan** was invoked through over **1,000 cultural programmes** across the



country. The Programmes included activities such as Nukkad natak, magic shows, folk recitals by the Song and Drama Division of BOC .

These programmes witnessed the presence of important dignitaries such as Dr. L. Murugan, Hon'ble MoS (I&B) in Mysuru, Shri R.K. Singh, Hon'ble Minister of Power and New and Renewable Energy in Patna, and Shri Gajendra Singh Shekhawat, Hon'ble Minister of Jal Shakti in Jaipur.



***Scan here for e-photo exhibition on 'Making of the Constitution'***







अनुराग सिंह ठाकुर





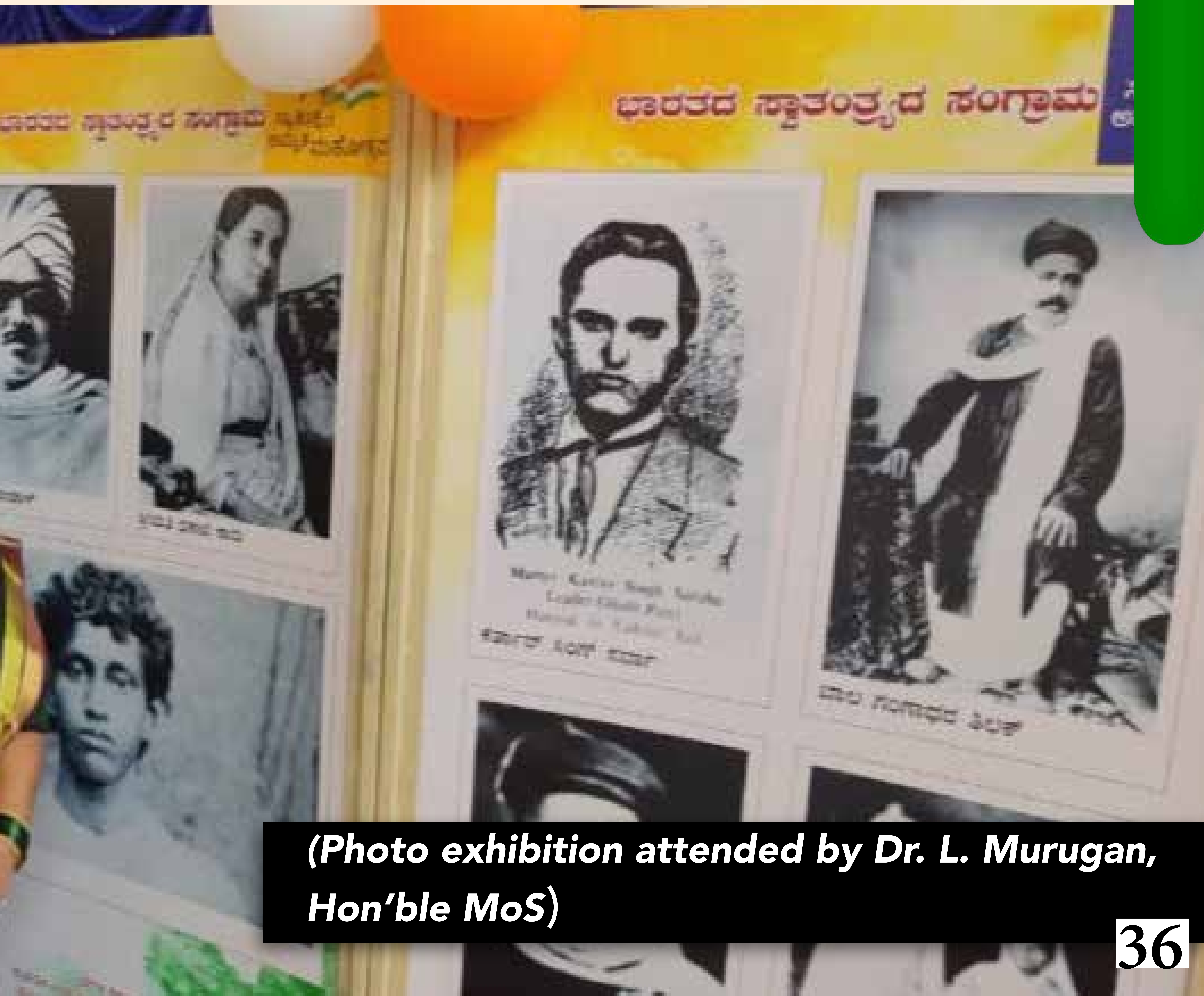
**(Hon'ble Union Cabinet Minister Shri RK Singh inaugurated the 3- day Special Program & Photo Exhibition on #AzadiKaAmritMahotsav organised by ROB Patna)**







**(Fit India Freedom Run 2.0 event organised in Guwahati)**



**(Photo exhibition attended by Dr. L. Murugan, Hon'ble MoS)**





**(Song & Drama troupes performing at Asansol Bus Stand in Bardhaman, West Bengal)**



**(Song & Drama programme held at Koolapandi Village, Madurai, Tamil Nadu )**





**(Cultural Programme at Rajwada Chowk, Jhabua, Madhya Pradesh)**



**(Multimedia exhibition & awareness rally on Azadi Ka #AmritMahotsav inaugurated on 25th August, 2021 at Kurud, Dhamtari dist. , Chhattisgarh)**





**(Students participating in drawing competition at Srinagar, J&K during Iconic Week Celebrations)**





**(Azadi Ka Amrit Mahotsav at Italava village, District: Navsari, Gujarat)**





# 03

***A Nationwide  
Festivity***

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***Directorate of  
Publications Division  
(DPD)***



**Book Exhibitions** on freedom struggle held across India, receiving footfall of thousands of people. Employment News carried a special article on **Unsung Heroes of Freedom Movement** (Trilochan Pokhrel, pioneer of the Swadeshi Movement in Sikkim).

A special week-long social media series was launched on **Tribal Freedom Fighters of India** like **Rani Gaidinliu, Nana Jagtap, Jatra Bhagat**. A book review podcast series, **Jashn-e-Azadi** was also started.

**Drawing Competition** for children (*Draw Your Favourite Freedom Hero*) in collaboration with MyGov received over 4,000 entries and **book cover designing competition** for DPD's upcoming book **Remembering INA Heroes** has received over 9,000 entries.





**Uo da**  
**आजादी का**  
**अमृत महोत्सव**  
 Commemorating 75 Years of Independence

Discover a unique collection of books on

**History of Freedom Movement**

- Builders of Modern India
- Unsung Heroes

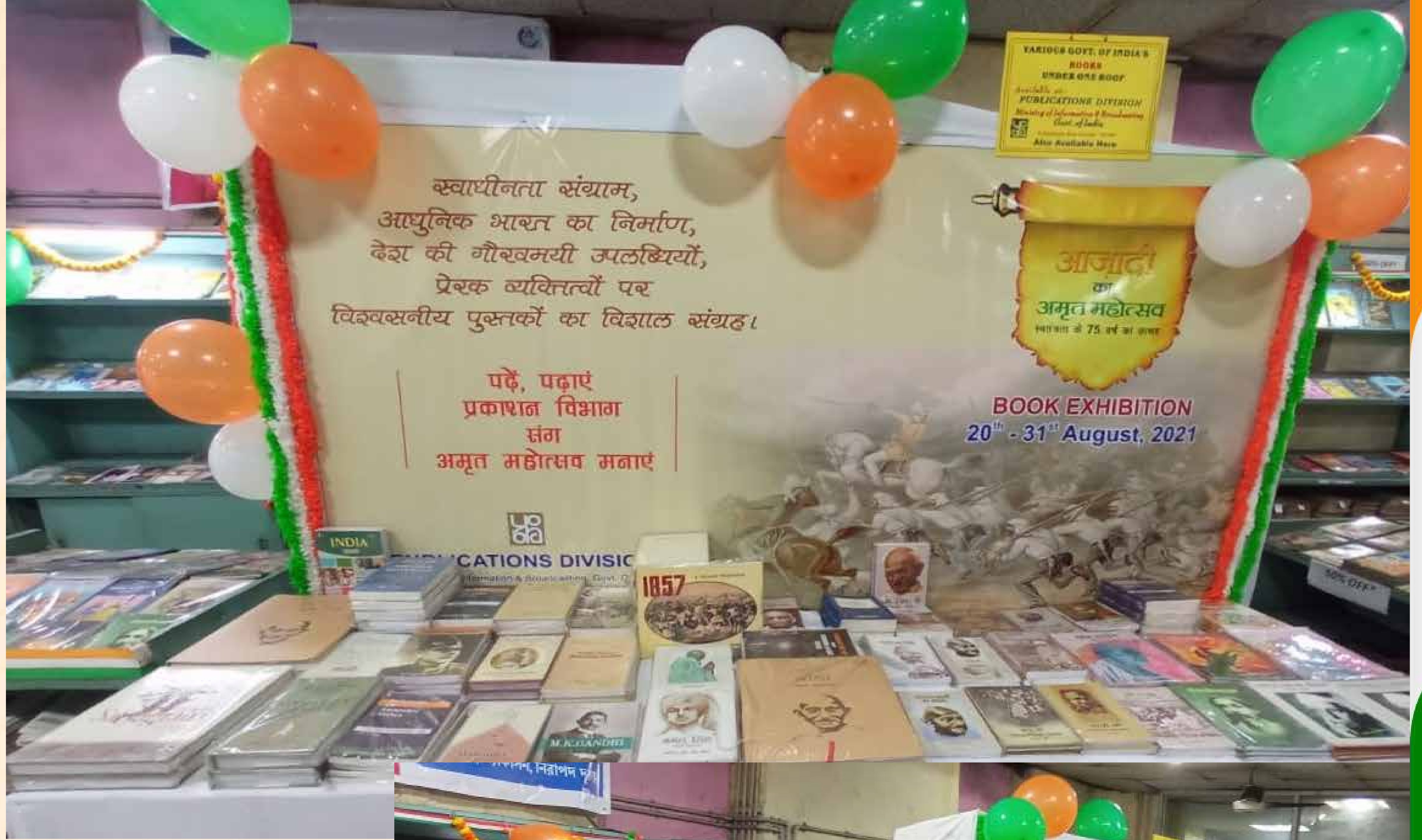
**Book Gallery**  
 Sales Emporium, Publications Division,  
 C-701, Kendriya Sadan, Near Kapas Bhavan,  
 Sector-10, CBD Belapur, 400614

**(Special Book Exhibition on Azadi Ka Amrit Mahotsav from 24th to 27th August, 2021 at Navi Mumbai)**

**(Book exhibition in Ahmedabad on Azadi Ka Amrit Mahotsav from 23-31 August, 2021)**







**(Book exhibition on Mahatma Gandhi and the freedom fighters held at Kolkata)**



आजादी का अमृत महोत्सव

# TRIBAL FREEDOM FIGHTERS OF INDIA



## Narayan Singh

One of the earliest known tribal leaders, Singh is considered the first known hero of the War of Independence in Chhattisgarh. He was arrested in 1856 by the British authorities for looting a trader's grain stocks and distributing it amongst the poor during famine. He escaped from prison in 1857 and formed an army of 500 gunmen and fought with tremendous courage against the British.



# Employment

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NEW DELHI

## CAREER IN LIBRARY &

Vijay Prakash Srivastava

Knowledge is power. Libraries can be called repositories of knowledge. The shape of economies keep changing and economies are characterised in many ways. Today's economy is called knowledge economy. According to the World Bank, a knowledge economy is the economy that creates, disseminates and uses knowledge to enhance its growth and development. International Centre for Technical and Vocational Education and Training defines knowledge economy to be the one that is driven by knowledge and ideas rather than by material resources. The human mind is a creator as well as repository of knowledge. In many cases this knowledge is made available to others in forms of speeches, writings, etc. Ancient knowledge and wisdom can be found in writings of Maharshi Vyas, Khalil Gibran and many more like them. These writings are available in the form of books and manuscripts, etc. In contemporary world where technology is ruling the roost, knowledge is also shared through videos, blogs and podcasts. Institutions also create their own repository of knowledge meant for use by their people. Library is a



place where you find collection of books, magazines and various other sources of knowledge. As students, we might be making use of these libraries on a regular basis. The fee students pay to their institute, also includes a library fee. Particularly in higher studies and research, libraries become a highly significant support, as only limited number of books can be bought by an individual. At libraries, one may find large number of

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## BIRSA MUNDA



A peerless protagonist of tribal rights, he made the Munda people unite for their political emancipation and infused in them the spirit of nationalism.

#AmritMahotsav

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### JOB HIGHLIGHTS

#### UBI

Union Bank of India invites online applications for recruitment of **120** posts in Specialized Segment  
Last Date : 3.9.2021  
Page : 23

#### NTPC

NTPC Limited invites applications for Medical and Finance Professionals  
Last Date : 2.9.2021  
Page : 47

#### IRCON

IRCON International Limited invites applications for Engagement of Apprentices as per Apprenticeship Act 1961  
Last Date : 13.9.2021  
Page : 20

#### IAF

Indian Air Force invites applications for Direct Recruitment of Group 'C' Civilian Posts  
Last Date : 30 days from date of publication  
Page : 24-26

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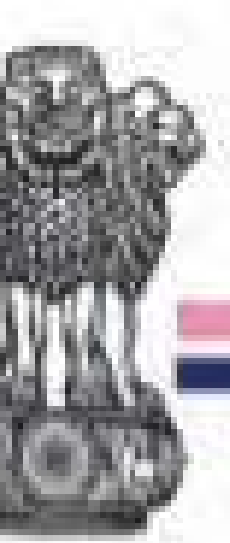
## TRILOCHAN POKHREL UNSUNG HERO WHO PAID

Dr. Rajan Upadhyay & Prof. Binod Bhattarai

Salvaging India from the tyrannous clutches of the British Empire required a protracted struggle - a struggle that witnessed the birth of many heroes. While some heroes rose to fame and remained etched in our memories, some, who fought equally hard, did not get their share of limelight. But as citizens of India we ought to know about the unsung heroes whose contribution to India's freedom struggle somehow got lost in the pages of history. It is worth mentioning here that a lot of personalities from North East India too came out to fight the British rule and gave their lives to break the shackles of oppression. Trilochan Pokhrel is one such unsung hero of India's freedom struggle who deserves our salute.

Trilochan Pokhrel was born to Bhadr Lal Pokhrel and Januka Pokhrel and brought up at Tareythang Busty in Pakyong subdivision of East Sikkim in the last decade of 19th Century. During his youth, he was greatly influenced by the movements started by Mahatma Gandhi which were based on the fundamental principles of truth and non-violence. While there is not much documented information about his involvement in the earlier movements of





# ment News



**WEEKLY**

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## INFORMATION SCIENCE



stacks of books arranged in a particular manner and an online or offline cataloguing system which helps find availability of particular books and their place in the library. However, Library Science is not restricted to just these. In fact, it is a full-fledged discipline of study at graduate and postgraduate level. As a student of this subject, you will go through a number of theoretical and practical topics, such as role of information and libraries in society, characteristics, nature, use and value of information, conceptual difference between data, knowledge and information, approaches to library classification, types of libraries (academic, public, special libraries etc), various formats of libraries (e.g. physical, virtual and digital), organization of library resources, cataloguing of library books and magazines etc., reference and information resources and their types/categories, application of information technology in libraries-hardware and software for libraries, concepts and application of library automation, web based communication system in libraries, library legislation, bibliographic standards, preservation of library material, emerging

books on a particular subject. We use libraries to add to our knowledge and collect references. We may wonder what would it be like to work in a library. A career in Library and Information Science provides opportunities to work in and manage the repository of books and other knowledge resources.

**What is covered in Library and Information Science?**

When you visit a library, you simply see

**Continued on page 45**

## CHAN POKHREL PIONEERED SWADESHI MOVEMENT IN SIKKIM

hatma Gandhi, such as the Non Co-operation Movement and the Civil

### UNSUNG HEROES

obedience Movement, his contemporaries  
ck in his native village recall his active



Late Trilochan Pokhrel

Trilochan Pokhrel a.k.a. Gandhi Pokhrel

olvement in the Quit India Movement of  
42. Pokhrel is said to have stayed with  
ndhiji at the Sabarmati Ashram in Gujarat  
d the Sarvodaya Ashram in Bihar. During  
stay there, Pokhrel spent his time spinning  
Charkha and rendering his services for

the ashrams and assisting the Mahatma in his daily affairs. He was so influenced by Gandhiji's teaching and his lifestyle that he would visit his native village donning clothing similar to what Mahatma Gandhi wore. This combined with his undaunted courage and spirited patriotism won him the epithet of 'Gandhi Pokhrel.' Also, Pokhrel used to greet elders in the village with 'Vande Mataram'. This prompted some people in his village to refer to him as 'Vande Pokhrel'.

In 1861, the erstwhile Kingdom of Sikkim and the British Empire signed the Treaty of Tumlong, which effectively made the present-day Northeastern state a protectorate of the British Indian government with the objective of using the Kingdom as a trade route. Three decades later, the British established a formal protectorate over Sikkim fully assuming the responsibility of the Kingdom's defence and external affairs. It was in this context of growing British influence on Sikkimese affairs that Trilochan Pokhrel took upon his shoulders the responsibility of educating and organizing the people of Sikkim to take up a peaceful struggle against the British Empire.

Dadhiram Dhamala of Amba Gram Panchayat, recalls "Bande Pokhrel never

**Continued on page 46**



## DESIGN A BOOK COVER

*for an upcoming book*

### Remembering INA Heroes

by



PUBLICATIONS DIVISION



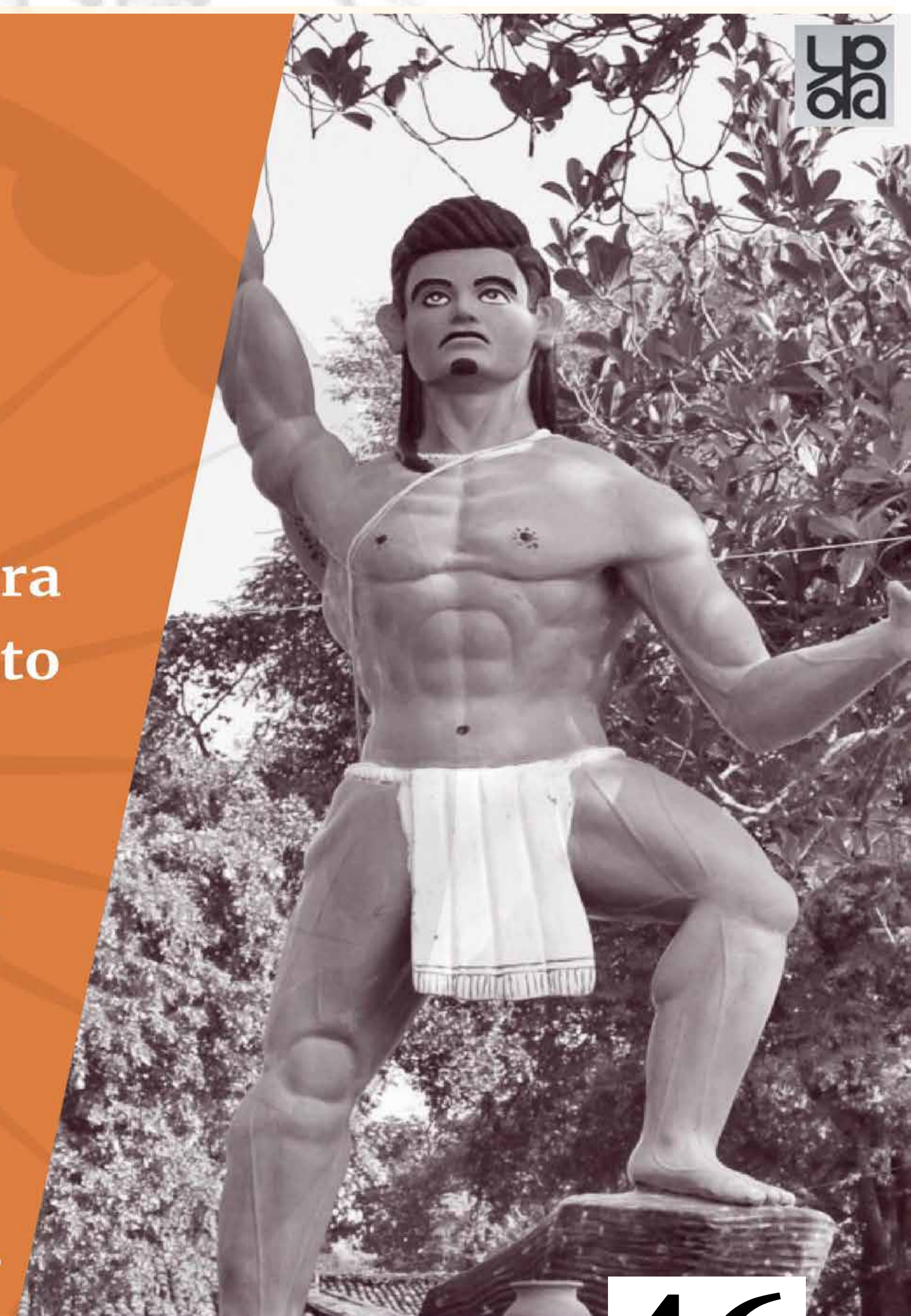
Submit your entries at MyGov

Last Date of Submission: 15th September, 2021



## JATRA BHAGAT

The founder of Bhagat Movement in Chota Nagpur (Jharkhand), Jatra guided his fellow mates to disobey regulations imposed by the British rulers. His followers are called 'Tana Bhagats'. Around 1921, they also took part in the Non-Cooperation Movement.



#AmritMa46av





**03**

***A Nationwide  
Festivity***

---

***Press Information  
Bureau***



- **PIB and its regional offices organised 37 webinars** for awareness on various aspects of the freedom struggle. Major themes include contribution of unsung freedom fighters, rebuilding the spirit of patriotism, regional freedom fighters etc. with over 4,000 participants across different cities in India
- **More than 30 articles published** on the topics like Women Freedom Fighters, Importance of Azadi ka Amrit Mahotsav, Human Development after Independence, etc.
- **More than 15 quiz competitions** were organised by PIB regional units on the various theme of Azadi ka Amrit Mahotsav
- **Over 360 press releases** by PIB headquarters and regional units





# 04

## *Jan Bhagidari through Social Media*



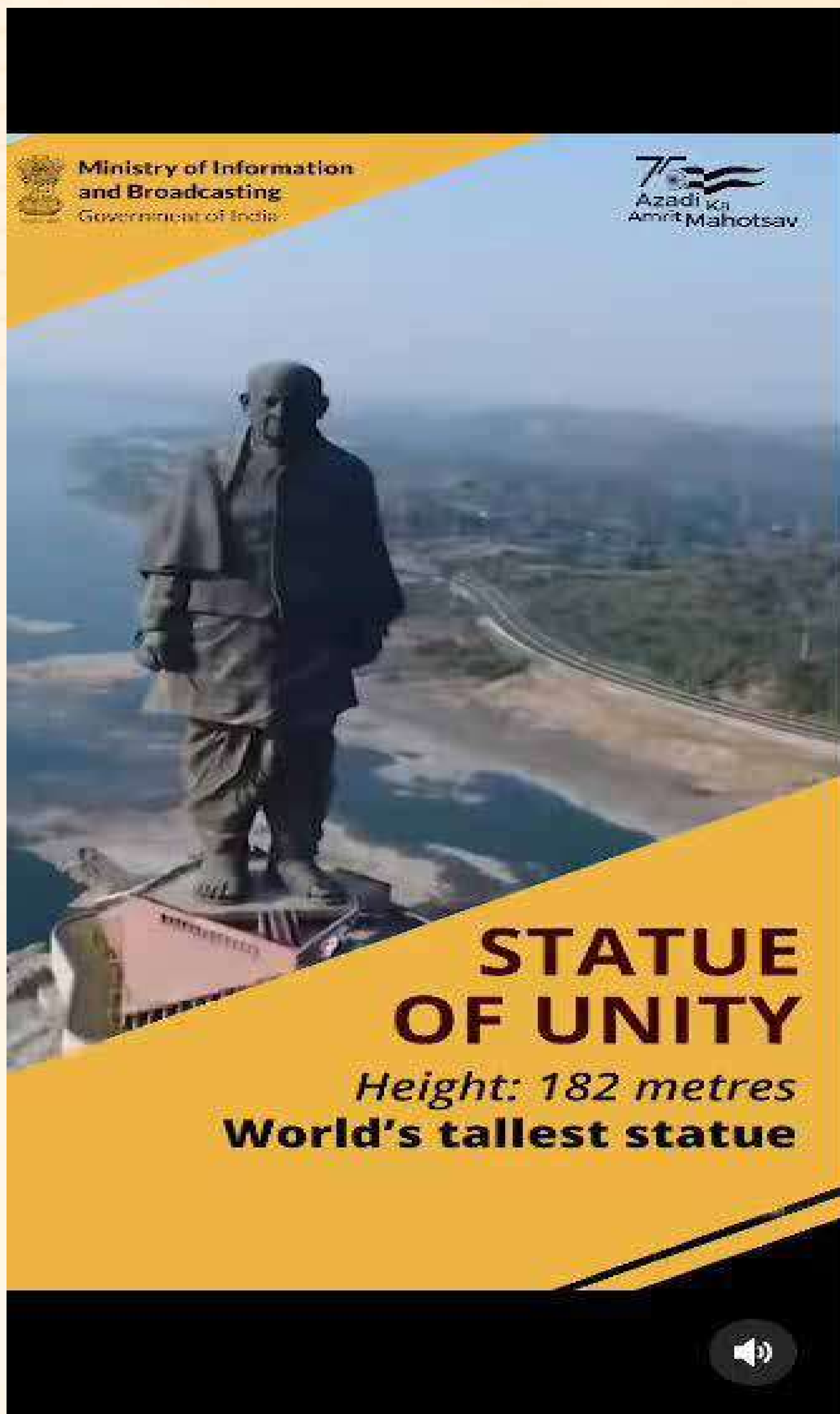
## **SPECIAL BOUQUET OF SOCIAL MEDIA ACTIVITIES INCLUDE:**

- **Awareness videos on 8 iconic blue flag beaches of India**
- **Photo Feature contest on social media handles of I&B**
- **A series of posts on Constitution, languages, sweets, festivals etc. highlighting the theme 'Unity in Diversity'**

## **IMPACT:**

- **More than 3,000 Tweets and 4,000 Retweets by media units for Iconic Week**
- **#IconicWeek garnered 4.73 Million reach**
- **#AmritMahotsav garnered 17.2 Million reach**
- **#AzadiKaAmritMahotsav garnered**





**mib\_india** • Following  
Amit Trivedi, Neuman Pinto, Nikhil D'souza, ...  
Amitabh Bhattacharya • Aazaadiyan (Pairon Ki Bediyan)

**mib\_india** Continuing the festivities of 'Azadi Ka #AmritMahotsav', let's marvel at the engineering feats that prove that the leap of New India is not somewhere far, but is happening now!

Have a look at some of the truly iconic sites during this #IconicWeek.

Share and spread the pride.IN

@official.anuragthakur  
@ministryofculturegoi  
@amritmahotsav  
@pibindia  
@airnewsalerts  
@ddnews\_official

1w



Liked by bhadradork and 894 others

AUGUST 27

Add a comment... Post



**mib\_india** • Following  
Amit Trivedi, Shruti Pathak, Divya Kumar • Shubhaarambh

**mib\_india** No celebration in India is complete without the traditional 'mithas'. So this Iconic Week, let's delve into the celebrations of Azadi Ka #AmritMahotsav by rejoicing some mouth-watering sweet delicacies of India.

Let us know in the comments below which is your favourite Indian sweet from your region?

@official.anuragthakur  
@amritmahotsav  
@pibindia  
@ddnews\_official  
@airnewsalerts  
@ministryofculturegoi

1w



Liked by bhadradork and 1,525 others

AUGUST 26

Add a comment... Post





mib\_india • Following  
A.R. Rahman • Yeh Jo Des Hai Tera

mib\_india Taking forward the spirit of Azadi Ka #AmritMahotsav, let's turn our attention to the rich, dynamic languages of India as a part of this Iconic Week.

@official.anuragthakur  
@pibindia  
@ddnews\_official  
@airnewsalerts  
@ministryofculturegoi

1w

singh\_rakhi07 INININ ININ jaihind

1w 1 like Reply

alhamamuni

Liked by bhadradork and 667 others

AUGUST 25

Add a comment Post

Anurag Thakur Retweeted

MIB India #AmritMahotsav @MIB\_India - 18h

Carrying forward the enthusiasm for #IconicWeek of #AzadiKaAmritMahotsav, catch a glimpse of the activities lined up for August 27, 2021 by various media units of @MIB\_India.

Be a part of #AmritMahotsav & join us in celebrating 75 years of India's Independence.

**CELEBRATING ICONIC WEEK**  
27 AUGUST 2021

**Radio**

- Azadi Ka Sahar (2021) - 10:00 AM - 12:00 PM
- Sage of Freedom through (2021) - 12:00 PM - 02:00 PM
- 'Naga Bhairav Ka Sahar' - Digital and International (2021) - 02:00 PM - 04:00 PM

**Doordarshan**

- Azadi Ka Sahar (2021) - 10:00 AM - 12:00 PM
- Sage of Freedom through (2021) - 12:00 PM - 02:00 PM
- 'Naga Bhairav Ka Sahar' - Digital and International (2021) - 02:00 PM - 04:00 PM

**Bureau of Outreach Communication**

- Outreach Programmes in Ahmedabad, Bangalore, Bhubaneswar, Chandigarh, Guwahati, Hyderabad, Kolkata, Pune, Raipur, Ranchi, Shillong and Jaipur
- 200 Programmes by Song and Dance Group across the country
- Launch of E-Photo Exhibition on making of India's Constitution to Hon'ble Minister of Information & Broadcasting and Hon'ble Minister of Culture

**CELEBRATING ICONIC WEEK**  
ACTIVITIES ON 27 AUGUST 2021

**NATIONAL FILM DEVELOPMENT CORPORATION**

- Film Screening - Dr. Rajendra Prasad

**DOORDARSHAN**

- Documentary TV

**NATIONAL FILM ARCHIVES OF INDIA**

- Inauguration of Hon'ble Minister
- Hon'ble Minister

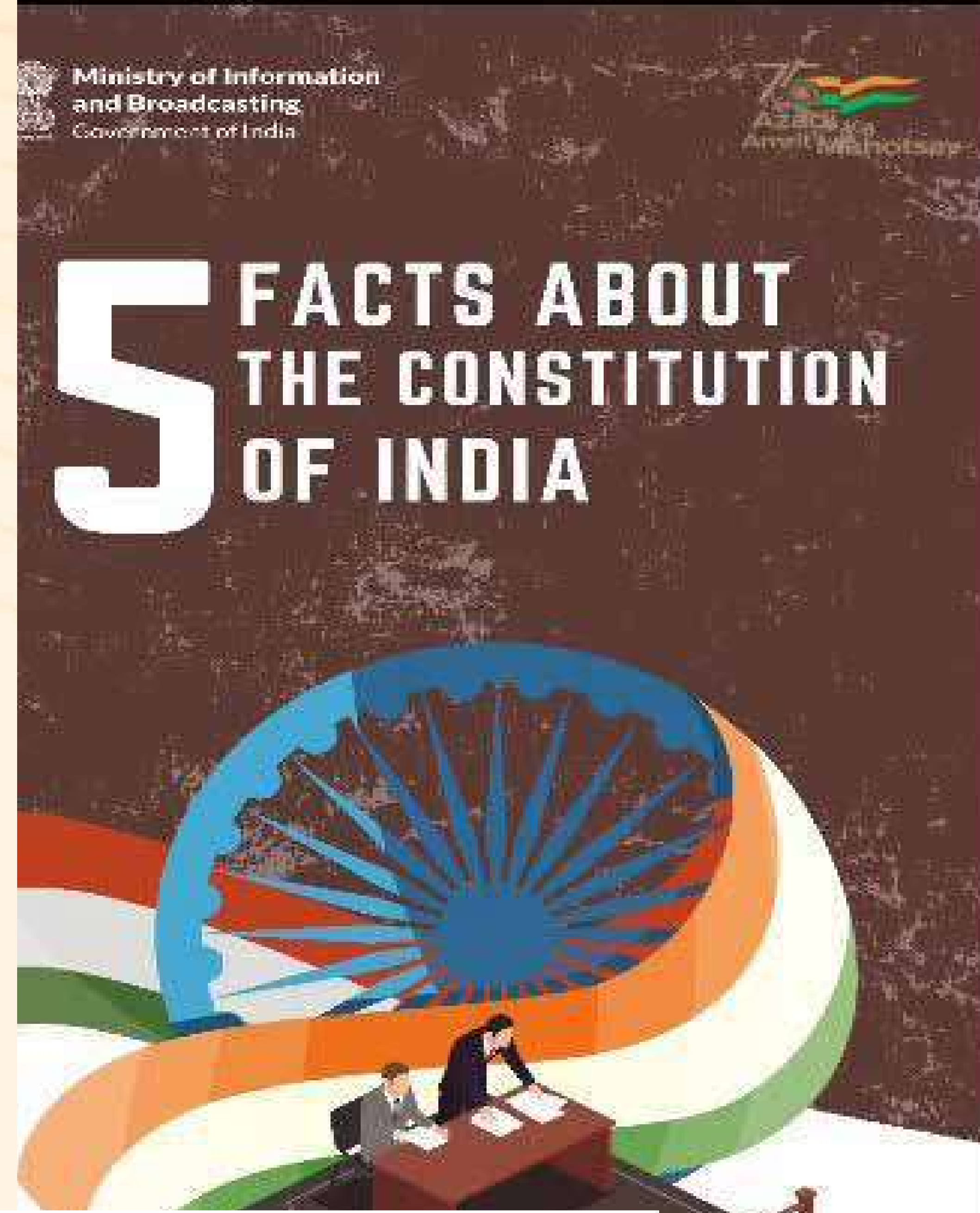
**FILM DIVISION**

- Online Film Fest (20th - 28th Aug) and youtube.com

#AzadiKaAmritMahotsav

Ministry of Culture and 9 others





mib\_india • Following Original Audio

mib\_india • Check out the 5 things that make Constitution of India unique from the rest... #AmritMahotsav

@official.anuragthakur  
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 @ddnews\_official  
 @ministryofculturegoi  
 @airnewsalerts  
 @dpd\_india  
 @anurag\_office  
 @amritmahotsav

1w

unconscious\_buddha 🇮🇳

1w Reply

MIB India #AmritMahotsav @MIB\_India

◆ Know about the Iconic #BlueFlagBeach Beach of India - Golden Beach, Odhisa

Be a part of #AzadiKaAmritMahotsav by visiting Golden Beach and promoting India's sustainable development efforts.

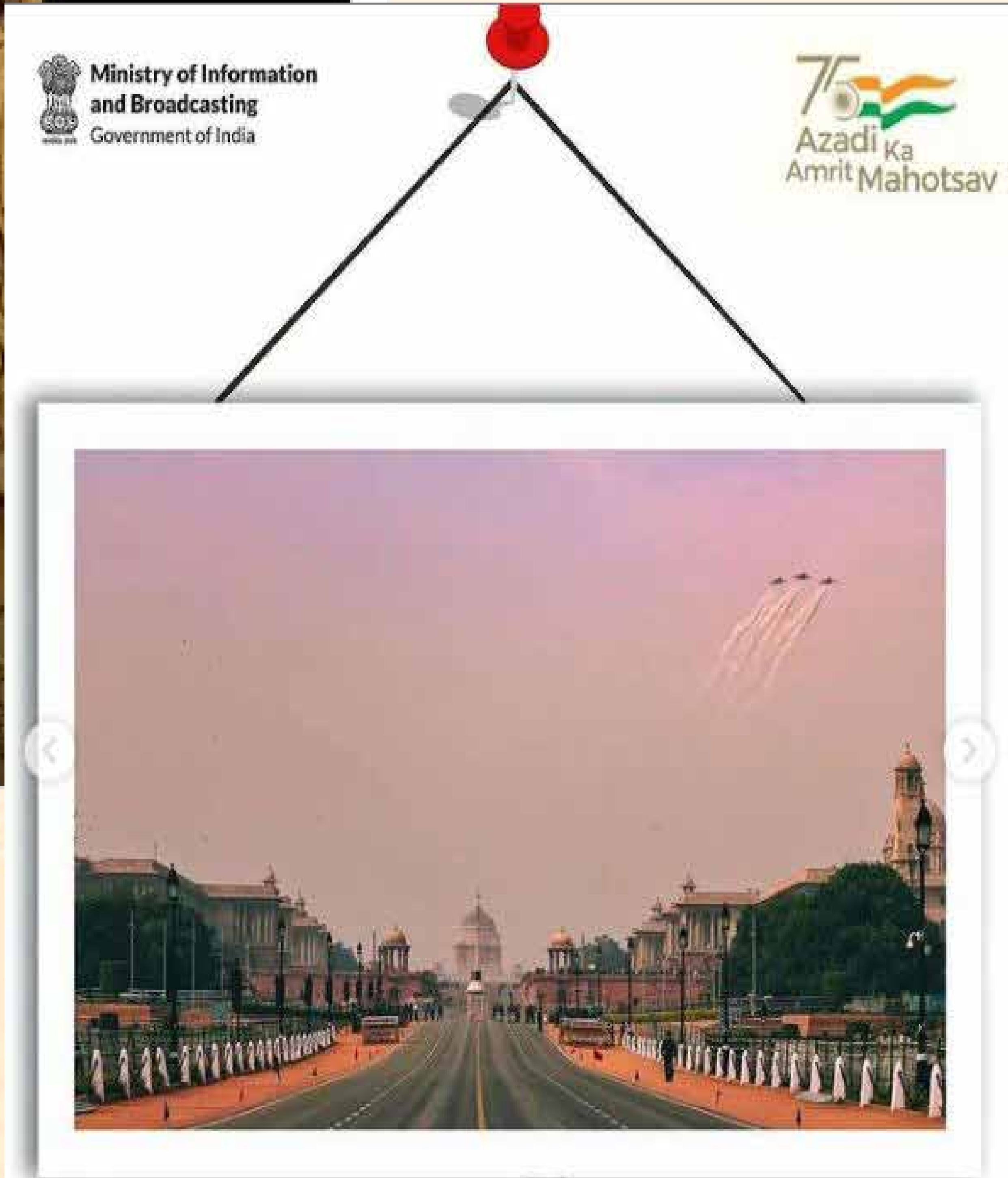
@ianuragthakur @Murugan\_MoS @moefcc @PIB\_India @MinOfCultureGol

CONSTITUTION

Liked by bhadradork and 555 others

AUGUST 24

Add a comment...



mib\_india • Following

mib\_india • You click, we cover! 📷

Presenting the photo feature of the day, showcasing the 'Iconic India' captured through your lens.

Keep following this space for more such photographs of @incredibleindia, as part of the #IconicWeek celebrations under 'Azadi Ka #AmritMahotsav'.

@ministryofculturegoi  
 @official.anuragthakur  
 @dpd\_india  
 @nfaiofficial  
 @films\_division  
 @ddindialive  
 @pibindia

Liked by bhadradork and 535 others

AUGUST 26

Add a comment...



**Anurag Thakur** @ianuragthakur · Aug 22

We are geared up!

Ministry of I&B is all set to celebrate [#AmritMahotsav](#) 23-29th August.

We've got a host of activities & programs lined up for you! Watch this space if you love films, books, quizzes and more!

It begins tomorrow!

[pib.gov.in/PressReleaself...](http://pib.gov.in/PressReleaself...)

- Documentary films and show **"Naye Bharat Ka Naya Safar"** to be broadcast by **DD Network**
- Online Film Festivals to showcase the **best of Patriotic/Classic cinemas**
- Interactive activities, quizzes and competitions** across social media to target Younger Audience

MIB India [#AmritMahotsav](#) and एमआईबी हिंदी [#अमृत\\_महोत्सव](#)

16 223 682

**G Kishan Reddy** @kishanreddybjp · Aug 27

Launched a virtual photo exhibition which encapsulates the "Making of Indian Constitution" as a part of Azadi Ka [#AmritMahotsav](#) 's [#IconicWeek](#).

Was joined by Hon'ble Minister of @MIB\_India, Shri @ianuragthakur at this launch.



2.4K views 0:01 / 1:48

6 422 642 Tip

**Arjun Munda** @MundaArjun · Aug 27

Let us all come together to celebrate the glory of our past, progress of our present, and resolve for the future.

Watch this video and let's be a part of [#AzadiKaAmritMahotsav](#)

[#AmritMahotsav](#) [#IconicWeek](#)



Hon'ble PM Shri Narendra Modi flagged off mega celebrations of Amrit Mahotsav on anniversary of historic Dandi March

0:58 4.9K views

From PIB India

18 39 Tip

**Dr.L.Murugan** @Murugan\_MoS

The exhibition contains the enriched significant events of India's Independence struggle and great sacrifice made by our freedom fighters from [#Karnataka](#) and across the [#Nation](#)

[#Iconic](#) event in the [#IconicWeek](#) of [#AzadiKaAmritMahotsav](#)

[#75thIndependenceDaycelebration](#)



PIB India and 7 others

8:01 PM · Aug 29, 2021 · Twitter for Android

**Sachin Khedekar** @SachinSKhedekar · Aug 27

Extremely honoured & thankful to @MIB\_India for including our film Bose The Forgotten Hero in the Virtual Film Poster Exhibition Chitranjali@75. Celebrate [#AzadikaAmritMahotsav](#) with Iconic Week from 23rd-29th August.

@narendramodi @ianuragthakur [#AmritMahotsav](#) @NFAIOfficial



6 49 360

**Anil Kapoor** @AnilKapoor · Aug 27

Extremely honoured & thankful to @MIB\_India for including our film 1942 A Love Story in the Virtual Film Poster Exhibition Chitranjali@75. Celebrate [#AzadikaAmritMahotsav](#) with Iconic Week from 23rd-29th August.

@narendramodi @ianuragthakur [#AmritMahotsav](#)



26 144 1.1K



# 05 Media Coverage

## I&B Ministry to mark India's 75th Independence Day

Week-long programmes lined up for students, embassies

SPECIAL CORRESPONDENT  
NEW DELHI

Information and Broadcasting (I&B) Minister Anurag Thakur will be launching a week-long set of activities around the theme of India's 75th Independence Day, or Azadi Ka Amrit Mahotsav, in India and at its embassies abroad between August 23 and 29, including film shows, quizzes, dramas and skits, and the launch of an e-book, *Making of the*



Anurag Thakur

tional broadcaster, Doordarshan.

The All India Radio would be pitching in by broadcasting old recordings of speeches by leaders of the freedom movement and of women leaders of the past.

The National Film Development Corporation (NFDC) would also be organising a film festival on its OTT (over-the-top) platform, [www.cinemasofindia.com](http://www.cinemasofindia.com), and an online interaction session for film students and even Indian embassies

## స్వాతంత్ర్య పోరులో తెలుగు పీరులు

అమృత్ మహోత్సవ్

1947లో ఆంధ్ర ప్రదేశ్ దేశీయ పోరాటానికి అంకితం చేసిన తెలుగు పీరులు... 1885లో బెంగాల్ ప్రెస్ చట్టం వల్ల ప్రెస్ పతనం... 1906లో బెంగాల్ స్వాతంత్ర్య సమరం... 1930లో మహాత్మా గాంధీ నేతృత్వంలోని కృషి... 1947లో స్వాతంత్ర్యం సాధించిన తర్వాత తెలుగు పీరులు... 1950లో భారత రాజ్యాంగం వల్ల తెలుగు పీరులు... 1960లో తెలుగు పీరులు... 1970లో తెలుగు పీరులు... 1980లో తెలుగు పీరులు... 1990లో తెలుగు పీరులు... 2000లో తెలుగు పీరులు... 2010లో తెలుగు పీరులు... 2020లో తెలుగు పీరులు...



1903-1972) మొదటి దశాబ్దం... 1930-1947) మొదటి దశాబ్దం... 1947-1950) మొదటి దశాబ్దం... 1950-1960) మొదటి దశాబ్దం... 1960-1970) మొదటి దశాబ్దం... 1970-1980) మొదటి దశాబ్దం... 1980-1990) మొదటి దశాబ్దం... 1990-2000) మొదటి దశాబ్దం... 2000-2010) మొదటి దశాబ్దం... 2010-2020) మొదటి దశాబ్దం...

## आजादीना अमृत महोत्सव पर विशेष कार्यक्रमनु आय

गुजरात सत्ता प्रतिनिधि-लावेश मुवाली  
भारत सरकारना क्षेत्रीय लोक संपर्क कार्यालय, गोंधरा E?वारा आजादीना अमृत महोत्सव पर गोंधरा तालुकाना वासी युवा गाम पाते आवेली कलरव विद्यालयमा चित्र प्रदर्शन तेमच विशेष कार्यक्रमनु आयोजन करवामा आ?यु. आ कार्यक्रमने गोंधराना धारासभ?य श्रीमान सी.के.राठिलछुअे कार्यक्रमना अद?यक्ष २?थाने रही कार्यक्रमने पु?लो मुकयु. आ कार्यक्रममा उप?थित जन समुदाये आजादीना २?वतत्र पीरोअे आपेल जलीदानने पोताना छुवनमा उतारवा



अनुसोद कयौं आजादीना अमृत महोत्सव विशेष कार्यक्रममा श्री सी.के.राठिलछु धारासभ?यश्री, श्री विपुल शाह कांकणपुरना

धर्म, आजाद महोत्सव हिन्दू-बुद्ध-जैन सांस्कृतिक वारसा विषय आपी आजाद महोत्सव पर उल्लोचने देश आगत आवा कार्यक्रममा कलर छात्रोअे आजादी पर अेक पात्र (भयल्यु)कार्यक्रम संपर्क कार्यालय, आयाओत वट्ट? अेक पात्र आभि-विषयताओने पुरर

## ഹാത്മാ മാതൃഭൂമി സ്റ്റുഡി സർക്കിൾ 7-ാം വാർഷികത്തിലേക്ക്



മാതൃഭൂമി സ്റ്റുഡി സർക്കിൾ 7-ാം വാർഷികത്തിലേക്ക്... 1947-1950) മൊదటి దశాబ్దం... 1950-1960) మొదటి దశాబ్దం... 1960-1970) మొదటి దశాబ్దం... 1970-1980) మొదటి దశాబ్దం... 1980-1990) మొదటి దశాబ్దం... 1990-2000) మొదటి దశాబ్దం... 2000-2010) మొదటి దశాబ్దం... 2010-2020) మొదటి దశాబ్దం...



മാതൃഭൂമി സ്റ്റുഡി സർക്കിൾ 7-ാം വാർഷികത്തിലേക്ക്... 1947-1950) മൊదటి దశాబ్దం... 1950-1960) మొదటి దశాబ్దం... 1960-1970) మొదటి దశాబ్దం... 1970-1980) మొదటి దశాబ్దం... 1980-1990) మొదటి దశాబ్దం... 1990-2000) మొదటి దశాబ్దం... 2000-2010) మొదటి దశాబ్దం... 2010-2020) మొదటి దశాబ్దం...











# AIR Guwahati list a series to Mark Azadi Ka Amrit Mahotsav

STAFF REPORTER, Guwahati, Aug 27: To commemorate 75 years of Independence, the Regional News Unit of All India Radio, Guwahati is broadcasting a series of programmes. A programme titled 'Azadi ka Safar' is being broadcasted by AIR everyday from 9.15 am to 9.20 am. AIR has been conducting interviews on Freedom fighters, which are being aired every Tue

## മഹാത്മാ മാതൃഭൂമി സ്റ്റുഡിയോ സർക്കിൾ 27-ാം വാർഷികത്തിലേക്ക്



സ്വാതന്ത്ര്യത്തിന്റെ എഴുപത്തിയഞ്ചാം വാർഷികാഘോഷവും കെ. ബാബു എം.എൽ.എ. തിരുവാങ്കുളം തിരുവാങ്കുളം തിരുവാങ്കുളം മഹാത്മാ മാതൃഭൂമി സ്റ്റുഡിയോ സർക്കിൾ പ്രവർത്തനത്തിന്റെ ഇരു എസ്

### क्षेत्रीय लोकसंपर्क ब्यूरो, गुवाहाटी ने मनाया आजादी का अमृत महोत्सव

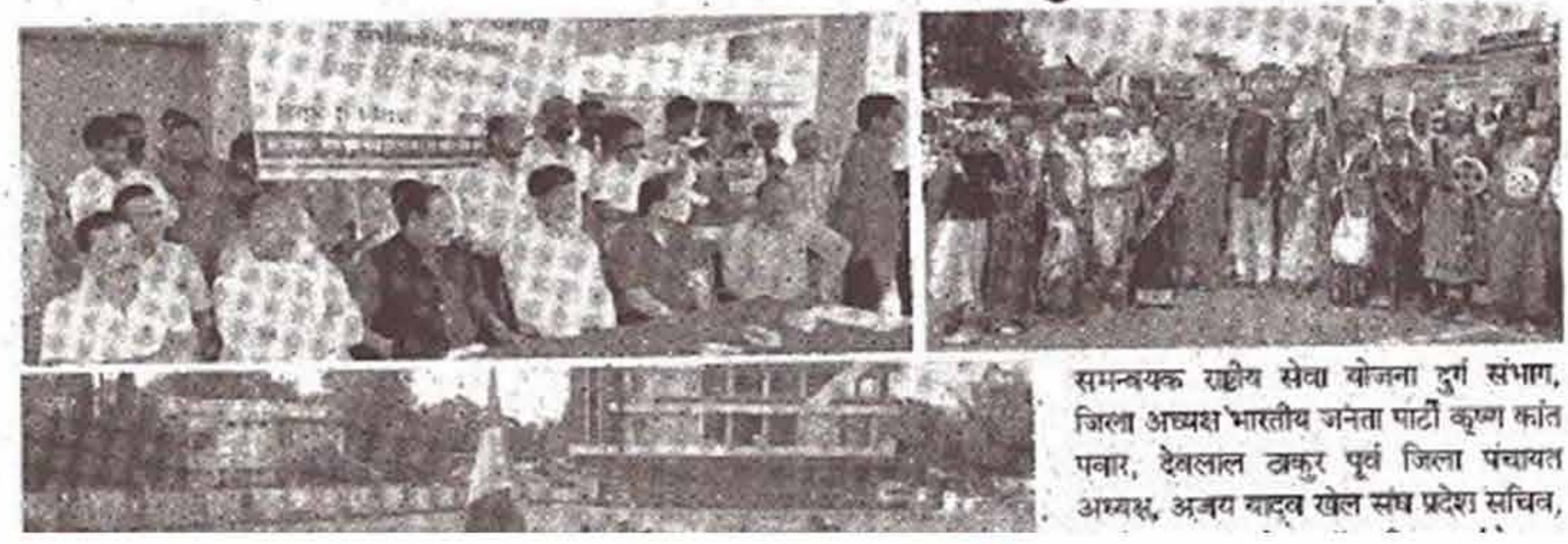


क विभाग के निदेशक किशोर ठाकुरिया, आरओबी, गुवाहाटी निदेशक अरिजीत चक्रवर्ती व अन्य

दौराण भारत की स्वतंत्रता संग्राम में स्वतंत्रता सेनानियों के योगदान के बारे में भी बात की। इस अवसर पर आरओबी, गुवाहाटी के उप क्विज, कला, स्लोगन और भाषण प्रतियोगिताओं का आयोजन कर रहा है। इसके अ 24 अगस्त को फिट इंडिया प्र

## भारत की आजादी के 75वीं वर्षगांठ के उपलक्ष्य में फिट इंडिया कार्यक्रम के तहत 'आजादी के अमृत महोत्सव'

अंतर्गत स्वतंत्रता दीड 2.0 कार्यक्रम का हुआ आयोजन  
www.daiypioneer.com  
नेहरू युवा केन्द्र दुर्ग एवं हेमचंद्र विश्वविद्यालय के राष्ट्रीय सेवा योजना के संयुक्त तत्वाधान में भारत की आजादी के 75वीं वर्षगांठ के उपलक्ष्य में फिट इंडिया कार्यक्रम के तहत 'आजादी के अमृत महोत्सव' अंतर्गत स्वतंत्रता दीड 2.0 कार्यक्रम का आयोजन



समन्वयक राष्ट्रीय सेवा योजना दुर्ग संभाग, जिला अध्यक्ष भारतीय जनता पार्टी कृष्ण कान्त पवार, देवलाल ठाकुर पूर्व जिला पंचायत अध्यक्ष, अजय रायचंद खेल संघ प्रदेश सचिव,

## 'आजादी का अमृत महोत्सव' पर दो दिवसीय कार्यक्रम का कुरुक्षेत्र के उपायुक्त ने किया शुभारंभ

क्षेत्रीय लोकसम्पर्क ब्यूरो हिसार द्वारा आजादी के अमृत महोत्सव थीमे पर कार्यक्रम को राजकिय उच्च माध्यमिक विद्यालय विहोली, कुरुक्षेत्र में आज आयोजित किया गया। इस













