

भा. मा. ब्यूरो./प्रशासन/परिपत्र(101)/2021
दिनांक: 11 अक्टूबर 2021

भारतीय मानक ब्यूरो
(प्रशासन विभाग)

विषय: Celebration of 'Azadi Ka Amrit Mahotsav' – reg.

This has reference to the letter No.D-13012/01/2011-Genl. dated Sept 2021 of DoCA wherein forwarded therewith a copy of the D.O.No.MISC./ MINISTER(C,T&DoNER)/2021 dated 15 September 2021 of Shri G. Kishan Reddy, Minister of Culture, Tourism and Development of North Region Government of India and observed that the Ministry of Culture has designed a logo which has to be used in all the Government events and in all the official communications, as banners in the Government social media handles including e-platforms, web-portal etc. and other functions and programmes conducted/organised by the Department of Consumer Affairs and Autonomous body and its Subordinate offices (copy enclosed).

2. In this context, all heads of ROs/BOs/Labs/NITS including HQs of the Bureau are requested to go through the above letter and ensure the compliance thereto.
3. This issues with the approval of the Competent Authority.

संलग्न: यथोपरि

(संदीप मीना)
निदेशक (प्रशासन)

संदर्भ: प्रशासन/09/04/2021

बीआईएस इंटरनेट के माध्यम से मुख्यालय सहित सभी क्षेत्रीय कार्यालयों / शाखा कार्यालयों/ प्रयोगशालाओं एवं निट्स के सभी विभागीय प्रमुखों के लिए सूचनार्थ एवं अनुपालनार्थ ।

No.D-13012/01/2011-Genl.
Government of India
Ministry of Consumer Affairs, Food & Public Distribution
Department of Consumer Affairs

Krishi Bhawan, New Delhi
Dated the September, 2021

To

Prem
5/10

Incoming Dak
P&C Dy. No. 720
Dated 05/10/21

1. ✓	Director General, Bureau of Indian Standrad, Manak Bhawan, New Delhi-02.	2.	Director General, NTH, Kolkata
3.	Registrar, NCDRC, New Delhi	4.	Director, IILM, Ranchi
5.	Managing Director, NCCF, New Delhi.	6.	DD, RRSLs Bhubaneshwar/Banagalore/Ahmedabad/Guwahati/Faridabad.

Subject: Celebration of 'AZadi Ka Amrit Mahotsav"-regarding.

ADG Dy. No. 2823
Dated 05/10/21

Sir,

I am directed to forward herewith a copy of D.O. received from Shri G. Kishan Reddy, Hon'ble Minister of Culture, Tourism and Development of North Eastern Region and direction given by Secretary(CA) regarding celebration of "Azadi Ka Amrit Mahotsav". In this context the Ministry of Culture has designed a logo which has to be used in all the Government events and in all the official communications, as banners in the Government social media handles including e-platforms, web-portal etc. and other functions and programmes conducted/organised by the Department of Consumer Affairs and Autonomus body & Subordinate officer under its.

M/G
5/10

Yours faithfully

(A.K. Pandey)
Under Secretary to the Govt. of India
Tel No. 23381120

DG Dy. No. 3721
Dated 05/10/21

Copy to: Technical Director (NIC)

*Pl circulate to all RDs, B.O.s,
Labs, HQ and NITS.*

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Su
06/10/21

DG
ADG
Head (P&C)

नी. किशन रेड्डी

स्कृति, पर्यटन एवं
त्तर पूर्वी क्षेत्र विकास मंत्री
भारत सरकार



सत्यमेव जयते



आजादी का
अमृत महोत्सव

G. Kishan Reddy

Minister of Culture, Tourism and
Development of North Eastern Region
Government of India



D.O.No.MISC./MINISTER(C,T&DoNER)/2021

15 SEP 2021

Namaste Shri Piyush Goyal ji,

Namaste,

As the nation commemorates 75 years of Independence, the people of India are enthusiastically participating in various events of 'Azadi Ka Amrit Mahotsav' that celebrates this glorious occasion. These are being organised by the Government of India along with State Governments and local bodies under the guidance of our beloved Prime Minister, Shri Narendra Modi ji.

In March 2021, "Azadi ka Amrit Mahotsav" began a 75-week countdown to our 75th anniversary of Independence and will end on 15th August, 2023. To celebrate the Azadi ka Amrit Mahotsav, the Ministry of Culture has designed a logo which is to be used in all the Government events. I request you to use this logo in all the official communications, as banners in the Government social media handles and other functions and programmes conducted by your ministry.

Request your cooperation on the same.

With kind regards,

Yours sincerely,

(G. Kishan Reddy)

Logo (<https://amritmahotsav.nic.in/logo.htm>)

Shri Piyush Goyal,

Hon'ble Minister of Commerce & Industry, Consumer Affairs,
Food and Public Distributions and Textiles,
Krishi Bhawan, New Delhi

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5AM

P. Singh

(1M)

21.09.2021

Secretary, Consumer Affairs:

Implement in all correspondence.



A A Mahatsean logo be
incorporate in all
DO / letters / emails
being issued from
DOCA

Sh. A. Jain

Op. No. 55/Dir(CAA)/2021
24/9/21

Pls issue/circulate
these instructions to
all the subordinate/
autonomous offices under the
Deptt
24/9/21

DS(GA)/US(GA)
Teek DIN/NIC
23/9

24/9/21
SO(GA)
US(GA)