

भा.मा.ब्यूरो मुख्या./प्रशासन./परिपत्र (117)2021

BIS HQ/ADMN/Circular(117)/2021

दिनांक : 13 दिसंबर 2021

Date: 13 December 2021

भारतीय मानक ब्यूरो / BUREAU OF INDIAN STANDARDS

(प्रशासन विभाग / Administration Department)

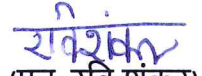
परिपत्र / CIRCULAR

**Subject: Celebration of Azadi ka Amrit Mahotsav - reg**

This has reference to the letter No. N-15/3/2021-P&C(Part)[25013] dated 08 December 2021 of DoCA forwarded therewith a copy of D.O. No. CM-21305/13/221-C&M dated 22 November 2021 and D.O. No. CM-21035/13/2021-Sp. Cell dated 02 December 2021 of the Secretary, Ministry of Culture, Govt. of India has requested to participate in the events organized by M/o Culture with full enthusiasm. Further, it is also requested that action as deemed appropriate may also be taken for printing of AKAM Logo on the stationery items. The logo can be downloaded from the link as <https://amritmahotsav.nic.in/download.htm> (copy enclosed).

2. All HoDs of ROs/BOs/Labs/NITS including HQ are, therefore requested to kindly ensure the strict compliance on the above.
3. This issues with the approval of Competent Authority.

संलग्न: यथोपरि ।



(एन. रवि शंकर)

प्रमुख (जीएसडी)

निदेशक(प्रशासन) के लिंक अधिकारी

संदर्भ: प्रशासन/09/56/2021

Ref: ADMN/09/56/2021

बीआईएस इंटरनेट के माध्यम से मुख्यालय/क्षेत्रीय कार्यालयों /शाखा कार्यालयों /प्रयोगशालाओं/ एन.आई.टी.एस. को सूचनार्थ एवं अनुपालनार्थ ।

प्रतिलिपि प्रेषित:

- i. सामान्य सेवाएँ विभाग, मुख्यालय
- ii. पीआर विभाग, मुख्यालय

**F.No. N-15/3/2021-P&C (Part) [25013]**  
Government of India  
Ministry of Consumer Food & Public Distribution  
(Department of Consumer Affairs)

Krishi Bhawan, New Delhi  
Dated 08<sup>th</sup> December, 2021

To

1. The DG, BIS
2. The DG, NTH
3. Director, IILM
4. MD, NCCF
5. All Directors, RRSLs

**Subject:- Celebration of Azadi ka Amrit Mahotsav - reg**

Sir,

I am directed to refer to D.O. No. CM – 21035/13/221-C&M dated 22<sup>nd</sup> Nov 2021 and CM – 21035/13/2021- Sp. Cell dated 02<sup>nd</sup> Dec 2021 (copies enclosed) received from Secretary, M/o Culture on the subject mentioned above.

2. In this regard, it is requested to participate in the events organized by M/o Culture with full enthusiasm. Further, it is also requested that action as deemed appropriate may also be taken for printing of AKAM Logo on the stationery items.

**Encl. As Above.**

Yours faithfully,



**(Jasbir Tiwari)**

Under Secretary to the Govt. of India

Tele- 23381233

Email: uspc-ca@nic.in

185476/2021/P&amp;C

गोविंद मोहन  
सचिव  
Govind Mohan  
Secretary



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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&amp;M

November 22, 2021

Dear Madam:

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 Tehsil/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.

With regards,

Yours sincerely,

(Govind Mohan)

Ms. Leena Nandan  
Secretary  
Department of Consumer Affairs, Food and Public Distribution  
Krishi Bhawan, New Delhi-110001

गोविंद मोहन  
सचिव  
Govind Mohan  
Secretary



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Azadi Ka  
Amrit Mahotsav

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GOVERNMENT OF INDIA  
MINISTRY OF CULTURE  
NEW DELHI-110 001

D.O. No. CM- 21035/13/2021-Sp. Cell

December 02<sup>nd</sup>, 2021

Dear *Madam*

In view of the importance and sanctity of 75<sup>th</sup> year of the Independence of India, Azadi Ka Amrit Mahotsav (AKAM) is being celebrated by the nation. On this glorious occasion, various Ministries/ Departments and related bodies of Government of India, as also the States/ UTs, are participating in this Mahotsav in an active manner. To make the AKAM a grand success, among other steps, popularizing the logo of Azadi Ka Amrit Mahotsav assumes importance, from the perspective of creating a dominant buzz in the country about the program.

2. In this connection, it is requested to issue necessary instructions for the use of logo of AKAM on the official stationery (File covers, Envelopes, folders), informative brochures, emails, bills etc of all the Departments/attached and subordinate offices/Public Sector Organisations and autonomous bodies and other institutions under your Ministry. Necessary instructions may be issued by you and the implementation monitored by a Nodal officer appointed for the purpose.

3. The logo can be downloaded from the link given below:  
<http://amritmahotsav.nic.in/download.htm>

4. I shall be grateful if receipt of this communication is acknowledged.

*With regards,*

Yours sincerely,

(Govind Mohan)

Ms. Leena Nandan  
Secretary  
Department of Consumer Affairs, Food and Public Distribution  
Krishi Bhawan, New Delhi-110001

*Please put up.  
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