

File No.11018/6/2021-EBSB

F No.: 11018/6/2021-EBSB
Government of India
Ministry of Education
Department of Higher Education
(EBSB Cell)

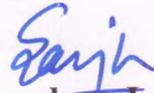
Room No: 535-C Wing, Shastri Bhawan
New Delhi, dated the 12th May 2022

OFFICE MEMORANDUM

Subject: Showcasing of 'Azadi Ki Amrit Kahaniyan' under Azadi Ka Amrit Mahotsav-regarding.

The undersigned is directed to forward herewith a copy of D.O. letter No. 11011/2/2022-PPC/MCU dated 06.05.2022 received from Shri Apurva Chandra, Secretary, Ministry of I&B, on the above subject which is self-explanatory.

It is requested that the inspirational videos may be shared among children, youth volunteers and students of educational institutions and other organisations.


(Sandeep Jain)

US(PN.I, EBSB, Media Publicity)

I.com: 367

All Bureau Heads of Department of Higher Education

Copy to: US(EI-I)/ US(Media) for similar action in respect of D/o SE&L.

Encl: As above



भारत सरकार
सूचना एवं प्रसारण मंत्रालय
शास्त्री भवन, नई दिल्ली - 110001

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
SHASTRI BHAWAN, NEW DELHI - 110001

6th May 2022Dear *Sanjay*

As you are aware, Prime Minister Shri Narendra Modi inaugurated *Azadi Ka Amrit Mahotsav* on 12 March 2021, on the anniversary of Dandi March, 75 weeks before the 75th anniversary. M/o Information & Broadcasting has been a vital part of the Mahotsav, taking forward the spirit of celebration through activities such as special radio/television broadcasts, Virtual Exhibitions, publication of books and articles, social media, and ground level outreach programmes throughout the country.

2. To amplify the *Azadi Ka Amrit Mahotsav*, the Ministry is also collaborating with OTT platform Netflix to create a series of short videos (around 2 min. each) on different themes such as Women Empowerment, Environment & Sustainability, etc. The series titled '*Azadi Ki Amrit Kahaniyan*' was launched by HMIIB Shri Anurag Singh Thakur at a commemorative event on 26 April 2022 in New Delhi.

3. The first set of videos in the series showcases stories of inspirational women change makers from different parts of the country with diverse backgrounds and areas of work. These are stories of grit and determination of everyday women who go on to achieve extraordinary feats, especially in the service of their nation and community. These videos can serve as an inspiration to young children, especially girls, to strive for the ideals embodied in *Azadi Ka Amrit Mahotsav*.

4. It is requested that these inspirational videos may be shared among children, youth volunteers and students of educational institutions and other organisations affiliated to your Ministry. You may also like to share them via official social media handles of the Ministry. Links containing three of the videos along with the series trailer, in Hindi, Gujarati, Marathi, Bengali, Tamil, Malayalam and English, are as follows:

- a. 3 Videos on Inspiring Stories: <https://drive.google.com/drive/folders/1Ut9vJAb-o9yDBfwVeM-v9Ubx0MgGtL6g?usp=sharing>
- b. Azadi Ki Amrit Kahaniyan trailer: https://drive.google.com/file/d/12Kz8AARExsnv7pqfzhzihpEUyrZ4JdYxk/view?usp=drive_s

with regards

Yours sincerely,

(Apurva Chandra)

Shri K. Sanjay Murthy
Secretary
Department of Higher Education
Room No.127-C, Shastri Bhawan,
New Delhi