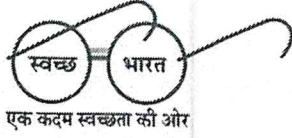




सत्यमेव जयते



एक कदम स्वच्छता की ओर



सूचना का  
अधिकार

Neeta Prasad  
Joint Secretary (P & ICC)  
Ph. 011-23071486  
Email: [neetaprasad@pib.gov.in](mailto:neetaprasad@pib.gov.in)

भारत सरकार  
शिक्षा मंत्रालय  
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शास्त्री भवन  
नई दिल्ली - 110 115  
GOVERNMENT OF INDIA  
MINISTRY OF EDUCATION  
DEPARTMENT OF HIGHER EDUCATION  
SHASTRI BHAVAN  
NEW DELHI-110 115

D.O. No. 11018/16/2022-EBSB  
Dated the 10<sup>th</sup> August, 2022

Dear Sir/ Ma'am

The Government of India is celebrating 75 years of India's Independence - Azadi ka Amrit Mahotsav. On this occasion, Doordarshan has launched 'Swaraj- Bharat Ke Swatantrata Sangram Ki Samagra Gatha'- a 75-episode mega show on the glorious history of India's freedom struggle from the 15<sup>th</sup> century onwards, especially focusing on the stories of lesser known heroes. The programme was launched by Hon'ble Home Minister, Shri Amit Shah on 5<sup>th</sup> August 2022, wherein he emphasized the need to preserve the country's rich history and culture and pass on the same to future generations.

- In context of the above I request you to encourage students and faculty of higher education institutions/ offices under your administrative control for watching the serial with their friends & family. A DO letter from CEO Prasar Bharati, containing the schedule of the serial, is enclosed.
- It would also be interesting if quiz or other such programmes can also be organized around the serial to motivate the students.

Regards

Yours sincerely

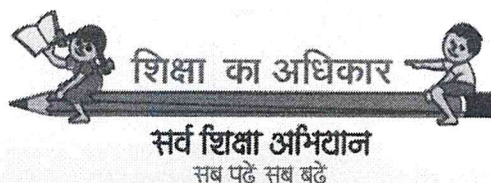
Encl.: As above

*Neeta Prasad*  
(Neeta Prasad)

To:

Chairperson, AICTE  
Secretary, UGC  
National Coordinator, RUSA  
Vice Chancellor, IGNOU  
All Bureau Heads in D/o Higher Education

*वेबसाइट*  
*16.8.22*



P.T-0

मयंक कुमार अग्रवाल, आई.आई.एस.  
मुख्य कार्यकारी अधिकारी



Mayank Kumar Agrawal, IAS  
Chief Executive Officer



प्रसार भारती | PRASAR BHARATI

D.O.No.CEO/PB/2(3)/2022

Dated: 8<sup>th</sup> August, 2022

Dear Sir,

This is further to my earlier communication dated 4<sup>th</sup> August 2022, I feel happy to share that as the nation is celebrating 'Azadi Ka Amrit Mahotsav', the launch of programme "SWARAJ" was done by Hon'ble Union Minister of Home Affairs and Cooperation, Shri Amit Shah on 5<sup>th</sup> August 2022 wherein he highlighted that the objective of "Swaraj" would be achieved in a true sense only if the country's languages, drama, culture and arts are preserved and its history passed on to future generations.

I would like to reiterate that 'Naye Bharat Ka Naya Doordarshan' is scheduling 'Swaraj- Bharat Ke Swatantrata Sangram Ki Samagra Gatha', a 75-episode mega show illustrating the glorious history of India's freedom struggle from the 15<sup>th</sup> century onwards. It will bring to life several aspects of India's history while featuring the lives and sacrifices of lesser known heroes.

The schedule of the telecast/broadcast of Swaraj serial is as follows:

Sl.No.	DD National (Hindi) from 14.08.2022	Telecast Time
1.	Sunday (Original)	2100 hrs to 2200 hrs
2.	Tuesday & Thursday (Repeat)	1300 hrs to 1400 hrs
3.	Saturday (Repeat)	2100 hrs to 2200 hrs
4.	Sunday (Repeat)	0900 hrs to 1000 hrs
Sl.No.	DD Regional Channels (Assamese, Bangla, Gujarati, Kannada, Malayalam, Marathi, Odia, Tamil, Telugu & English) from 20.08.2022	Telecast Time
1.	Saturday	2000 hrs to 2100hrs
Sl.No.	AIR Broadcast Schedule (Hindi & Regional Languages) from 20.08.2022 on Vividh Bharati Service, Local Radio Stations & Primary Channels	Broadcast Time
1.	Saturday (Original)	1100 hrs to 1200 hrs
2.	Sunday (Repeat)	1500 hrs to 1600 hrs.

The serial is both educative & inspiring and is a **must watch** for all particularly the future generation who should inculcate the values by which our heroes of the freedom struggle stood. Therefore, I request you to instruct the higher education institutions under your aegis for making regular announcements to encourage the students to watch or listen to the saga of Swaraj along with their friends & family to get inspired by the freedom struggle of India and organize a quiz on Swaraj in their institutions to enhance their participation in the national movement.

Best regards,

Yours sincerely,

(Mayank Kumar Agrawal)

Shri K Sanjay Murthy  
Secretary,  
Department of Higher Education  
New Delhi - 110001



All India Radio

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सत्यम् शिवम् सुन्दरम्  
Doordarshan