

Date Bound

Haryana Government,
Political & Parliamentary Affairs Department
No. 46/5/2000-5Pol

To

THROUGH K.A.

San
S. Political

1. All the Ministers/State Ministers/CPS, Haryana.
2. All the Deputy Commissioners in the State of Haryana.

Dated Chandigarh 12th August, 2016.

Subject:- Reg celebration of 70th years of Independence of India from 9th August, 2016 to 23rd August, 2016 as Special Events.

Kindly refer to the subject noted above ?

2. A copy of D.O. letter no. 1155-D/UDM/VIP/ dated 3rd August, 2016 received from Sh M. Venkaiah Naidu, Minister of Urban Development Housing & Urban Poverty Alleviation and Information and Broadcasting Government of India addressed to Hon'ble Chief Minister, Haryana is sent herewith with the request to take immediate action accordingly.

o/c

San
12/8/16
Superintendent Political

for Chief Secretary to Government, Haryana

8 AUG 2016

SPEED POST

ए. वेंकैया नायडु
M. VENKAIAH NAIDU



सत्यमेव जयते



शहरी विकास,
आवास और शहरी गरीबी उपशमन एवं
सूचना एवं प्रसारण मंत्री
भारत सरकार

MINISTER OF URBAN DEVELOPMENT,
HOUSING & URBAN POVERTY ALLEVIATION
AND INFORMATION AND BROADCASTING
GOVERNMENT OF INDIA

3rd August, 2016

D.O. No. 1155-D/UDM/VIPI

Dear Shri Manoharlal ji,
Namasthe,

You are aware that India celebrates the 70th year of independence on 15th August this year and, with the approval of Hon'ble Prime Minister, it has been decided that the occasion will be celebrated as a *special event* in a very big way in the form of a 15-day celebratory campaign from 9th to 23rd August, 2016 throughout the country.

2. The chief objectives of the special celebratory campaign are to remember the martyrs of Indian freedom struggle who made supreme sacrifices for the cause of attaining independence, to infuse patriotic fervor in the hearts and minds of younger generations, to integrate celebrations with the spirit of a vibrant and young India, and to showcase the plurality and diversity of India through the voices and sentiments of people.

3. The celebratory campaign will start with Hon'ble PM launching 70th Freedom Year March on 9th August, 2016 from **Bhavra** (Alirajpur district, Madhya Pradesh), the birth place of Shri Chandrashekhar Azad, one of the great Indian revolutionaries and freedom fighters.

4. During the duration of the campaign, all the Union Council of Ministers as well as important senior leaders will visit birth places of national icons and places of historical importance related to India's freedom movement such as Jallianwala Bagh, Chauri Chaura, Cellular Jail, Sabarmati Ashram, Dandi etc. Around 150 such places have been identified.

Chief Minister's Sectt.
Haryana
Despatch No. 34275R
Date 9/8/2016



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5. Also, Members of Parliament will lead **Tiranga Yatra** between 15th and 22nd August, 2016, each day in one Assembly segment in their Parliamentary constituency. *Tiranga Yatra* is a rally on two-wheelers holding national flags. Several events have been planned to be organized nation-wide by the Union Ministries/Departments.

6. I would like to request you also to take part in the event on such days and in such manner as you may deem appropriate during the celebratory campaign period. I would also request that you may participate at least in one programme outside your state, details of which will be intimated by my office soon. You may also consider deputing some of your senior cabinet colleagues to participate themselves and also to involve their Ministries/departments to organize programmes in your state on lines similar to the ones planned at the national level.

7. I am sure you will lead from the front to make this special campaign a great success. A brief note indicating the concept as well as the programmes devised is enclosed for perusal.

With regards,

Yours sincerely,


(M. Venkaiah Naidu)

Shri Manoharlal Khattar
Chief Minister of Haryana
Chandigarh - 160001



9th to 23rd August 2016

- **Objective**

- **Aazadi 70** or **Independence 70** is a 15-day massive programme to celebrate the attainment of independence from the colonial British yolk beginning from 9th August to 23rd August.
- On the occasion of 70th Independence Day, to remember the great souls who have martyred or sacrificed for the cause of attaining independence and to infuse patriotic fervor in the hearts and minds of the youth and children.
- To integrate the celebration/joy of independence with the spirit of a vibrant and young India and to showcase the plurality and diversity of India through the voices and sentiments of its people.

- **Action Points**

- **Hon'ble PM to launch 70th Freedom Year March on 9th August, 2016 from Bhavra (Alirajpur district, Madhya Pradesh), the birth place of Shri Chandrashekhar Azad, one of the greatest revolutionaries of the Indian Freedom Movement.**
- Central Ministers and important leaders to visit birth places of national icons and places of historical importance related to India's independence movement such as Jallianwala Bagh, Chauri Chaura, Cellular Jail, Sabarmati Ashram, Dandi etc.
- Around 150 such places are being identified. Central Ministers to crisscross the country with each state to be visited by at least two Central Ministers.
- Women Ministers to visit borders and tie Rakhi to soldiers on *Raksha Bandhan Day* i.e, 18th August.

- Kith and kin of martyrs, freedom fighters, INA heroes and ex-soldiers who have been conferred with gallantry/bravery awards be felicitated.
- A Candle Light Freedom March in a big way involving students and youth be organized in all major centers on the eve of Independence Day.
- Important historic events like Quit India Day (9th August) Hyderabad Liberation Day (17th September), Goa Liberation Day (19th December) to be recaptured during celebrations.
- While remembering historic events, we should keep in mind that the mass struggle began after Jallianwala Bagh. One high profile event should be named after Jallianwala.
- It is important to involve sports icons and celebrities. Some 10 – 15 big programmes across the country involving sports and film celebrities be organized.
- Colours of Independence — State-wise Independence Day Melas/Exhibitions to be held where the local artisans and others will display their products like handlooms and khadi materials.
- Use of Khadi to be promoted in a big way during the 15-day celebratory campaign.
- All important monuments in the country to be illuminated in Tricolour.
- Cultural programmes depicting life histories of icons and stories of freedom struggle to be organized all over the country.
- Huge screens at 100 important places across the country to be installed for screening of patriotic songs, films, documentaries, biographies etc., for the duration apart from live-relaying Prime Minister's address from the ramparts of the Red Fort.
- To create enthusiasm and to infuse patriotism in the rural youth, rural sports, games and plays to be organized during the period.

- Sporting events to be held in all schools and colleges. Competitions in essay writing, quiz, debates, painting, drawing on life and history of icons, and singing of patriotic songs to be conducted.
- Special campaign to be mounted to highlight the important role played by women in Independence struggle.
- A video to be made on inculcating the spirit of patriotism. The height of the National flag to be raised in accordance with the number of tweets received.
- In municipal headquarters and in rural areas, Independence Day Run be organized. Also, senior citizens who were born in the year 1947 be invited with their grandchildren and a 'Grandfather – Grandson/ Run' be organized. On similar lines 'Grandmother – Granddaughter Run' too can be organized. This will help in bridging the generation gap and help people of different generations sink their differences and understand importance of an independent country.
- Quit Terrorism campaign may be launched on increasing terrorism across the globe coinciding with the anniversary of Quit India movement. Also, Quit Poverty concept may be thought of to create awareness among masses to take advantage of the pro-poor policies of the Government.
- BSF/ITBP/Assam Rifles/CRPF organize special functions at the borders and such functions are confined only to the officers and jawans. These PMFs may be advised to invite the people living in the adjoining villages to be part of celebrations. This will encourage the young people of such areas and will create nationalist fervor among them.
- During visits, Minister should highlight the 70 major pro-poor initiatives of this government in the last two years. (List enclosed). And also explain the opportunities being created for youth for the next decade.

Medium

- Innovation must be the thumb rule to celebrate the idea of independence. As far as outreach is concerned, we may consider

using the reach/strength/impact of *Doordarshan*, Radio, Social Media, portals.

- Social media to be used extensively by involving people through interactive campaigns.
- Ministries/Departments of Government of India

Tasks – Ministry specific

- **M/o. Information & Broadcasting**

- For three days only patriotic songs will be played on AIR, DD and FM.
- Collage of patriotic songs to be prepared in all languages and to be telecast by DD and other channels.
- Biography of the composers/writers of patriotic songs like Rabindranath Tagore, Bankim Chandra Chhatterjee, Muhammad Iqbal, Kavi Pradeep, Shakeel Badayuni, Naushad, Pitambar Das and others as well as songs in regional languages like *Bharatamataku Jey Jejelu* in Telugu by Acharya Atreya (1972), along with the brief anecdotal background will be broadcast before the songs.
- Video and Audio clips of speeches of national icons to be made into a short film and be broadcast on DD/AIR and also circulated on social media.
- These programmes will be interspersed with PM's clip.
- All speech documentaries will be telecast in local languages also.
- Huge screens at 100 important places across the country to be installed for screening of patriotic songs, films, documentaries, biographies etc., for the duration apart from live-relaying Prime Minister's address from the ramparts of the Red Fort.

- **M/o. Human Resource Development**

- School children to visit the places after the Minister's March.
- Sporting events to be held in all schools and colleges. Competitions in essay writing, quiz, debates, painting, drawing and singing of patriotic songs to be conducted, wearing attires similar to those worn by national icons like Mahatma Gandhi, Subhash Chandra Bose *et al.*

- **M/o. Textiles**

- Textiles Ministry to launch colours of Independence and 'From Quit India to Make in India' campaign.

- **M/o. Micro, Small & Medium Enterprises**

- Use of Khadi to be promoted in a big way during the 15-day celebratory campaign through KVIC.

- **M/o. Youth Affairs & Sports**

- A Candle Light Freedom March in a big way involving students and youth be organized in all major centers on the eve of Independence Day involving NYK.
- Some 10 – 15 big programmes across the country involving sports and film celebrities be organized.
- To create enthusiasm and to infuse patriotism in the rural youth, rural sports, games and plays to be organized during the period.

- **M/o. Culture / M/o. Tourism**

- Important historic events like Quit India Day (9th August) Hyderabad Liberation Day (17th September), Goa Liberation Day (19th December) to be recaptured during celebrations.

- All important monuments in the country to be illuminated in Tricolour.
- Cultural programmes depicting life histories of icons and stories of freedom struggle to be held all over the country.
- One high profile event should be named after Jallianwala.

○ **M/o. Home Affairs**

- BSF/ITBP/Assam Rifles/CRPF organize special functions at the borders and such functions are confined only to the officers and jawans. These PMFs may be advised to invite the people living in the adjoining villages to be part of such celebrations. This will encourage the young people of such areas and will create nationalist fervor among them.

○ **M/o. Defence**

- Women Ministers to visit borders and tie Rakhi to soldiers on Raksha Bandhan Day i.e, 18th August.

○ **M/o. Women & Child Development**

- Special campaign to be mounted to highlight the important role played by women in Independence struggle.

○ **State Governments**

- In municipal headquarters and in rural areas, senior citizens who were born in the year 1947 be invited with their grandchildren and a 'Grandparent – Grandson/daughter Run' be organized. This will help in bridging the generation gap and help people of different generations sink their differences and understand importance of an independent country.
- Colours of Independence — State-wise Independence Day Melas/Exhibitions to be held where the local artisans and others will display their products like handlooms and khadi materials.

- **Members of Parliament – Tiranga Yatra**

- All MPs to take part in *Tiranga Yatra* from 15th to 22nd August, 2016.

- **TIRANGA YATRA** – The *Tiranga Yatra* is to take out, between 15th and 22nd August, rallies or mass marches on **TWO-WHEELERS** holding national flag(s) and playing patriotic songs/music in the background led by Members of Parliament as well as all the elected representatives at state/district levels and to pay tributes to national icons at one centre-point. [While doing so, due care must be taken to follow scrupulously the Flag Code of India and other statutes governing the use of Indian flag. Nothing should be done which may amount to showing disrespect to the national flag]
 - The success of the programme heavily rests on the shoulders of all the MPS, MLAs, MLCs and other elected representatives.
 - They should spare sufficient time and actively lead TIRANGA YATRAS between 15th and 22nd August, 2016, each day in one Assembly constituency in their Parliamentary constituency.
 - They can also accompany the Central Ministers and/or senior Party leaders when they are in their constituencies.
 - On other days, they can devise programmes in their constituencies in tune with the spirit and philosophy of this special campaign.
 - In public gatherings, they may appropriately make a mention of how NDA Government is making efforts to make their independence more meaningful through pro-poor programmes/policies and upliftment of the disadvantaged and down-trodden.
 - At such gatherings, they can organize screening of documentaries/video films on the highlights of the special campaign as well as government's initiatives/achievements.
 - They may also consider announcing construction of a public utility, from out of their MPLAD funds, at the birth places of

freedom fighters in their constituencies and name it after the freedom fighter.

- Innovation must be the thumb rule to celebrate the idea of independence. As much as possible, youth, young generation and children are to be involved in the celebrations.

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