

रुपिन्दर बरार  
RUPINDER BRAR  
अपर महानिदेशक  
(Additional Director General)  
पर्यटन मंत्रालय  
(Ministry of Tourism)  
भारत सरकार  
(Government of India)



डॉ. (श्रीमती) पंकज मित्तल  
DR.(MRS.)PANKAJ MITTAL  
महासचिव  
(Secretary General)  
भारतीय विश्वविद्यालयों संघ  
(Association of Indian Universities)

AIU/SGO/AKAM/2021

Date: 11.08.2021

Dear Vice Chancellor/ Director,

As you all know, India is celebrating 75 years of its independence as 'Azadi ka Amrut Mahotsav'. The celebrations started with the launch of Dandi Yatra by Hon'ble Prime Minister of India on 12th March, 2021 and all the Union Ministries/Departments/ Organisations are planning different activities for the 75-week long celebrations of 'Azadi ka Amrut Mahotsav'.

We feel that our students, who are the future of the nation shall be active participants in these celebrations. It is important that the young minds of our country are exposed to the rich and diverse heritage of the country to create a grand Indian narrative in their minds and thoughts so that they take pride in being Indian with a responsibility to take forward a vibrant and modern nation. To involve students and to celebrate this important event with our student community, comprising of 3.7 crores students, the Ministry of Tourism and Association of Indian Universities have collaborated with each other to create a unique event consisting of 12 episodes, which will be inaugurated on 14th August, 2021 at 1330 Hrs (01:30 Pm). Each of the 12 episodes shall focus on diverse themes regarding cultural heritage of India and generate awareness about our incredible India. The last episode will culminate with the end of the Mahotsav in August, 2022.

As part of the first event, a short film on culture/heritage/tourism of India will be shown to our youth to be followed by a short quiz, based on the film. **The programme shall be inaugurated by Shri G. Kishan Reddy, Union Minister for Ministry of Tourism, Culture and DoNER & Shri Dharmendra Pradhan, Union Minister for Ministry of Education & Skill Development and Entrepreneurship, who have kindly consented to be the Chief Guests of the day.** This shall be a competitive quiz and the students would be required to submit answers to the quiz on 14th August, 2021, itself. Each participant will be awarded a participation certificate and the winners will be announced who will win big prizes for each episode and bumper prizes will be announced for the students who complete all the 12 episodes and the associated quizzes.

We also endeavour to take groups of students for all Ministry of Tourism Funded study tours of our beautiful country including the North East Region taking forward the vision of the Hon'ble Prime Minister.

You are requested to publicize the event and encourage your students, staff and their families to join in the program as we build together an even stronger nation. Winning prizes is of course a bonus.

A Public Link is mentioned below to join the Digital India Virtual Event: <https://digitalindia-gov.zoom.us/j/93312769334> with Passcode: 900336

अतुल्य!भारत  
Incredible!India

Contd./.

परिवहन भवन, 1 संसद मार्ग, नई दिल्ली-110001 (भारत)  
Transport Bhawan, 1 Parliament Street, New Delhi-110001 (INDIA)

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The event can be watched on our Youtube Channel (youtube.com/incredibleindia) & Website 'Incredible India'. After watching the event the participants are requested to take a Quiz. The Quiz link is created for event on 14th August, the following link can be used for further communication: <https://quiz.mygov.in/quiz/india75-a-journey/>

The publicity of the event will also be made available on Instagram: <https://www.instagram.com/incredibleindia/> Facebook: <https://www.facebook.com/incredibleindia/> ; Twitter: <https://twitter.com/incredibleindia> ; Youtube: <https://youtube.com/c/incredibleindia> and for Ministry of Tourism: Instagram: <https://www.instagram.com/tourismgoi/> ; Facebook: <https://www.facebook.com/ministryoftourismgoi/> ; Twitter: <https://twitter.com/tourismgoi> .

The Nodal Officers from Ministry of Tourism are Mr. Anil Oraw, Regional Director (Mob:8383067847, anil.oraw@nic.in) & Mr. R.K. Suman, Deputy Director General (Mob: 9007952773, rk.suman1@nic.in) & Nodal Officer from Association of Indian Universities is Dr. Baljit Singh Sekhon, Joint Secretary (YA&S) (Mob: 8448871326, jointsecretarysekhon@gmail.com).

We look forward to your continued support in making this initiative a huge success as we take India to its 75<sup>th</sup> Year of Independence.

With warm regards,

Yours sincerely,

  
(Rupinder Brar)

रुपिंदर बरार / RUPINDER BRAR  
अतिरिक्त महानिदेशक / Additional Director General  
पर्यटन मंत्रालय / Ministry of Tourism  
भारत सरकार / Govt. of India

  
(Dr. Mrs. Pankaj Mittal)

Dr. (Mrs.) Pankaj Mittal  
Secretary General  
Association of Indian Universities  
AIU House, 16, Indrajit Gupta Marg,  
New Delhi-110002

To,

All the Vice Chancellors/ Directors of AIU Member Universities/ Institutes

Copy to:

1. Sh. Gyan Bhushan, Economic Advisor, Ministry of Tourism, Chandralok Bhawan
2. All Regional Directors posted in Regional Offices, India