

राजस्थान सरकार
स्वायत्त शासन विभाग, राज0 जयपुर
(जी-3, राजमहल रेजीडेन्शियल ऐरिया, सिविल लाईन फाटक, 22 गोंदाम, जयपुर)

क्रमांक : प.1(क)()कार्मिक/आर.एम.एस./डी.एल.बी/16/12008 दिनांक : 14-8-16

आदेश

शहरी विकास, आवास व सूचना एवं प्रसारण मंत्रालय, भारत सरकार के निर्देशानुसार केन्द्र सरकार द्वारा दिनांक 9 से 23 अगस्त, 2016 के मध्य 70वें स्वतंत्रता दिवस के उपलक्ष में सम्पूर्ण देश में स्वतंत्रता सेनानियों व स्वतंत्रता आंदोलन से सम्बन्धित स्मारकों तथा सांसदों की अगुवाई में होने वाले तिरंगा यात्रा आदि के साथ बड़े पैमाने पर आयोजन किये जावेगे। सम्पूर्ण कार्यक्रम के लिये समस्त जिला कलक्टर्स नोडल अधिकारी रहेंगे। जिनके मार्गदर्शन में सभी कार्यक्रम आयोजित किए जायेंगे।

इस सम्बन्ध भारत सरकार से प्राप्त दिशा-निर्देशों की प्रति संलग्न कर लेख है कि राज्य में निम्नलिखित आयोजन सभी जिला मुख्यालय/नगर निकाय मुख्यालयों व स्वतंत्रता आन्दोलन से सम्बद्ध स्थानों, स्मारकों आदि पर किये जाने हैं।

कार्यक्रम	नोडल विभाग/अधिकारी
सभी नगर निकाय मुख्यालयों एवं ग्रामीण क्षेत्र में भी वर्ष 1947 में जन्में वरिष्ठ नागरिकों व उनके परिवार में मौजूद पौत्र/पौत्री के साथ दौड़/रैली का उत्सव पूर्वक आयोजन करवाया जाए ताकि यह आयोजन दो पीढ़ियों के मध्य सेतु का कार्य करे। इस दौड़/रैली के साथ ही स्वतंत्रता आंदोलन से जुड़ी मुख्य घटनाओं व स्वतंत्रता सेनानियों के योगदान की देने की व्यवस्था भी करवाई जाए।	ग्रामीण क्षेत्रों के लिए - मुख्य कार्यकारी अधिकारी, जिला परिषद, समस्त राजस्थान। शहरी क्षेत्रों के लिए - आयुक्त/ अधिशापी अधिकारी, समस्त राजस्थान।
प्रत्येक जिला मुख्यालय पर स्वतंत्रता दिवस मेले/प्रदर्शनी का आयोजन किया जाए। जिसमे स्थानीय शिल्प/हस्त/हैण्डलूम से जुड़े कामगार/व्यक्तियों को आमंत्रित किए जाए व उनके द्वारा उत्पादित की गई कलाकृतियां/कपड़े/वस्तुओं का प्रदर्शन कराया जाए ताकि उन्हें प्रोत्साहन मिले।	कला एवं संस्कृति विभाग, उद्योग विभाग, सूचना एव जन सम्पर्क विभाग तथा पर्यटन विभाग
भारत सरकार द्वारा राजस्थान राज्य में इस अवसर पर होने वाले विभिन्न आयोजनों में अपेक्षानुरूप भाग लिया जाए व सहयोग प्रदान किया जाए।	जिला कलक्टर्स
महाविद्यालयों/विद्यालयों में स्वतंत्रता आन्दोलन व स्वतंत्रता सेनानियों की स्मृति में वाद-विवाद/निबन्ध प्रतियोगिताओं का आयोजन भी करवाया जाए।	जिला कलक्टर्स/ उच्च शिक्षा एवं शिक्षा विभाग

अतः उपरोक्तानुसार सम्बन्धित विभाग कार्यक्रमों का सफल आयोजन किये जाने हेतु अपने अधिनस्थ कार्यालयों को निर्देश प्रदान कर कार्यक्रम में अधिकाधिक भागीदारी रखना सुनिश्चित किया जावे।

sd
(पुरुषोत्तम बियाणी)
निदेशक एवं विशिष्ट सचिव

राजस्थान सरकार
स्वायत्त शासन विभाग, राज0 जयपुर
(जी-3, राजमहल रेजीडेन्शियल ऐरिया, सिविल लाईन फाटक, 22 गोदाम, जयपुर)

क्रमांक:प.1(क)()कार्मिक/आर.एम.एस./डी.एल.बी/16/12009-247 दिनांक :14-8-16
प्रतिलिपी सूचनार्थ एवं आवश्यक कार्यवाही हेतु :-

01. विशिष्ट सहायक, मा0 मंत्री महोदय, स्वायत्त शासन विभाग, राज0 जयपुर।
02. निजी सचिव, मुख्य सचिव महोदय, राजस्थान, जयपुर।
03. निजी सचिव, प्रमुख शासन सचिव महोदय, स्वायत्त शासन विभाग, राज0 जयपुर।
04. निदेशक, ग्रामीण विकास एवं पंचायती राज विभाग राज0 जयपुर।
05. निदेशक, सूचना एवं जन सम्पर्क विभाग, राज0 जयपुर।
06. निदेशक, कला एवं संस्कृति विभाग, राज0 जयपुर।
07. निदेशक, पर्यटन विभाग, राज0 जयपुर।
08. निदेशक, उद्योग विभाग, राज0 जयपुर।
09. निदेशक, उच्च शिक्षा विभाग, राज0 जयपुर।
10. निदेशक, शिक्षा विभाग, राज0 जयपुर।
11. जिला कलेक्टर्स, समस्त राजस्थान।
12. उप निदेशक (क्षेत्रीय), स्थानीय निकाय विभाग, समस्त राजस्थान।
13. आयुक्त/अधिकाधी अधिकारी, नगर निगम/परिषद/पालिका, समस्त राजस्थान।
14. सुरक्षित पत्रावली।

(संयिता बिश्नोई)
अतिरिक्त निदेशक

MOST URGENT

राजस्थान सरकार
मुख्य सचिव कार्यालय

क्रमांक प.13(1)साप्र/2/2015

जयपुर, दिनांक: 13/8/2016

:- आदेश :-

माननीय शहरी विकास, आवास व सूचना प्रसारण मंत्री, भारत सरकार ने केन्द्र सरकार द्वारा दिनांक 9 से 23 अगस्त, 2016 के मध्य 70वें स्वतंत्रता दिवस के उपलक्ष में सम्पूर्ण देश में स्वतंत्रता सेनानियों व स्वतंत्रता आंदोलन से सम्बन्धित स्मारकों तथा सांसदों की अगुवाई में होने वाले तिरंगा यात्रा आदि के साथ बड़े पैमाने पर होने वाले इस आयोजन की जानकारी दी है। राज्य स्तर से भी इस अवसर पर विशेष उत्सव के रूप में आयोजन करने की अपेक्षा की है।

इस सम्बन्ध में निम्नलिखित आयोजन सभी जिला मुख्यालयों/नगर निकाय मुख्यालयों व स्वतंत्रता आन्दोलन से सम्बद्ध स्थानों, स्मारकों आदि पर किये जाने हैं:-

1. सभी नगर निकाय मुख्यालयों एवं ग्रामीण क्षेत्र में भी वर्ष 1947 में जन्मे वरिष्ठ नागरिकों व उनके परिवार में मौजूद पौत्र/पौत्री के साथ दौड़/रेली का उत्सवपूर्वक आयोजन करवाया जाए ताकि यह आयोजन 'दो पीढ़ियों के मध्य सेतु' का कार्य करे। इस दौड़/रेली के साथ ही स्वतंत्रता आंदोलन से जुड़ी मुख्य घटनाओं व स्वतंत्रता सेनानियों के योगदान की जानकारी देने की व्यवस्था भी करवाई जाए।

2. प्रत्येक जिला मुख्यालय पर स्वतंत्रता दिवस मेले/प्रदर्शनी का आयोजन किया जाए जिसमें स्थानीय शिल्प/हस्त/हैण्डलूम/खादी से जुड़े कामगार/व्यक्तियों को आमंत्रित किए जाएं व उनके द्वारा उत्पादित की गई कलाकृतियां/कपड़े/वस्तुओं का प्रदर्शन कराया जाए ताकि उन्हें प्रोत्साहन मिले।

3. भारत सरकार द्वारा राजस्थान राज्य में इस अवसर पर होने वाले विभिन्न आयोजनों में अपेक्षानुरूप भाग लिया जाए व सहयोग प्रदान किया जाए।

4. महाविद्यालयों/विद्यालयों में स्वतंत्रता आन्दोलन व स्वतंत्रता सेनानियों की स्मृति में वाद-विवाद/निबन्ध प्रतियोगिताओं का आयोजन भी करवाया जाए।

राज्य सरकार की ओर से इस अवसर पर होने वाले विभिन्न आयोजनों हेतु स्वायत्त शासन विभाग समन्वयक तथा सूचना एवं जनसम्पर्क विभाग सह-समन्वयक होगा, जो सभी संबंधित विभागों शिक्षा, महिला एवं बाल विकास विभाग, उद्योग, पर्यटन, कला एवं संस्कृति आदि से समन्वय कर प्रभावी आयोजन करेंगे।

(अ.पी.मीना)
मुख्य सचिव
राजस्थान

प्रतिलिपि निम्नांकित को माननीय मंत्री, शहरी विकास, सूचना एवं प्रसारण विभाग, भारत सरकार के पत्र की छायाप्रति सहित सूचनार्थ/पालनार्थ प्रेषित है:-

1. समस्त अतिरिक्त मुख्य सचिव/प्रमुख शासन सचिव/शासन सचिव, शासन सचिवालय, जयपुर।
2. सचिव, माननीय मुख्यमंत्री महोदया, राजस्थान, जयपुर।
3. समस्त संभागीय आयुक्त, राजस्थान।
4. समस्त जिला कलक्टर, राजस्थान।
5. निदेशक, सूचना एवं जनसम्पर्क विभाग, राजस्थान, जयपुर।

(पवन कुमार गोयल)
प्रमुख शासन सचिव

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Deptt

एम. वेंकैया नायडु २८८/ 11/8/2016
M. ENKAI AH NAIDU



राष्ट्रीय 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

मुख्य मंत्री कार्यालय
08 AUG 2016
सम्बन्धित अधिकारी.....
क्रमांक..... दि.



3rd August, 2016

Dear Smt Vasundhara ji;

D.O. No. 1160-2/JUDM/VIPI

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.

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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.

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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.

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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.

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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. Venkiah Naidu
(M. Venkiah Naidu)

Smt. Vasundhara Raje
Chief Minister of Rajasthan
Jaipur- 302 005

- ACS, H & T Edu./Industries/WCD
- Pr. Secy., Sans. Edu./Y.A. & Sports/Home/GN
- Secy. to Govt., School Edu./A & Culture)
Tourism dept.
- Dir., DIPR
- SCM
- JS(NK) / JS(VS) / JS(PC) / DS(BC) / (ST)
- OSD (G) / OSD(S)

[Signature]
09/08/2016



9th to 23rd August 2016

• **Objective**

- **Azadi 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.

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- o Kith and kin of martyrs, freedom fighters, INA heroes and ex-soldiers who have been conferred with gallantry/bravery awards be felicitated.
 - o 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.
 - o Important historic events like Quit India Day (9th August) Hyderabad Liberation Day (17th September), Goa Liberation Day (19th December) to be recaptured during celebrations.
 - o 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.
 - o It is important to involve sports icons and celebrities. Some 10-15 big programmes across the country involving sports and film celebrities be organized.
 - o 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.
 - o Use of Khadi to be promoted in a big way during the 15-day celebratory campaign.
 - o All important monuments in the country to be illuminated in Tricolour.
 - o Cultural programmes depicting life histories of icons and stories of freedom struggle to be organized all over the country.
 - o 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 five-relaying Prime Minister's address from the ramparts of the Red Fort.
 - o To create enthusiasm and to infuse patriotism in the rural youth, rural sports, games and plays to be organized during the period.

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

- o 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.

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

Tasks - Ministry specific

M/o. Information & Broadcasting

- o For three days only patriotic songs will be played on AIR, DD and PM.
- o Collage of patriotic songs to be prepared in all languages and to be telecast by DD and other channels.
- o Biography of the composers/writers of patriotic songs like Rabindranath Tagore, Bankim Chandra Chatterjee, Muhammad Iqbal, Kavi Pradeep, Shakel Badayuni, Naushad, Pitambar Das and others as well as songs in regional languages like *Bharatamataku Jey Jeyeti* in Telugu by Acharya Atraya (1972), along with the brief anecdotal background will be broadcast before the songs.
- o 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.
- o These programmes will be interspersed with PM's clip.
- o All speech documentaries will be telecast in local languages also.
- o 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.

o **M/o. Textiles**

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

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

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

o **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.

o **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.

o **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 PMPs 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.

o **M/o. Defence**

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

o **M/o. Women & Child Development**

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

o **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.

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• **Members of Parliament – Tiranga Yatra**

o 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.
