



टीबोर्डभारत Tea Board India

14, बी.टी.एमसरनी (ब्रेबोर्नरोड) कोलकाता 700001
14, B.T.M Sarani (Brabourne Road) Kolkata 700 001
www.teaboard.gov.in


P.O. Box No : 2172 STD Code : 033 Tel.No : 2235-1331
Ref.No. 23(2)/Estt/98(Part) Dated 30.10.2024

CIRCULAR

In terms of letter No.A-42/8/2022-E-3-DoC dated 29th October, 2024 (copy enclosed) issued by the Department of Commerce, Ministry of Commerce & Industry, Government of India forwarding therewith a D.O. letter dated 16th October, 2024 (copy enclosed) from Home Secretary, Govt of India, regarding "Celebration of Rashtriya Ekta Diwas" (National Unity Day) on 31st October, 2024 (Thursday) to commemorate the birth anniversary of Sardar Vallabh Bhai Patel by organizing a pledge ceremony to celebrate the occasion. The text of the pledge is attached herewith for ready reference. The Celebration may be organized according to the aforesaid OM.

Accordingly, all concerned are hereby requested to observe Rashtriya Ekta Diwas on 31st October, 2024, as per instructions contained in the aforesaid letters and to take pledge (text enclosed) in their respective Branches/Departments. And thereby, Action Taken Report (ATR) may be forwarded with some photographs to the mail ID teaboardsect2021@gmail.com / secytboard@gmail.com by 31.10.2024 for further necessary action.

Encl: As stated.


(Dr. Rishikesh Rai)
Secretary (I/c)

Distribution:-

1	All HoD's in Head Office (excepting Dy. Chairman/FA&CAO/Secretary)	For kind information and necessary action please.
2	Executive Director, Tea Board, Coonoor	
3	Executive Director, Tea Board, Guwahati	
4	All Regional/Sub-Regional Offices	
5	Secretary to Dy. Chairman	For kind information please.
6	PA to FA& CAO & Secretary's Personal Section	
7	Estate Officer	For display in the Notice Board, To obtain the ATRs from Zonal/Regional Offices and forwarding the compiled ATR to the Ministry.
8	Secretariat Branch	
10	I.T. Cell	With the request to upload in the website of Tea Board.
11	Establishment Branch	With spare copies



Secretariat Branch <teaboardsect2021@gmail.com>

Fwd: MOST IMMEDIATE/OUT TODAY :- Celebration of Rashtriya Ekta Diwas on 31st October, 2024 to commemorate the 149th birth anniversary of Sardar Vallabhbhai Patel.

2 messages

Secretary Tea Board <secyboard@gmail.com>

Tue, Oct 29, 2024 at 6:07 PM

To: a-chakraborty.tbi@commerce.gov.in, "Tea Board India Secretariat Br." <secretariat-ho.tbi@gov.in>, Secretariat Branch <teaboardsect2021@gmail.com>

----- Forwarded message -----

From: Alka Sharma <moc_est3@nic.in>

Date: Tue, 29 Oct 2024, 17:31

Subject: MOST IMMEDIATE/OUT TODAY :- Celebration of Rashtriya Ekta Diwas on 31st October, 2024 to commemorate the 149th birth anniversary of Sardar Vallabhbhai Patel.

To: sandeepk71 <sandeep.k71@nic.in>, DG DGCIS <dg.dgcis@nic.in>, Soumyaditya Mukhopadhyay <soumyadityam.dgcis@gov.in>, cochinsez1 <cochinsez1@gmail.com>, evgokul <evgokul@gmail.com>, Balasubramaniyam <adc12-2020@mepz.gov.in>, Development Commissioner MEPZ <dc@mepz.gov.in>, dckasez-gj <dc.kasez-gj@gov.in>, Valji Ahir <adc-kasez@gov.in>, devcommvsez <devcomm.vsez@gov.in>, FALTA SPECIAL ECONOMIC ZONE FSEZ <fsez@nic.in>, Abhishek Sanyal <asanyal.fsez@commerce.gov.in>, Admin Mumbai <admin-seepz@gov.in>, ddc3 <ddc3@nsez.gov.in>, ddc1 <ddc1@nsez.gov.in>, secretarycoffeeboard <secretary.coffeeboard@gmail.com>, asstsecycb <asstsecycb@gmail.com>, secyboard <secyboard@gmail.com>, Saurav Pahari <dychairman.tbi@gov.in>, secykochi-sb <secy.kochi-sb@gov.in>, nithinjoe <nithin.joe@nic.in>, snewdelhi <snewdelhi@gmail.com>, exedir <exedir@rubberboard.org.in>, ed <ed@tobaccoboard.co.in>, pc <pc@tobaccoboard.co.in>, IIP <iip@iip-in.com>, DGFT <dgft@nic.in>, Shekhar Amberkar <adesttmum.iip@gov.in>, directoroffice <directoroffice@iip-in.com>, ho <ho@mpeda.gov.in>, tpond <tpo.nd@mpeda.gov.in>, headq <headq@apeda.gov.in>, chairman <chairman@apeda.gov.in>, rajni <rajni@apeda.gov.in>, diroffice <diroffice@iift.ac.in>, dradmin <dradmin@iift.ac.in>, Addl Reddy <addnldir@eicindia.gov.in>, CMD STC <cmd@stclimited.co.in>, Deepika Motwani <deepikam@stclimited.co.in>, gaur <gaur@mmtclimited.com>, cmd <cmd@mmtclimited.com>, CMDITPO ITPO <cmditpo@itpo.gov.in>, Srishti Jain <sristijain@itpo.gov.in>, cmd <cmd@peclimited.com>, pec <pec@peclimited.com>, sanjeevsahu <sanjeev.sahu@ecgc.in>, Ashrut <Ashrut@ecgc.in>, rampalsingh34 <rampal.singh34@gov.in>, jdcseepz-mah <jdcseepz-mah@nic.in>, Suresh <skmeena@stclimited.co.in>, M.K.Gogoi <osndel.coffeeboard@nic.in>, Ananda Gupta <jd1@eicindia.gov.in>, Rishikesh Rai <secretary.tbi-wb@gov.in>, GHANSHYAM BHANDARI <gs.bhandari12@nic.in>, pkjain <pkjain@peclimited.com>, Shri Arvind Kumar Singh <kr.asingh@gov.in>, rajesh92 <rajesh.92@gov.in>, Raju ITPO <rajukumar@itpo.gov.in>, drestt <drestt@iift.ac.in>, etikasethi <etika.sethi@stclimited.co.in>, ddadmncoffeeboard <ddadmncoffeeboard@gmail.com>, ddc2 <ddc2@mepz.gov.in>, Jitendrajhaedu <jitendrajha.edu@nic.in>, Sanjoy Mitra <us11-dgtr@gov.in>, DC Indore <dcisezind-mp@gov.in>, ravichhangani <ravi.chhangani@gov.in>, hindi-sahayak <hindi-sahayak@gem.gov.in>, director-gem <director-gem@gem.gov.in>, anshumankumar <anshuman.kumar@ecgc.in>, Vishal Sharma <vishal.sharma88@gov.in>

Cc: us-e2moc <us-e2.moc@gov.in>, E MDA Section DoC <moc_mda@nic.in>, GA DOC <moc_admin@nic.in>

Sir/ Madam,

Please find the attachment.

With regards,

Estt. III Section
Department of Commerce
Vanijya Bhawan
New Delhi
Tel: 011-2303-9960

MOST IMMEDIATE/OUT TODAY

F. No. A-42/8/2022-E-3-DoC
Government of India
Ministry of Commerce & Industry
Department of Commerce

Vaniya Bhawan, New Delhi
Dated the 29 October, 2024

OFFICE MEMORANDUM

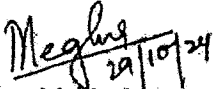
Subject: Celebration of Rashtriya Ekta Diwas on 31st October, 2024 to commemorate the 149th birth anniversary of Sardar Vallabhbhai Patel.

The undersigned is directed to enclose herewith a Note dated 19.10.2024 received from Addl. PS to Hon'ble Minister of Commerce and Industry forwarding therewith D.O. letter No. I-19034/03/2024-NI-II dated 15.10.2024 from Hon'ble Home Minister and D.O. letter No. I-19034/03/2024-NI-II dated 16.10.2024 from Home Secretary regarding the celebration of Rashtriya Ekta Diwas – 2024 on 31st October, 2024.

2. All the attached Offices, Subordinate Offices, Autonomous Bodies, PSUs and EPCs are requested to undertake the indicative activities (Pre-Event Activities, Programme Itinerary and Post Event Activities) alongwith other activities as proposed by the Office of Minister of Commerce & Industry.

3. A report (in MS word) of events/activities organized by your office consisting of list of locations and photographs of the events may be sent to this office latest by 01.11.2024 at moc_est3@nic.in for compilation and onward submission to Office of Hon'ble Minister of Commerce and Industry.

Encl: As above


(Meghna Mukherjee)
Under Secretary to the Government of India
Tel: 011- 23039788
E-mail: moc_est3@nic.in

To,

- (i) DG, DGFT with the request to furnish the consolidated ATR with respect to all Regional Authorities of DGFT.
- (ii) DG, DGTR
- (iii) DS, Supply Division
- (iv) Heads of Cochin SEZ, Madras SEZ, KASEZ, VSEZ, FALTA SEZ, SEEPZ SEZ, Indore SEZ, Noida SEZ, DG, DGCIS.
- (v) Heads of Coffee Board, Tea Board, Spices Board, Rubber Board, Tobacco Board, IIP, MPEDA, APEDA, IIFT (New Delhi), EIC of India.
- (vi) Heads of STC Ltd., MMTC Ltd., ITPO, PEC Ltd., ECGC Ltd.
- (vii) All EPCs (through E&MDA).

Copy to:

Under Secretary, GA w.r.t. O.M. No. D/6/2024-GA dated 28.10.2024 with the request to furnish the ATR with respect to DoC (Proper).

वाणिज्य एवं उद्योग मंत्री का कार्यालय
Office of Minister of Commerce & Industry

To commemorate the 149th birth anniversary of Sardar Vallabhbhai Patel on 31st October, 2024, this year also *Rashtriya Ekta Diwas* is to be celebrated across the country. To mark this occasion, all the Departments, Subordinate offices, CPSUs, and Statutory bodies under the administrative control of the Ministry of Commerce & Industry may celebrate the joyous occasion by planning various events such as Cycle/Motorcycle Rallies, Run for Unity, Cultural Events and Exhibitions, Pledge Ceremonies, Public Awareness Campaigns etc which shall culminate on 31st October, 2024 in the Capital of State/UTs where the offices of the concerned establishments are located. In this regard, the following indicative activities are proposed:

Pre-Event Activities :

- Finalization of Programme, Nodal Officer, venue (preferably large grounds) and budget for the event by each establishment
- Arranging collaborations with local civic bodies or cultural organizations for event management and crowd control
- Organizing 'floral tribute' to Sardar Patel including display of creative art installations, murals, hoardings and messages depicting Sardar Patel's life and legacy
- Ensuring pre-event publicity to raise awareness about Rashtriya Ekta Diwas and its significance, particularly Sardar Patel's legacy. This may include designing and distributing digital posters and banners for social media, conducting public outreach through schools and colleges, and promoting the event via print, electronic, and social media platforms (Facebook, Twitter, WhatsApp, etc.).

Programme Itinerary:

- Organizing Pledge ceremony (Pledge for Rashtriya Ekta Diwas enclosed) and livestreaming the pledge ceremony on social media platforms
- Planning and organizing other Programmes as finalized by the establishments

वाणिज्य एवं उद्योग मंत्री कार्यालय वाणिज्य भवन
C&I M's Office Vanija Bhawan
आपरी नं० / Dy. No. 1055030
दिनांक / Date: 19-10-2024

Post Event Activities:

- Photographs of the event to be shared over Whataspp Groups (to be formed for the purpose), official websites and social media handles and reports to be emailed to concerned Departments
- Press conference after the event to highlight key takeaways and announce the success and participation numbers, ensuring the information reaches key local and national media outlets

Department of Commerce (DoC) and Department for Promotion of Industry and Internal Trade (DPIIT) may submit a compiled report of events/activities organized by various offices and establishments under the Departments consisting of list of locations and photographs of the events latest by 5th November, 2024 on katvayan.anshul@gov.in and mehak.mot03@gmail.com



Aman Mittal

Adl. PS to Hon'ble Minister

Secretary, DoC ✓
Secretary, DPIIT

अमित शाह



गृह मंत्री एवं सहकारिता मंत्री
भारत सरकार

अ.शा.पत्र सं. I-19034/03/2024-एनआई-II

दिनांक: 15 अक्टूबर, 2024

श्री पीयूष गोयल जी,

सरदार वल्लभभाई पटेल की जयंती 31 अक्टूबर हर वर्ष पूरे देश में बड़े उत्साह के साथ राष्ट्रीय एकता दिवस के रूप में मनाई जाती है। यह स्वतंत्र भारत के वास्तुकार के रूप में सरदार वल्लभभाई पटेल के योगदान को मान्यता देने और राष्ट्र की सुरक्षा, एकता और अखंडता सुनिश्चित करने के लिए हमारी प्रतिबद्धता को सुदृढ़ करने का दिन है।

31 अक्टूबर 2024 को स्टैच्यू ऑफ यूनिटी, एकता नगर, गुजरात में राज्य पुलिस बलों, केंद्रीय सशस्त्र पुलिस बलों और एनसीसी कैडेटों की भागीदारी के साथ राष्ट्रीय एकता दिवस परेड का आयोजन किया जा रहा है। हम देशवासियों की ओर से सरदार पटेल की प्रतिमा की 'पद पूजा' के साथ उन्हें श्रद्धांजलि अर्पित करेंगे।

मैं आपसे 31 अक्टूबर, 2024 को राष्ट्रीय एकता दिवस के रूप में मनाने हेतु अपने प्रशासन को उचित निर्देश और मार्गदर्शन देने का अनुरोध करता हूँ। 31 अक्टूबर, 2024 को राष्ट्रीय एकता दिवस को मनाने हेतु अन्य उपयुक्त कार्यक्रम के साथ-साथ निम्नलिखित कार्यक्रम भी आयोजित किए जा सकते हैं :-

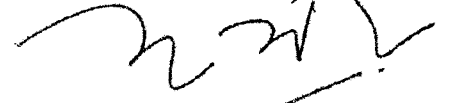
- (i) राष्ट्रीय एकता दिवस के अवसर पर शपथ ग्रहण समारोह का आयोजन किया जा सकता है। 'राष्ट्रीय एकता दिवस' प्रतिज्ञा का पाठ संलग्न है।
- (ii) पूरे देश में राष्ट्रीय एकता के संदेश को फैलाने के लिए, समाज के सभी वर्गों के लोगों के सहयोग से, उचित स्थानों पर 'उन फॉर यूनिटी' का भी आयोजन किया जा सकता है।

लगातार.....2/-

मैं आपसे आग्रह करता हूँ कि राष्ट्रीय एकता दिवस को बड़े जोश और उत्साह के साथ मनाया जाना सुनिश्चित करें।

सादर,

आपका,



(अमित शाह)

श्री पीयूष गोयल,
मंत्री, वाणिज्य और उद्योग मंत्रालय,
भारत सरकार,
वाणिज्य भवन, अकबर रोड़,
नई दिल्ली - 110 001
संलग्नक : प्रचौकृत।

राष्ट्रीय एकता दिवस शपथ

मैं सत्यनिष्ठा से शपथ लेता हूँ कि मैं राष्ट्र की एकता, अखंडता और सुरक्षा को बनाए रखने के लिए स्वयं को समर्पित करूँगा और अपने देशवासियों के बीच यह संदेश फैलाने का भी भरसक प्रयत्न करूँगा। मैं यह शपथ अपने देश की एकता की भावना से ले रहा हूँ जिसे सरदार वल्लभभाई पटेल की दूरदर्शिता एवं कार्यों द्वारा संभव बनाया जा सका। मैं अपने देश की आंतरिक सुरक्षा सुनिश्चित करने के लिए अपना योगदान करने का भी सत्यनिष्ठा से संकल्प करता हूँ।

RASHTRIYA EKTA DIWAS PLEDGE

I solemnly pledge that I dedicate myself to preserve the unity, integrity and security of the nation and also strive hard to spread this message among my fellow countrymen. I take this pledge in the spirit of unification of my country which was made possible by the vision and actions of Sardar Vallabhbhai Patel. I also solemnly resolve to make my own contribution to ensure internal security of my country.

राष्ट्रीय एकता दिवस शपथ

मैं सत्यनिष्ठा से शपथ लेता हूँ कि मैं राष्ट्र की एकता, अखंडता और सुरक्षा को बनाए रखने के लिए स्वयं को समर्पित करूँगा और अपने देशवासियों के बीच यह संदेश फैलाने का भी भरसक प्रयत्न करूँगा। मैं यह शपथ अपने देश की एकता की भावना से ले रहा हूँ जिसे सरदार वल्लभभाई पटेल की दूरदर्शिता एवं कार्यो द्वारा संभव बनाया जा सका। मैं अपने देश की आंतरिक सुरक्षा सुनिश्चित करने के लिए अपना योगदान करने का भी सत्यनिष्ठा से संकल्प करता हूँ।

RASHTRIYA EKTA DIWAS PLEDGE

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गोविंद मोहन, भा.प्र.से.
GOVIND MOHAN, IAS



गृह सचिव
Home Secretary
भारत सरकार
Government of India
नॉर्थ ब्लॉक / North Block
नई दिल्ली / New Delhi

D.O. No. I-19034/03/2024-NI-II

राष्ट्रीय एकता दिवस
31.10.2024

16th October, 2024

Dear Secretary,

The observance of Rashtriya Ekta Diwas (National Unity Day) on 31st October, every year, commemorates the birth anniversary of Sardar Vallabhbhai Patel, the architect of national integration of independent India. It is a special occasion to foster and reinforce our dedication to preserve and strengthen the unity, integrity and security of our nation.

2. The Union Home Minister has also written to the Union Ministers to celebrate Rashtriya Ekta Diwas-2024 with great passion and fervour (**copy enclosed**). To mark the occasion, the Rashtriya Ekta Diwas Parade is being organized on 31st October, 2024 at the Statue of Unity, Ekta Nagar, Gujarat, with participation from State Police Forces, the Central Armed Police Forces and NCC cadets.

3. As advised by the Union Home Minister in his above mentioned letter, a Pledge taking ceremony may also be organized to mark the occasion. In this regard, the text of the "Rashtriya Ekta Diwas Pledge" is enclosed.

4. I, therefore, request you to give appropriate directions and guidance for the celebration of Rashtriya Ekta Diwas-2024 in a befitting manner.

With regards,

Encl. as above

PL. Encl. 3/23/x
JS (Admin)

Yours sincerely,


(Govind Mohan)

To

The Secretaries to all Ministries/Departments of Government of India
(As per list attached)