



TEA BOARD

14, Biplabi Trailokya Maharaj Sarani

Kolkata-700001

File No.25(64)/Sectt/2019 | 1702

Dated: 10.01.2023

CIRCULAR

Sub: Celebration of "Iconic Week" programme in continuation with Azadi Ka Amrit Mahotsav (AKAM)-reg.

The Deputy Secretary (Coordination) to the Govt. of India, Ministry of Commerce and Industry, Department of Commerce vide Office Memorandum No.K-28023/100/2022-FT(Coordination) dated 23.12.2022 has forwarded a copy of D.O. letter of the Secretary, Ministry of Culture, Govt. of India bearing No.42-22/321/2022-AKAM dated 28.11.2022 addressed to the Secretary, Department of Commerce, Ministry of Commerce & Industry, Govt. of India (copy enclosed).

The undersigned is directed to state that the Competent Authority has been pleased to constitute a committee consisting of the following members to look Core Committee for celebration of "Iconic Week" programmes in continuation with Azadi Ka Amrit Mahotsav (AKAM) and submit the report to the undersigned for onwards transmission to the Ministry.

Sl. No.	Name	Designation	Members
1	Dr. Rishikesh Rai,	Secretary	Chairperson
2	Shri Dipankar Mukherjee	Dy. Dy. Director of Tea Development	Member
3	Smt. Rajanigandha Seal Naskar	Control of Licensing	Member
4	Dr. Mahipal Singh	Project Director	Member
5	Smt. Dipannita Dattagupta	Publicity Officer	Member
6	Shri P.C. Boro	Joint Controller of Licensing	Member
7	Smt. Seema Tiwary	Accounts Officer	Member

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

Distribution:

1	Officers listed above	With the request to comply with the directive of the Ministry of Culture, Govt. of India with immediate effect.
2	FA&CAO	
3	DTP (I/C)	
4	DTD	
5	Director (R)	
6	Secretary to Deputy Chairman	
7	PA's to FA&CAO/DTD/Secretary	
8	IT Cell	For uploading in the Board's Website.
9	TBEA	
10.	Secretariat Branch	With spare copies

28023/100/2022-FT(coord)

FTS: 2177186

गोविंद मोहन
सचिव
Govind Mohan
Secretary



सत्यमेव जयते

77
Azadi Ka
Amrit Mahotsav

भारत सरकार
संस्कृति मंत्रालय
नई दिल्ली-110001
GOVERNMENT OF INDIA
MINISTRY OF CULTURE

D.O. No.42-22/321/2022-AKAM

O/o JS (AS)

NEW DELHI-110 001

Diary No. 720730/22 November 28, 2022

Date 16/12/22

Dear Sir/ma:

This is in continuation of my D.O. letter of even number dated September 16, 2022 wherein overview of Azadi Ka Amrit Mahotsav (AKAM) is provided with a request to draw up calendar of events and programmes to be undertaken by all Ministries.

2. From 12 March 2021 till now 1.25 lacs events have been uploaded on the AKAM website. However, post 15th August 2022, uploading of events by Ministries on the AKAM website has reduced significantly. The current number of events uploaded by your Department is Zero.

3. AKAM celebrations will continue for another year, and will culminate on 15th August 2023. In the second phase of AKAM celebrations, it is our endeavor to further enhance the outreach of the programme and amplify jan bhagidaari to touch the lives of every citizen. From this year onwards, AKAM will conduct campaigns in place of events focusing on the following nine themes:

1. Health and Wellness
2. Unity
3. Cultural Pride
4. Tribal Empowerment
5. Water
6. Aatmanirbhar Bharat
7. Women and Children
8. Sustainability/Lifestyle for Environment (LIFE)
9. Inclusive Development

4. In this regard, it is requested that a calendar may be drawn up by each Department signifying their programmes connecting to the aforementioned themes. The Ministry may continue to celebrate their 'Iconic Week' programmes in continuation with the campaigns. The programmes under the campaigns are to combine physical and digital components to operationalize massive outreach and ensure active public participation. It is further requested that the events may be uploaded on AKAM website regularly.

with regards,

Yours sincerely,

(Govind Mohan)

cs-has sen

JS(AS)

Shri Sunil Barthwal
Secretary
Department of Commerce
Ministry of Commerce and Industry
Udyog Bhawan, New Delhi-110001