



One Year Journey & Road Ahead

Meeting of Culture, Tourism Ministers and Chief Secretaries,

12th - 13th April, 2022



Why are we here today?









SHARE

HEAR

PREPARE



The agenda for the next 2 days



DAY 1	Day 2
 The journey so far 	 Learnings from States/UTs
 Learnings and Highlights 	Best Practices
 Future events that need your support 	Challenges and Opportunities

ROAD AHEAD...



Cultural evening celebrating India







One of the world's largest initiatives of this kind



Azadi Ka Amrit Mahotsav in the last 1 year

52 weeks,365 days

25K+ events

150+ countries

28 States, 8 UTs 55 Ministries, Departments

1 event every 30 minutes



Joining all corners of the country

















Unique. Aspirational. Forging Bonds across Culture.





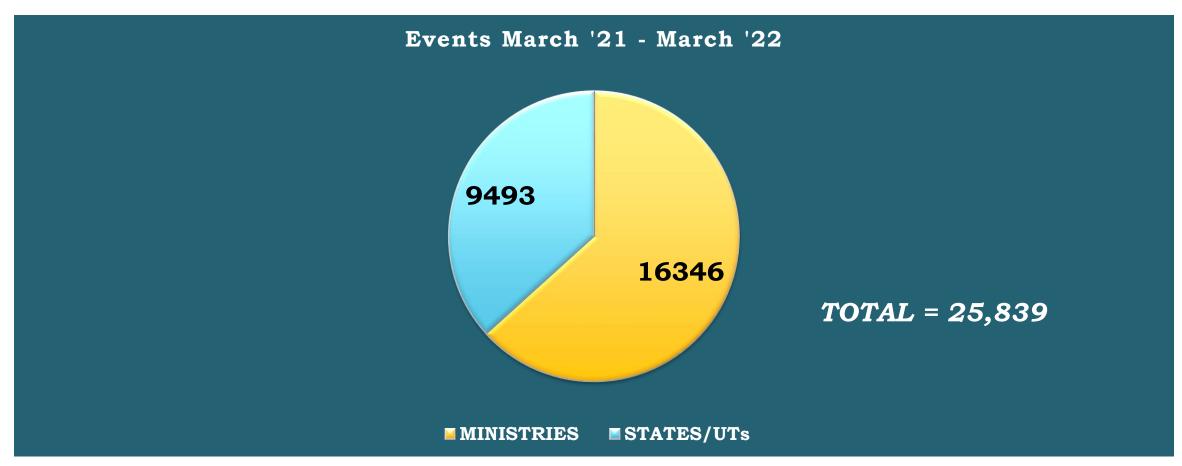






More than 25K+ events and growing

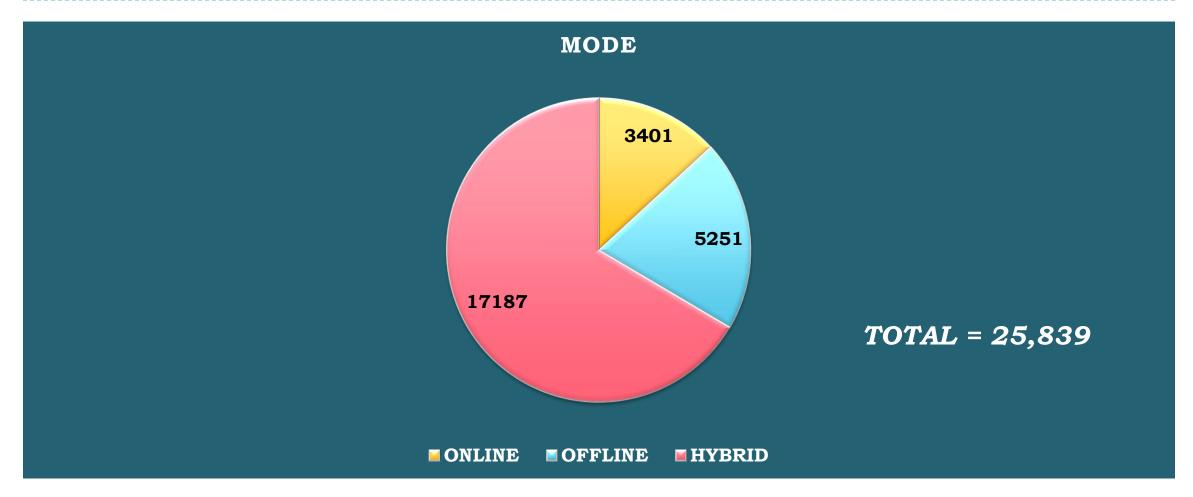






Hybrid events extending our outreach

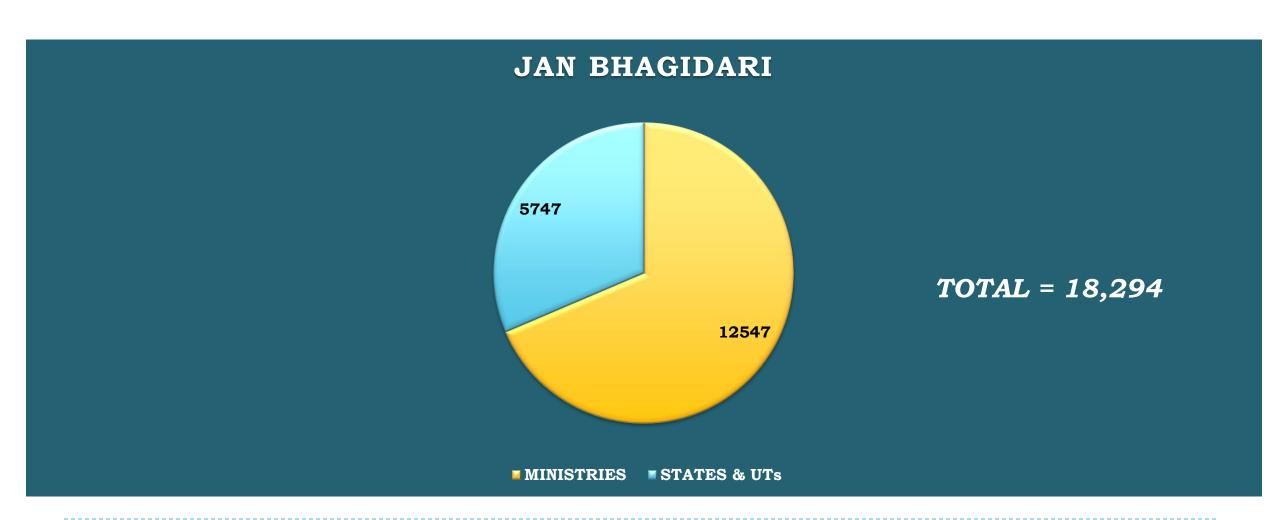






Over 70% of all events have public participation











S. No.	States	Total Events
1	Rajasthan	1284
2	Haryana	1208
3	Gujarat	1018
4	Tripura	716
5	Madhya Pradesh	402
6	Uttar Pradesh	327
7	Maharashtra	316
8	Andhra Pradesh	241
9	Tamil Nadu	237
10	Bihar	215
11	Manipur	207
12	Punjab	203
13	Karnataka	188
14	Himachal Pradesh	182
15	Kerala	135

S. No.	States	Total Events
16	Jharkhand	104
17	Uttarakhand	96
18	Odisha	89
19	Mizoram	77
20	Arunachal Pradesh	69
21	Chhattisgarh	64
22	Sikkim	63
23	Meghalaya	40
24	Goa	34
25	Nagaland	31
26	Assam	20
27	Telangana	11
	Total	7577





Events by UTs – March '21 to March '22

S. No.	UTs	Total Events
1	Jammu & Kashmir	1006
2	Daman & Diu and Dadra and Nagar Haveli	220
3	National Capital Territory of Delhi	211
4	Andaman and Nicobar Islands	186
5	Chandigarh	128
6	Ladakh	104
7	Puducherry	38
8	Lakshadweep	23
Total		1916



Themes of Amrit Mahotsav & Overall Strategy



FREEDOM STRUGGLE IDEAS

@75

ACHIVEMENTS

@75

RESOLVE @75

ACTIONS

@75



WHOLE OF GOVERNMENT APPROACH



INCREASED
SCALE OF
VISIBILITY,
OUTREACH, IMPACT



LOW COST INITATIVES, RESOURCE POOLING



USE OF DIGITAL TECHNOLOGY, SOCIAL MEDIA



JAN BHAGIDARI BUILT IN PLANNING STAGE



Since October 2021



More emphasis on ...









LARGE: Scale and Scope of Programs



Example: SHAHEED DIWAS, 23 March

- Physical Programs at 14 locations across India
- Pre publicity Prabhat Pheris : awareness and outreach.
- High Jan Bhagidari. Nukkad Nataks to mobilize crowd.
- Emotive and Honor led codes of programming.
- Participation of leaders, MPs, CMs, MLAs.
- Live Streaming of Hon'ble PM's programme (Hybrid)
- Launch of Biplobi Bharat Gallery
- Paying Tributes via DIGITAL JYOT (5 lakh entries)











Digital Jyot



<u>www.digitaltribute.in</u>

This may be made a part of all your programs connected to freedom fighters



Whole of Government and Beyond



Whole of Government



Collaboration with Ministries & Departments, States & UTs

Whole of Society



Collaboration with Civil Society, NGOs and others

16



Examples of WHOLE OF SOCIETY events









Wide variety of Programming Mix

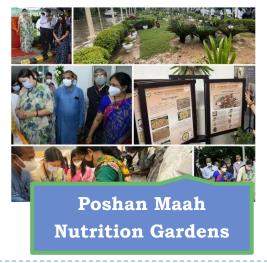
















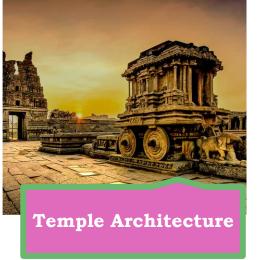




Culture leading the way



















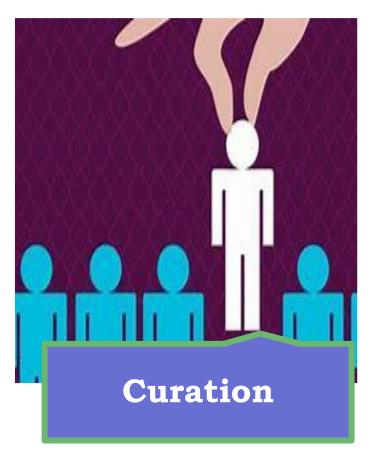


As the nodal Ministry for Azadi Ka Amrit Mahotsav



Ministry of Culture's focus on 3Cs









Transitioning the AKAM Strategy



PAST	PRESENT - FUTURE
■ Urban	• Rural
Digital	Physical
Departmental	Whole of Government – Whole of Society
Small Scale	Large Scale
Directed Programming	Participatory and Interactive Events
 Senior Oriented 	Youth and Family Centric
Bringing people to AKAM	Taking AKAM to people



Expectations from States and UTs..<1>



Variable	Details
RURAL EVENTS	 Events in villages involving farmers, self help groups, anganwadi workers, teachers and others. Focus on village fairs, rural tourism, local art and craft. etc.
WHOLE OF SOCIETY	 Curate programs with Civil society institutions and organizations. Go beyond Government. Har Ghar Jhanda – MASS PROGRAMME.
COLLABORATE & CURATE	 States/UTs come together & create events. Opportunity to showcase diversity & similarities
EK BHARAT SHRESTH BHARAT	Plan programs with partner States with children, youth, senior citizens



Expectations from States and UTs..<2>



Variable	Details
	- Create special events around local unsung heroes involving multiple
	departments.
	 Incorporate the Digital Jyot with these programmes and events.
	o Already about 7 lakh tributes offered.
	An ICHR initiative under Azadi Ka Amrit Mahotsav.
UNSUNG HEROES	o An exhibition on The Freedom Struggle of India.
	o Exhibition would be travelling to 100 locations across the country.
	■ Pictorial book on Unsung Heroes – Amar Chitra Katha.
	o 15 stories (Women in Power – Elected to the Constituent Assembly).
	o 20 stories (Brave Women of our Freedom Struggle).
	 Please ensure wide coverage and dissemination of information.



Special role of Culture



- Culture as an ECONOMIC RESOURCE.
- Culture as a vehicle of NATIONAL UNITY.
- > Culture's role and impact in SOFT DIPLOMACY.
- **DEMOCRATIZATION of Culture.**
- Culture as a RESOURCE FOR SKILL DEVELOPMENT.
- Culture as an ENABLER for ENVIRONMENTAL CONNECT.
- > WHOLE OF GOVERNMENT Ministries with high synergies with Culture.

BASIS OF NEW CULTURE POLICY





Thank You

www.amritmahotsav.nic.in



1. Oruganti Mahalakshmamma





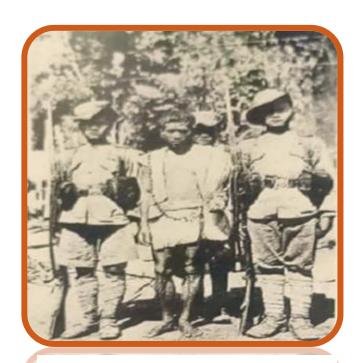
Sri Potti Sriramulu Nellore, Andhra Pradesh

- Led campaigns against the high revenue collections by the colonial authorities
- Major drop in the revenue collection, posing the authorities a severe challenge.
- > Boycotted British goods, started Khadi market in Kavali, providing employment.
- > Progressive ideology married one of her sons to a child widow.
- She was sent to jail, for six months, for her participation in the Salt Satyagraha.
- During the Civil Disobedience Movement, her electrifying speeches slayed the enemy, resulted in another one-year-long imprisonment. This time she did not survive the ordeal.



2. Matmur Jamoh





East Siang, Arunachal Pradesh

- Matmur Jamoh fought against slavery and land acquisition policies.
- He and his team, took the life of Noel Williamson and Dr. Gregorson on 31 March, 1911 to protest the unjust policies.
- Incident took place at Komsing and Pangi village, respectively.
- Williamson was the then assistant political officer of Sadiya.
- > This incident led to the famous Anglo-Abor War of 1911.
- Along with Lomlo Darang and Bapok Jerang, given life imprisonment.
- > Sent to Kala Pani at Andaman & Nicobar Island.
- > Never returned even after the country achieved independence.



3. Dhruv Kundu





Katihar, Bihar

- Dhruv Kundu was born in the year 1929 in Katihar, Bihar.
- In 1942, when the 'Quit India Movement' was launched by Mahatma Gandhi, Dhruv Kundu was barely 13 years old.
- > Braveheart adolescent chose to participate in the 1942 revolution,
- His focus: free our country from British Rule.
- On 13th August 1942, the 'Quit India' movement erupted in Katihar.
- Revolutionaries under the leadership of Dhruv Kundu hoisted the National Flag at the police station, Katihar.
- > British soldiers started firing on the crowd in which Dhruv Kundu was shot at and was martyred.



4. Dashriben Chaudhari





Tapi (Vyara), Gujarat

- Dashriba, came from an adivasi family of Vedcchi village.
- Her family had a history of leadership in the tribal community struggles.
- > Lifelong Gandhian. Active participant in Satyagraha and Swadeshi.
- An educated Adivasi with knowledge of Gujarati, she started spreading awareness about Gandhiji's philosophy from a very young age.
- > She was later arrested for encouraging people to wear khadi and take part in the Civil Disobedience Movement.
- During her trial, she told the British Magistrate "Whether we live or die, until the time we do not get Swaraj, I will spin and wear khadi".



5. Master Amir Chand





North Delhi, Delhi

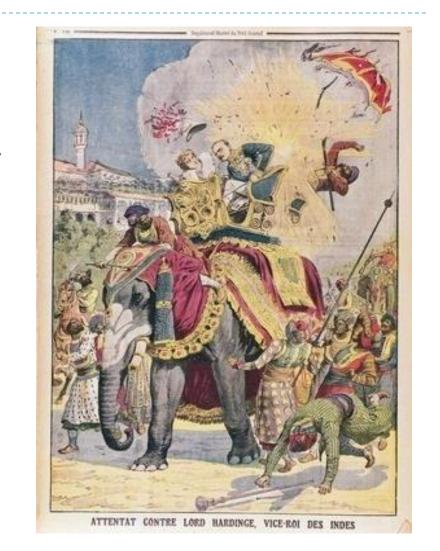
- He was a prominent worker in the Swadeshi Movement. Contact with revolutionary leader, Lala Har Dayal, got him into the revolutionary movement.
- Leader of the Ghadr Party. Worked in close collaboration with Rash Behari Bose and directed revolutionary activities in the whole of northern India.
- > Arrested in February 1914: charge of conspiracy to kill Lord Hardinge, the Viceroy of India.
- > He was sentenced to death on October 5, 1914, along with his three compatriots Avadh Bihari, Bal Mokand and Basant Kumar Biswas.
- > He died on the gallows on May 8, 1915, in the Delhi Central Jail.







- > The Delhi Conspiracy case, also known as the Delhi-Lahore Conspiracy, refers to an attempt made in 1912 to assassinate the then Viceroy of India, Lord Hardinge by throwing local bomb (a self-made), on the occasion of transferring the capital of British India from Calcutta to New Delhi.
- > Hatched by the Indian revolutionary underground in Bengal and Punjab and headed by Rash Behari Bose.
- The conspiracy culminated in the attempted assassination on 23 December 1912, when a homemade bomb was thrown into the Viceroy's howdah as the ceremonial procession was moving through the Chandni Chowk suburb of Delhi.





6. V. Subbiah





Puducherry

- > Freedom fighter, founder of the Trade Union Movement in Puducherry.
- Was expelled from the school after organizing an agitation.
- In the early phase of his life, he was influenced by Gandhiji, joined INC.
- > He founded the 'Harijan Sevak Sangh' in 1933.
- > Launched a publication called 'Sutantiram' ('Independence').
- > Soon he was recruited into the communist movement after having befriended Amir Hyder Khan and S.V. Ghate.
- He took part in agitations in different areas of the Madras Presidency.
- > He was jailed, both by French and British colonial authorities, and moved underground when not in jail.

Source: The Unsung Heroes: A Tribute, Lal Bahadur Shastri National Academy of Administration



7. Ka Phan Nonglait





West Khasi Hills, Meghalaya

- Freedom fighter from the Khasi Hills
- > When British soldiers started to move out of Moirang village and headed for Nongkhlaw, soldiers of Tirot Sing set a trap for the British soldiers at Langstiehrim.
- > Due to the heat British soldiers rested near a waterfall.
- > Brave Phan Nonglait made the soldiers of Tirot Sing wait in the shadows.
- > She provided the British soldiers who rested at the waterfall with drinks, took away all their weapons to throw under the rock hole of the waterfall.
- > Later the soldiers of U Tirot Sing captured the British soldiers easily.



8. Wazir Ramsingh Pathania





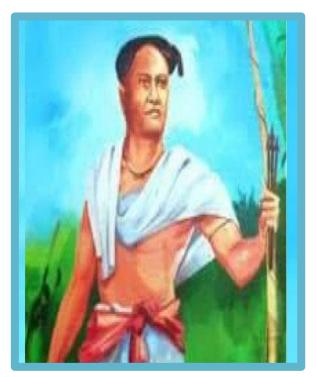
Kangra, Himachal Pradesh

- Night of August 14, 1848, he attacked Shahpur Kandi fort, which was under the Britishers at that time, with about 400 young soldiers. Many English soldiers were killed and some escaped with their lives.
- On August 15, 1848, Ramsingh Pathania captured the fort and hoisted his flag on the ramparts of the fort and declared "From today the British rule has been abolished from Nurpur State and Jaswant Singh is Raja of Nurpur State and I am its Wazir."
- In January 1849, he again challenged the Britishers. He killed Lieutenant John Peel, nephew of the then British PM Sir Robert Peel. But the army of Wazir Ramsingh Pathania was defeated in the battle. He was captured, deported and imprisoned and tortured in Singapore jail. He was martyred for his motherland in Singapore jail itself.



9. Thalakkal Chanthu





Kerala

- High revenue tax causing widespread dissent in Wayanad. A Company peon was killed by Edachena Kunkan when he demanded paddy from a Kuruchiya man, prompting the entire Kuruchiya tribe to join hands with Edachana Kunkan who was carrying on a fight against the British on behalf of Pazhassi Raja.
- Rebellion on 11 October 1802 involved tribal soldiers (comprising 175 Kurichya archers), led by Thalakkal Chandu and Edachena Kunkan. They captured the British fort at Panamaram which was defended by the I battalion of 4th Bombay infantry.
- Commanding officer Capt. Dickinson and Lt. Maxwell were killed in action along with entire detachment of 70 soldiers which was guarding the fort. The British forces launched a retaliatory attack and trapped Chanthu on 15 November 1805. He was executed under a Koly tree.



10. Kittur Rani Chennamma





Kittur, Karnataka

- Born 23 October 1778, Belgaum. Spouse Raja Mallasarja (m. 1793-1816)
- > Children Shivalingappa. Died 2 February 1829, Bailhongal
- > One of the first female activist who fought against the British Empire.
- > Chennamma could not beat them but she inspired many women to rise against British rule in the country.
- She was the Queen of the princely state Kittur in Karnataka.



Take Away



- 1. We do not know all our unsung heroes. Amrit Mahotsav initiatives allow us an unique opportunity to discover, document and commemorate all those responsible for our freedom.
- 2. States and UTs have a key role in enabling this process.
 - i. Building awareness
 - ii. Helping in documenting unknown stories (part of local folklore)