

AIU/SGO/AKAM/2021
February 24, 2022

Dear Vice Chancellor/Director,

As you all know, India is celebrating 75 years of its independence as '*Azadi ka Amrit 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/Organizations are planning different activities for the 75-week long celebrations of '*Azadi ka Amrit 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. 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. The Programme was inaugurated on 14th August, 2021 with the release of the first episode on **Indian Culture and Heritage**. This was a huge success and more than 25,000 students participated in the quiz and received participation certificates and 1000 prizes were given for the toppers in the quiz.

The Seventh Episode of the series, dedicated to '**Explore India, Discover Yourself**' is scheduled to be held on **26th February 2022 at 1200-1300 hrs (IST)** in which we will be inviting Ms. Bindu Menon, Founder and Head of International Business - RELOINDIA and Partner and Communications Head – B7P CREATIVES as Speakers for sharing some significant insights from her experience, specifically for female travellers as well as young travellers at large to explore domestic tourism in India in ways anew. The webinar will be followed by a quiz.

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.

To join the webinar, please register at:

<https://bit.ly/EXPLOREINDIADAD>

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 26th February, 2022 from 1200 Noon. The following link can be used for participating in the quiz : <https://bit.ly/DADQuiz>

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

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.

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

With regards,

Yours sincerely,

(Pankaj Mittal)

All Vice Chancellors/Directors of AIU Member Universities/Institutes

