

Dr. (Mrs.) Pankaj Mittal

(Former Vice Chancellor, BPS Women University, Haryana)
Secretary General

डॉ. (श्रीमती) पंकज मित्तल

(पूर्व कुलपति, बीपीएस महिला विश्वविद्यालय, हरियाणा)
महासचिव



Association of Indian Universities

AIU House, 16, Comrade Indrajit Gupta Marg (Kotla Marg),
New Delhi-110 002

भारतीय विश्वविद्यालय संघ

ए०आई०यू० हाउस, 16, कॉमरेड इंद्रजीत गुप्ता मार्ग
(कोटला मार्ग), नई दिल्ली-110 002

AIU/SGO/AKAM/2021

October 28, 2021

Dear Vice Chancellor/Director,

As you all know, India is celebrating 75 years of its independence as '*Azadi ka Amrut 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 Amrut 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 Third Episode of the series is dedicated to **The Potential of Tourism in Employment** in which we will be inviting **Dr. Deepa Mittal, Assistant Professor, IITTM** and **Mr. Sagnik Chowdhury, Regional Director (East), Ministry of Tourism** to share their experiences with you. The webinar will be followed by a quiz which will be based on the film shown in the webinar and the experiences shared by the mountaineers.

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://digitalindia.gov.zoom.us/webinar/register/WN_wWFTILHhQNumZkJrUpkPCA

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 30th October, 2021 from 3.00 p.m. to 10.00 p.m. The following link can be used for further communication: <https://quiz.mygov.in/quiz/dekho-apna-desh-webinar-quiz-the-potential-of-tourism-in-employment/>.

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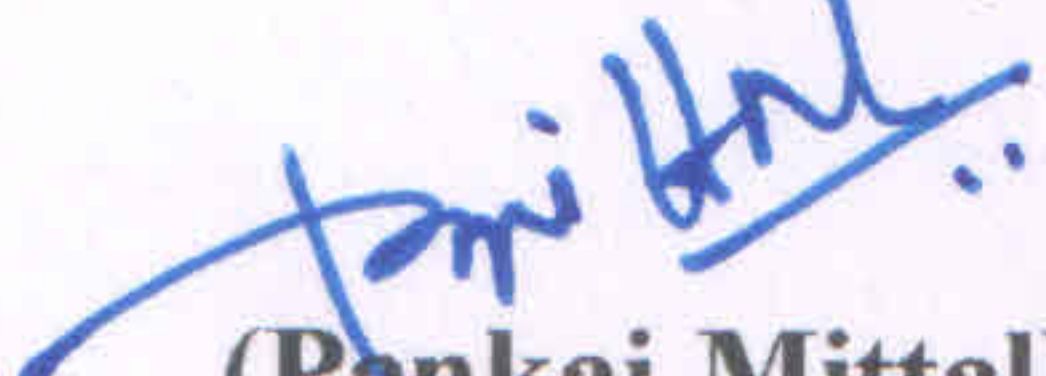
For any query you may contact Nodal Officer from Ministry of Tourism, Mr. Anil Oraw, Regional Director (Mob: 8383067847, anil.oraw@nic.in) & Mr. R.K. Suman, Deputy Director General (Mob: 9007952773, rk.suman1@nic.in) or Nodal Officer from Association of Indian Universities, Dr. Baljit Singh Sekhon, Joint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

Yours sincerely,


(Pankaj Mittal)

All the Vice Chancellors/Directors of AIU Member Universities/Institutions