

GOVERNMENT OF INDIA
MINISTRY OF CULTURE
LOKSABHA
UNSTARRED QUESTION No.1753
TO BE ANSWERED ON 10.03.2025

AZADI KA AMRIT MAHOTSAV

1753 SHRI VISHNU DAYAL RAM

Will the Minister of CULTURE be pleased to state:

- (a) the key outcomes and impact of the Azadi Ka Amrit Mahotsav (AKAM) programmes in promoting India's cultural heritage and freedom struggle;
- (b) the number of participants and the geographical reach of the AKAM initiatives across the country; and
- (c) whether any specific efforts are being made under AKAM to engage youth and educational institutions and if so, the details thereof?

ANSWER

MINISTER OF CULTURE AND TOURISM
(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) Cultural Pride was a theme under Azadi ka Amrit Mahotsav (AKAM) celebrations. Different programmes and campaigns were undertaken under the theme of Cultural Pride.

The programme Qila Aur Kahaniya, Wonder Caves i.e. programmes at forts and caves led to engagement with history of fort and caves, specially on the spot activities and competitions saw participation of school children apart from tourists. A series of programmes under Kalanjali at Central Vista ensured free access to high quality programmes giving exposure and engagement with art and culture and content related to freedom struggle. Another event 'Unmesha' the Indian Language Literature Fest led to celebration and strengthening connection with more than 100 languages and more than 500 authors. The event 'Utkarsh' brought thousands of artists under one roof to celebrate Tribal Culture.

The programme 'SanskritaSamunvesha' ensured the spotlight on the Sanskrit language. In collaboration with content creators, Prabhat pheries added outreach. Art,

Architecture & Design Biennale put a marquee event of the global festival/event calendar. Festival of Library brought people one and all close to books which are the fountain of knowledge from ancient times. International Museum Expo with participation of different State and Centrally supported museums and international organizations gave people an opportunity to explore our heritage via objects and artefacts.

Azadi ka Amrit Mahotsav celebrated the rich legacy and history of Indian Culture. Achievements and contribution of ancient India to the World found center stage through the Digital Helpline for Ayurveda Research Articles [DHARA] series of events by Ministry of Culture during AKAM: It covered topics such as: Vedic Mathematics, Indian Calendar System, Indian Astrophysics and Cosmology, Indian Knowledge System Mela, Ayurveda in India, Ayudhana Kala (Martial Arts), Samudramanthan: Ancient Maritime History (Announcement of Stitched Ship), Sangeet & Natya Parampara, Rasayanashastra – Metallurgy.

Amrit Mahotsav united one and all through many programmes such as “Festival of Unity, Visits to Border Villages, Telangana Formation Day, Vitasta – Celebrating the best of Kashmir, Kashi Tamil Sangamam, Saurashtra Tamil Sangamam, Madhavpur Mela” etc. Global Spirituality Mahotsav brought people closer to the spiritual ancestry of Bharat.

Amrit Mahotsav spotlighted unsung heroes of freedom struggle. Under this programme digital documentation of more than 10000 unsung heroes completed. Digital District Repository (DDR) took shape to celebrate local history of more than 18000 freedom fighters. Ministry of Culture supported series of programmes - Kranti Teerth dedicated to freedom fighters. 15, November is declared as Janjatiya Gaurav Diwas which focus on Tribal Freedom Fighters – Birsa Munda, Tirot Singh, Matmur Jamoh and others.

AKAM events highlighted the role of States in our independence movement and in building the India story. Indicative examples are 100 years of Chauri Chaura (Uttar Pradesh), Hyderabad Liberation Day (Telangana), Amrutha BharathigeKannadadharathi (Karnataka) and many more.

Under AKAM special initiatives taken to reach younger audiences with narratives of freedom struggle. Special editions of Amar Chitra Katha on tribal freedom fighters, women in

Constituent Assembly, Unsung Heroes etc. Swatantrata Swar spotlighting revolutionary poetry, banned literature etc. Zara Yaad Karo Qurbani and other podcast focused on freedom struggle centred stories are some of the initiatives under AKAM to reach younger audiences.

The Swadeshi Scientists programme was an effort under AKAM to highlight the role of scientists in the freedom struggle and highlights the efforts towards technological '*atmanirbharta*'. Further programmes also included focus on Intellectual Property Rights etc.

(b) Many programme and brand names created during AKAM. Brand AKAM and its logo are easily recognizable digital asset. AKAM is one of the longest commemorations anywhere in the world. Its duration is 2 years 7 months and 19 days. More than 2 Lakh events were done across India and abroad (more than 150 countries) during the period. The events were curated by Central/State Ministries/Departments, Government/private organisations, corporates, NGOs, Schools/Colleges, etc.

Meri Maati Mera Desh, Unity in Creativity competition and Har Ghar Tiranga are some mass programmes conducted under AKAM. Meri Maati Mera Desh campaign saw widespread participation in two phases. More than 6 lakh villages were covered under the programme. Participation spread over 766 Districts, more than 7000 Blocks in 36 States and Union Territories and 55 Ministries and Departments. The final event at Kartavya Path on 31st October, 2023 was attended by more than two lakh people from across the country. More than 2,33,000 Shilaphalakams were dedicated to Veers. *VeeronKa Vandan* happened at 2,18,856 places. More than 4 crore number of Panch Pran pledges taken. More than 2.36 crore indigenous saplings have been planted and 2.63 lakh Amrit Vatikas created under the Vasudha Vandan theme across the country.

Three all India competitions were held under Unity in Creativity competition under AKAM, viz: (i) Deshbhaktigeet writing; (ii) Lori writing; and (iii) Rangoli making. This competition got a phenomenal response from all over the country with entries coming in from more than 700 districts for each competition. Deshbhaktigeet writing competition saw more than 2 lakh entries from across India. Lori writing saw more than 80000 entries and Rangoli making competition saw more than 2.34 lakh entries.

Har Ghar Tiranga became a national phenomenon which saw more than 20 crore people upload their selfies with Tiranga during the last three years. In 2022, more than 23 crore households participated in Har Ghar Tiranga. Multiple Guinness World Records were created during Har Ghar Tiranga programme.

(c) AKAM was designed from the start to ensure participation of youth and educational institutions. Various competitions such as essay, quiz, debate fancy dress, patriotic singing, rangoli making etc. were organised to ensure participation of the young people. Exhibitions, skits, wall paintings etc were created for display/replication in school and college premises. Outreach activities for mega activities such as Har Ghar Tiranga envisaged an important role for students in imbibing and spreading the message of bringing home the Tiranga.

Young India voiced their opinions in many programmes of AKAM and promised to step up and work towards nation building. The following are some of the programmes with mass participation of young India: Postcards to Prime Minister (more than 1 crore approximately); National Youth Festival; Veer Gatha Project; Student trips under Ek Bharat Shrestha Bharat; Veer Baal Diwas; Har Ghar Tiranga events/marches organised across schools and colleges; Meri Maati Mera Desh programmes in schools and colleges – NYKS (MyBharat).

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