



कार्यालय प्रधान मुख्य आयकर आयुक्त, आन्ध्र प्रदेश व तेलंगाना, हैदराबाद

Office of the Pr. Chief Commissioner of Income Tax,

Andhra Pradesh & Telangana, Hyderabad,

दसवीं तल, आयकर शिखर/ 10TH Floor, Income Tax Towers,

ए.सी. गार्ड्स, हैदराबाद/ AC Guards, Hyderabad – 500 004.

टेलि.नं./Tel. No. 040 – 23425474, फैक्स/ Fax 040-23241427

F.No.Pr.CCIT/AKAM/Estt/2021-22

Date: 01 /11/2021

To

**All the Heads of Departments
of Andhra Pradesh & Telengana Region.**

Sir/Madam,

Sub: Activities for Commemoration of 75 Years of Independence - (Bharat Ka Amrit Mahotsav) – Reg.

Ref: Pub(1(33)/PR,P&P/2021-22/538 dated 24.09.2021

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Kindly refer to the above.

2. I'm directed to forward herewith the DO Letter of Pr.DGIT(Admin & TPS) w.r.t conduct of events commemorating Azadi Ka Amrit Mahotsav dtd. 24.09.2021, to all HoDs for necessary action at your end.

The details of the Letter are as under:

1. Vide letter dated 26.06.2021, it was communicated that a digital screen may be installed in a prominent location in the Office so that content in respect of AKAM events being conducted across the country may be conducted.
2. Organization of Cyclothon between 6th-12th Dec'2021, covering most of the national monuments and places of national importance in respective state/district in line with the theme of AKAM. The Cyclothon activity needs to involve taxpayers, tax professionals and expert cyclists.
3. As many stakeholders as possible may be involved in the events, and shall be be widely spread out across districts and towns. In places where the presence of Income Tax Department is small/limited, respective offices may be directed to collaborate with the offices of CBIC, which are situated in the same district to ensure the scale and the grandeur of the event.

4. Women SHGs, local and regional celebrities, families of freedom fighters, farmers, small traders and businessmen, academically brilliant children, young sports achievers, specially abled individuals, record holders and famous artists should be included in all the AKAM events. One such group of individuals should be identified in advance for every event. The group of individuals should be invited to the monthly/weekly AKAM event and the individuals may be felicitated during the event.

5. Interaction with School students and imparting them the important of taxes in National Growth, etc.

6. All the activities being conducted regionally should be invariably covered by local media and by local newspapers. Wide publicity of the events should be ensured by collaborating with the regional media outlets. Photos and videos of the events may be recorded and archived safely for use by Directorate in the production of a movie at a later stage on the activities conducted across the country for AKAM.

I am directed to request all HoDs to plan and conduct the specified events in their respective charges, befitting the occasion.

Yours faithfully,



(B. SRINIVASA RAO)

Jt. Commissioner of Income Tax,
(OSD) (Hqrs)(Admn.),
O/o Pr.CCIT, AP&TS, Hyderabad.

Encl: as above.



कौशलेंद्र कुमार सिंह, भा.रा.से
Kaushalendra Kumar Singh, IRS
प्रधान महानिदेशक
PRINCIPAL DIRECTOR GENERAL

दूरभाष / Telephone : +91-11-23412480

फैक्स / Fax : +91-11-23411264

प्रधान आयकर महानिदेशक (प्रशासन एवं करदाता सेवाएं), पांचवीं
मंजिल, मयूर भवन, कनॉट सर्कस, नई दिल्ली- 110001

Principal Director General of Income Tax
(Administration & Taxpayer Services) 5th Floor,
Mayur Bhawan, Connaught Circus, New Delhi-
110001

D.O. NO. Pub-1(33)/PR,P&P/2021-22/538

Dated. 24.09.2021

Dear Pr CCs/ Pr DGs

**Subject: Azadi ka Amrit Mahotsav - Events commemorating the
occasion - Guidance to field formations - reg.**

It may be recalled that Azadi ka Amrit Mahotsav (AKAM) is being celebrated across the country as per the 6 themes of the celebration and the direction of the National Implementation Committee constituted in this respect. This Directorate has already undertaken several events in this respect after obtaining the approval of Chairman, CBDT. In addition to the same, this Directorate has been continuously coordinating with the field formations in ensuring that the events being conducted across the country are synchronized with the overall theme of the event.

2. In this background, several meetings have taken place in the Department of Revenue in conjunction with the Central Board of Indirect Taxes and Customs and it was considered expedient to issue certain guidance in respect of the events that the field formations are undertaking.

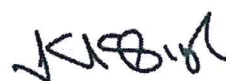
- a. Vide letter dated 26.06.2021, it was communicated that a digital screen may be installed in a prominent location in the office so that content in respect of AKAM events being conducted across the country may be broadcasted. This Directorate shall shortly be sharing curated content from across the country with all the field formations. This content may be displayed on these screens in all the offices in your region so that all stakeholders can appreciate the diversity and the grand scale in which the event is being celebrated across the country.
- b. Cyclothon is to be held across the country during the Finance Ministry week between 6th to 12th December 2021. It may be ensured that the Cyclothon covers most of the national monuments and places of national importance in the respective state/district in line with the theme of AKAM. The Cyclothon activity needs to involve taxpayers, tax professionals and expert cyclists from the respective regions.
- c. While the focus should be to involve as many stakeholders as possible in the events, the commemoration should also be widely spread out across districts and towns which have even the presence of a single officer at the level of Assistant/Deputy Commissioner of Income Tax. In places where

the presence of the Income Tax Department is limited, the respective offices may be directed to collaborate with the offices of CBIC which are situated in the same district to ensure the scale and the grandeur of the event.

- d. Women SHGs, local and regional celebrities, families of freedom fighters, farmers, small traders and businessmen, academically brilliant children, young sports achievers, specially abled individuals, Record holders and famous artists should be included in all the AKAM events. One such group of individuals should be identified in advance for every event. The group of individuals should be invited to the monthly/weekly AKAM event, they should be introduced to the audience, and as a mark of respect and honor, the individuals should be felicitated during the event.
 - e. Pr.CCsIT may arrange to meet and discuss the importance of taxes, contribution of taxes to national development and the crucial role played by the Income Tax Department in protecting the economic health of the country with the students of atleast 50 schools from each region through events conducted either physically or online.
 - f. **All the activities being conducted regionally should be invariably covered by local media and by local newspapers. Wide publicity of the events should be ensured by collaborating with the regional media outlets.** The videos should be recorded through photos and videos. The same shall be archived safely for use by this Directorate in the production of a movie at a later stage on the activities conducted across the country for AKAM.
3. This issues with the approval of the Competent Authority.

With Regards

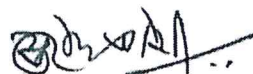
Yours Sincerely



(Kaushalendra Kumar Singh)
Pr.DGIT(Admn. &TPS)

Copy for information to:

- (i) PS to Chairman, CBDT
- (ii) PS to All Members, CBDT
- (iii) Pr. DGsIT/DGsIT(All Directorates) of CBDT
- (iv) CIT(M&TP), CBDT
- (v) CIT(C&S), CBDT



(S. M. Joshi)
JDIT (Hqrs.)