



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/AP&TS/Estt./AM/2021-22

Date: 01.07.2021

To,
The Director General of Income Tax(Hyderabad) , Hyderabad
The Chief Commissioner of Income Tax, Hyderabad,
The Chief Commissioner of Income Tax, (ReFAC), Vijaywada
The Chief Commissioner of Income Tax, (ReFAC), Visakhapatnam.
All the Pr. CsIT/Pr. DIT/CsIT/DIT, AP & TS Region.

Subject: Activities for Commemoration of 75 years of Independence (Bharat ka Amrit Mahotsav)- Reg.

Ref: (i) Letter of ADG(PR, P&P), CBDT, New Delhi in F.No. Pub-1(33)/PR, P&P/Pr. DGIT(Admn. & TPS)/2021-22 dt. 16.06.2021
(ii) Letter of ADG(PR, P&P), CBDT, New Delhi in F.No. Pub-1(33)/PR, P&P/2020-21 dt. 28.06.2021

* * *

Kind reference is invited to the captioned subject.

2. With reference to the above I am directed to communicate that the 75th Anniversary of India's Independence will fall on 15th August, 2022 and to commemorate the occasion, the PMO has encouraged ministries/department to take possible innovative steps to mark the 75th year of India Independence.

3. In this regard please find enclosed herewith the copy of the above referred letters along with their enclosure for information at necessary action. It is also requested that **all the events may be invariably captured with logos and banners of " 75 years of independence"** in the background and may be shared in the Google drive link given in the enclosed letter. A copy of the logos and banners of **" 75 years of independence"** is also enclosed herewith.

4. This issues with the approval of Pr. Chief Commissioner of income Tax, Andhra Pradesh and Telangana.

(PEEYUSH SONKAR)

Commissioner of Income Tax (Admn & TPS)
O/o Pr. Chief Commissioner of Income Tax,
Hyderabad.



आयकर निदेशालय
(जन सम्पर्क, मुद्रण एवं प्रकाशन)

**DIRECTORATE OF INCOME TAX
(PUBLIC RELATIONS, PRINTING & PUBLICATIONS)**

छठी मंजिल, मयूर भवन, कनाट सर्कस, नई दिल्ली - 110001

6th Floor, Mayur Bhawan, Connaught Circus, New Delhi - 110001

F.No. Pub-(33)/PR, P&P/2020-21/152

Dated: 28th June, 2021

To,

All Pr. Chief Commissioners of Income Tax(CCA)

Respected Madam/Sir,

Subject: Activities for Commemoration of 75 years of Independence (Bharat ka Amrit Mahotsav) - reg.

Kind reference to the subject, earlier letters in this respect dated 12th April 2021 and 16th June 2021 and the video conference held on 25th June 2021.

2. In continuation to the points highlighted in the video conference, it is stated that CsIT(Admin) of the respective region may be encouraged to create/develop content for Nukkad Natak and Mono Acting in English, Hindi and regional languages. Nukkad Natak and Mono Acting content that is created in Hindi and English languages and finalized by the regional offices may be forwarded to this Directorate. The top 3 Nukkad Natak across the country shall be suitably awarded. The topics for the Nukkad Natak to be considered for the competition is,

"The role played by taxes in the development of the country in the last 75 years and the role that shall be played in the next 25 years" or,

"Taxpayers - the driving force of civilization" or,

"India's growth story through the perspective of taxation"

3. In addition to the above, regions are encouraged to conduct relay-cyclothon covering important cities and towns of the respective states. The cyclothon may be attended by taxpayers, professionals, citizens and employees of the Department. Certain experienced cyclists from within the Department or otherwise may continue to cycle for the entire journey and some participants would join the rally at each important town/city. This would symbolically carry the message around the entire geography of the state spreading awareness about the event.

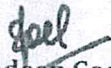
4. It is also requested that respective CsIT (Admin) may be directed to ensure that all the events may be invariably captured with logos and banners of "75 years of independence" in the background and may be shared in the google drive link given below.

<https://drive.google.com/drive/folders/1oWqG9zPG5rwF7dyoatyxiZ8dsgsQ6Zad?usp=sharing>

5. This issues with the approval of Pr. DGIT (Admin & TPS).

Thanking you,

Yours sincerely,


(Dr. Sandeep Goel)
ADG (PR, P&P)

राघवेंद्र सिंह, मा.प्र.से.
सचिव
Raghvendra Singh, IAS
Secretary



भारत सरकार
संस्कृति मंत्रालय
नई दिल्ली-110001
GOVERNMENT OF INDIA
MINISTRY OF CULTURE
NEW DELHI-110 001

D.O. No.21037/18/2021-Special Cell

March 30, 2021

Dear Secretary,

My letters of even number dated 8.3.2021 kindly refer. On the crucial issue of feedback regarding events which you have done and propose to do under commemorative activity for 'Azadi Ka Amrit Mahotsav', may I request you to create 2 folders on Google drive with open access and share the following details in the given format as under:

FOLDER 1 - STATUS UPDATE OF EVENTS DONE SO FAR

Please send status update on all activities done so far regarding 'Azadi Ka Amrit Mahotsav' in the given format along with photographs and videos. Please save each photo/video individually (and not as pdf or as part of any document). Please place all images and videos in one folder and mention the number accordingly in given format:

Date	Theme/Subject	What was done	Images/videos folder

FOLDER 2 - PROPOSED ACTIVITIES FROM APRIL - JUNE 2021

You're also requested to share the list of the proposed events with date and venue for the 1st Quarter till June 30, 2021 in the given format:

Start Date	End Date	Theme/Subject	Activity details	Venue

For both folders please give editable access to anyone with the link.

I shall be grateful if my letter is responded to on priority.

Warm greetings,

Yours sincerely,

(Raghvendra Singh)

To

All the Secretaries of the Govt. of India



13502

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IMPORTANT



दूरभाष / Tel. : 23411052
फैक्स / Fax. : 23414101

आयकर निदेशालय

(जन सम्पर्क, मुद्रण व प्रचार)

DIRECTORATE OF INCOME-TAX

(PUBLIC RELATIONS, PRINTING & PUBLICITY)

छठी मंजिल, मयूर भवन, कनौट सर्कस, नई दिल्ली-110001

6th FLOOR, MAYUR BHAWAN, CONNAUGHT CIRCUS, NEW DELHI-110 001

F. No. Pub-1(33)/PR, P&P/Pr.DGIT(Admn &TPS)/2021-22 /

Dated: 16.06.2021

To,

All Pr. Chief Commissioner of Income Tax,

Respected Ma'am/Sir,

Subject: Activities for Commemoration of 75 years of Independence (Bharat ka Amrit Mahotsav)-Reminder reg.

Kind reference is invited to the subject cited above and this office DO No. Pub-1(33)/PR, P&P/Pr.DGIT(Admn &TPS)/2021-22 /dated: 12.04.2021

2₁ In this regard, it may be kindly recalled that a draft calendar of events was communicated to your office vide the letter mentioned above. Since "Azadi Ka Amrit Mahotsav" is being celebrated by all ministries and departments and CBDT is putting its best foot forward in the activities, it is requested that details of the events conducted in your regions may be forwarded to this office for overall coordination and reporting of the same within the Ministry of Finance.

3₁ Feedback regarding events which have been already conducted and those that are proposed are requested to be uploaded in the format given in google drive link given below at regular intervals for reporting purposes.

(<https://drive.google.com/drive/folders/1oWqG9zPGSrwF7dvoatyxiZ8dsqsQ6Zad?usp=sharing>)

Thanking you

p12-check earlier letter dtd 12/6/21
& ref-cop
Asubash, 270

13/6/21

2
Attn: JPR (AD) (Min)
Pick up with earlier letter

Yours faithfully,

16/6
(Dr. Sandeep Goel)

ADG(PR,P&P), CBDT



रश्मि एस. साहनी भा.स.से.
Rashmi Saxena Sahni IRS

दूरभाष/Telephone: +91-11-23412480

फैक्स / Fax: +91-11-23411364

प्रधान आयकर महानिदेशक (प्रशासन एवं करदाता सेवाएं)

संपत्ती अधिन, मन्त्र भवन, कनौट प्लेस, नई दिल्ली - 110001

Principal Director General of Income Tax

(Administration & Tax Payer Services)

5th Floor, Mantri Bhawan,

Connaught Circus, New Delhi - 110001

DO No. Pub-(33)/PR, P&P/Pr.DGIT(Admn &TPS)/2021-22/51 Dated: 12.04.2021

Dear Pr. Chief Commissioner of Income Tax,

Subject: Activities for Commemoration of 75 years of Independence (Bharat ka Amrit Mahotsav)-reg.

It may be kindly recalled that the 75th Anniversary of India's Independence will fall on 15th August, 2022. To commemorate the occasion, the PMO has encouraged ministries/departments to take possible innovative steps to mark the 75th year of Indian Independence.

2. In this background, the Cabinet Secretary has emphasized the main aspects of the commemoration as follows:-

- While events will be organized for 75 weeks, that is, upto 15th August 2022, scheduling may be done by departments. A calendar of events needs to be prepared.
- Activities should be planned at different places of the country, involving public in general. (Jan-andolan)
- Achievements in the last 75 years and aspiration for India at 2047 both need to be presented.

3. You are requested to formulate a calendar of events for the 75th year of Independence within the guidance provided by the Cabinet Secretary. The activities must be conducted once in a quarter and details uploaded as per proforma given below on the google drive link of the department

(<https://drive.google.com/drive/folders/1oWnG9zPG5rWE7dyoatyaZ8dsgsQ6ZaU?usp=sharing>)

4. In respect of the feedback regarding events which you have done and propose to do under commemoration activity for "Azadi Ka Amrit Mahotsav", you are requested to share the details in the format given below in google drive link given above in para 3 :-

4.1 Folder 1 - Status update of events done so far

Please send status update on all activities done so far regarding "Azadi Ka Amrit Mahotsav" in the given format along with photographs and videos. Please save each photo/video individually (and not as pdf or as part of any document). Please place all images and video in one folder and mention the number accordingly in given format :

Date	Theme/Subject	What was done	Images / videos folder

4.2 Folder 2 - Proposed activities from April 2021 onwards

You are also requested to share the list of the proposed events with date and venue in the given format.

Start Date	End Date	Theme/Subject	Activity details	Venue

5. An indicative but not exhaustive list of activities are mentioned below.

- Marathon/Triathlon/Cyclathon/Yoga events in line with Fit India Movement (once every 3 months)
- Cultural programmes (once every 3 months)
- Designing, creation and display of Poster/Banners
- Plantation Drives/Cleaning Drives - in line with Swatchh Bharat (once every 3 months)
- Hosting of talks/forums by inviting regional luminaries and professionals from sports/academia/industry/culture/arts to discuss issues pertaining to taxation/economy and the future of the taxation ecosystem (once every 3 months)
- State level competition among school/college students on topics pertaining to taxation. (once every quarter)
- Exhibitions for taxpayers (to be updated once every 6 month atleast), same could be mobile within the charge.
- Nakkad Natak (once every 3 months)
- Pr.CCITs(CCA) to create a grievance cell which will see to it that the timeline of taxpayer charter for disposal of grievances is not exceeded and/or the grievance is disposed off within one month. Timelines under taxpayer charter are being separately notified.

6. Considering the fact that the 75th Anniversary of India's Independence will fall on 15th August 2022, in the weeks between 24th July, 2022 & 15th August, 2022, a gala event is proposed to be organized in Delhi to felicitate and showcase the best Nakkad Natak, Exhibition, Cultural Program, Poster/Banner from across the country.

7. In this background, it is requested that the calendar of events as finalized by you alongwith suggestions for the same if any, may be forwarded to Pr.DGIT(Admin. & TPS) at the earliest, positively by 23rd April, 2021 for overall co-ordination and reporting of the same within the Ministry of Finance.

8. These activities must commence immediately from this month and must continue till 15th August, 2022. Please upload the details of events conducted on the given google drive link by the 5th of every month.

9. 24th July, 2021, also marks culmination of the 160th year and start of 161st year of the Department and it is proposed to celebrate the same Pan-India with online events due to COVID pandemic. You are requested to send your suggestion in this regard by 30th April, 2021 to the nodal officer.

10. For both events, the nodal officer is Dr. Sandeep Gnel, ADG, (PR,P&P) and a dedicated email for this has been set-up at adgtpublicity@gmail.com. The coordinating officer would be Ms. Anita Rinesh, DDIT(Pub.-2), having mobile no. 9818015524. A copy of the letter of Secretary, Ministry of Culture, GOI is enclosed.

11. This issues with the approval of the Competent Authority.

With best wishes,

Yours sincerely,


(Rashmi Saxena Sahni)
Pr.DGIT(Admin. & TPS)

All Pr.CCIT (CCA) and Pr. DGIT,NADT, Nagpur

Copy for information to:

- OSD to RS
- PS to the Chairman, CBDT
- PS to all Members, CBDT
- Pr.DGITs/DGITs (All Directorates) for kind information.
- CIT(Coordination & Systems), CIT(M&TP) and Director (ITCC) for information.
- ADGs of Directorates


Joint DIT(Hq.) (Admin & TPS)

राघवेंद्र सिंह, मा.प्र.से.
सचिव

Raghvendra Singh, IAS
Secretary



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GOVERNMENT OF INDIA
MINISTRY OF CULTURE
NEW DELHI-110 001

D.O. No.21037/18/2021-Special Cell

March 30, 2021

Dear Secretary,

My letters of even number dated 6.3.2021 kindly refer. On the crucial issue of feedback regarding events which you have done and propose to do under commemorative activity for 'Azadi Ka Amrit Mahotsav', may I request you to create 2 folders on Google drive with open access and share the following details in the given format as under:

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Start Date	End Date	Theme/Subject	Activity details	Venue

For both folders please give editable access to anyone with the link.

I shall be grateful if my letter is responded to on priority.

With regards,

Yours sincerely,

(Raghvendra Singh)

To

All the Secretaries of the Govt. of India



संस्कृति
मंत्रालय

Room No. 502, 'C' Wing, Shastri Bhawan, Dr. Rajendra Prasad Road, New Delhi-110 001
Phone : +91-11-23381040, 23386895, E-mail : secy-culture@nic.in