

GOVERNMENT OF INDIA
MINISTRY OF CULTURE
LOK SABHA
UNSTARRED QUESTION No. 2270
TO BE ANSWERED ON 09.12.2024

AZADI KA AMRIT MAHOTSAV (AKAM)

†2270. **Shri Chandra Prakash Joshi:**

Will the Minister of CULTURE be pleased to state:

- (a) the details of the steps taken through Azadi ka Amrit Mahotsav (AKAM) initiative to celebrate 75 years of independence and showcase the glorious history of our people, culture and achievement;
- (b) the details of the various programmes being organized under AKAM in the spirit of public participation; and
- (c) the names of programmes held under AKAM in Rajasthan, district-wise?

ANSWER

MINISTER OF CULTURE AND TOURISM
(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) Azadi Ka Amrit Mahotsav (AKAM) is a pan-India initiative launched in March 2021 to commemorate 75 years of India's independence and celebrate the nation's rich history, culture, and achievements. Over the past two years, approximately **2 lakh events/programmes** have been organized under AKAM, reflecting the spirit of "**Jan Bhagidari**" (public participation).

The campaign is structured around five thematic pillars:

1. **Freedom Struggle:** Honoring unsung heroes and key milestones in India's independence movement.
2. **Ideas@75:** Showcasing transformative ideas that have shaped India and will guide its future.
3. **Resolve@75:** Reinforcing collective commitments towards national objectives.
4. **Actions@75:** Highlighting steps to implement policies and achieve national aspirations.
5. **Achievements@75:** Documenting India's progress and achievements over the past 75 years.

These themes serve as a framework for the campaign's initiatives, aimed at engaging the public and fostering unity.

(b) Under AKAM, events have been organized at various levels:

1. **Ministries and Departments:** Initiatives by Central Ministries and Departments.
2. **States and Union Territories:** Programmes led by State/UT governments.
3. **Iconic Events:** Large-scale, impactful events celebrating key milestones.
4. **International Events:** Programmes conducted by Indian Missions abroad to engage the global Indian community.

The second phase, **AKAM 2.0**, focuses on areas such as **Women and Children, Tribal Empowerment, Water Conservation, Lifestyle for Environment (LiFE), Health and Wellness, Inclusive Development, Aatmanirbhar Bharat, Cultural Pride, and Unity.**

Further details of the events and initiatives are available on the AKAM website:

<https://amritmahotsav.nic.in/>.

This campaign embodies the Whole of Government and Whole of Society approaches, ensuring participation from every section of society, nationally and internationally.

(c) Under the Azadi Ka Amrit Mahotsav (AKAM) initiative, more than 15,000 events have been organized in Rajasthan, reflecting the spirit of Jan Bhagidari (public participation). These programmes were conducted following a Whole of Government and Whole of Society approach to ensure inclusive and wide-ranging participation across all districts.

Some of the signature events held in Rajasthan under AKAM include:

1. Mangarh Dham ki Gaurav yatra;
2. MalaseriDungeri Event.

District-wise details of the programmes organized in Rajasthan are available on the official AKAM website: <https://amritmahotsav.nic.in/>. and the list is placed at Annexure- A

This initiative has witnessed significant engagement from citizens, government bodies, and local communities, celebrating the rich cultural and historical heritage of Rajasthan in alignment with the objectives of Azadi Ka Amrit Mahotsav.

Annexure-A**List of Programmes held under AKAM in Rajasthan.**

Sl.No	Name of the Organisation/NGO	Name of the proposal
1.	Swami Atmanishthananda Secretary, Ramakrishna Mission	A proposal to organize 3-day long 'Azadi Ka Amrit Mahotsav' at Khetri, Rajasthan
2.	Vivekananda Kendra Kanyakumari, Rajasthan State	Organizing Vivekananda Sandesh Yatra in entire Rajasthan
3.	Shri Devnarayan Janmasthan Vikas Samiti, Rajasthan	Financial assistance for 1111th birth anniversary of Lord Devnarayan.
4.	Arpan Foundation, Jaipur	Proposal of Spiritual Symphony, Musical Performance to be showcased in 'Azadi Ka Amrit Mahotsav' events
5.	CCRT	Organization of Outreach Programme of Meri Mati Mera Desh(MMMD) and Har Ghar Tiranga (HGT) under Ministry of Culture at CCRT regional centers namely Hyderabad, Udaipur, Guwahati, Damoh
6.	WZCC, Udaipur	Organising various cultural programs during the FY 2021-22 and 2022-23