

F. No. 11018/16/2022-EBSB
Government of India
Ministry of Education
Department of Higher Education
EBSB Cell

Shastri Bhawan, New Delhi
Dated the 11th October, 2022

OFFICE MEMORANDUM

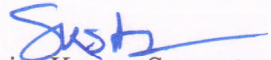
Subject: Communication received from M/o Culture regarding AKAM Souvenir Design Challenge - reg.

The undersigned is directed to enclose a copy of M/o Culture's letter no. 42-21/27/2022-AKAM dated 29th September, 2022 on the subject mentioned above and to say that as part of Azadi Ka Amrit Mahotsav (AKAM), Ministry of Culture has proposed to initiate a campaign to design and develop unique products aligned with the themes of AKAM, so as to give an opportunity to general public to own a memorabilia/ souvenir to remember the occasion.

2. To enable design of such Souvenirs/Memorabilia across price range and across product items, Ministry of Culture is inviting budding/professional designers to create unique and artistic design based on any of the themes of Azadi Ka Amrit Mahotsav. In this regard, a contest, with handsome financial rewards, has been launched on MyGov for professional designers and students of Design colleges and institutes across India (<https://innovateindia.mygov.in/akam-souvenir-design/>).

3. All Bureau Heads, AICTE and UGC are, therefore, requested that the students of Design Institutes across India may be made aware of the contest and may be requested to prepare suitable designs/drafts for special series of mementos and souvenirs for the proposed AKAM Souvenir campaign.

Encl.: As above.


(Sudhira Kumar Samantaray)
Deputy Secretary (EBSB)
Ph: 011- 23073815

To:

1.	Sh. Rakesh Ranjan, Additional Secretary (TE)
2.	Dr. Vineet Joshi, Additional Secretary (Edu.)
3.	Smt. Neeta Prasad, JS(ICC & Vig.)
4.	Sh. P.K. Banerjee, JS (Mgt.)
5.	Smt. Kamini Chauhan Ratan, JS(HE)
6.	Smt. Saumya Gupta, JS (NIT)
7.	Sh. Mrityunjay Behera, Economic Adviser (CU & Admn.)
8.	Chairman, UGC

गोविंद मोहन
सचिव
Govind Mohan
Secretary



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Azadi Ka
Amrit Mahotsav

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

D.O. No. 42-21/27/2022-AKAM

September 29, 2022

Dr. Sanjay :

As part of Azadi Ka Amrit Mahotsav (AKAM), it is proposed to initiate a campaign to design and develop unique products aligned with the themes of AKAM, so as to give an opportunity to general public to own a memorabilia/souvenir to remember the occasion. To enable design of such Souvenirs/Memorabilia across price range and across product items, Ministry of Culture is inviting budding/professional designers to create unique and artistic design based on any of the themes of Azadi Ka Amrit Mahotsav. The design entry should be based on the themes of Freedom Struggle, Unity, Cultural/Heritage Diversity - Pride in our roots, Development of the Nation and Resolve & Ideas. The theme design should be print compatible, as it is envisaged that the selected designs can later be adapted to merchandise, gift articles, decorative handicrafts, accessories, stationary etc. While the primary goal would be that an AKAM souvenir reaches every Indian household (approx 25 crores) by 15th August, 2023, the same could also be considered as gifts for foreign dignitaries and tourists to spread the message of Azadi Ka Amrit Mahotsav.

2. In this regard, a contest, with handsome financial rewards, has been launched on MyGov for professional designers and students of Design colleges and institutes across India (<https://innovateindia.mygov.in/akam-souvenir-design/>). It is requested that students of Design Institutes across India may be made aware of the contest and may be requested to prepare suitable designs/drafts for special series of mementos and souvenirs for the proposed AKAM Souvenir campaign.

with regards,

Yours Sincerely,

(Govind Mohan)

Shri K. Sanjay Murthy
Secretary
Department of Higher Education
Shastri Bhawan
New Delhi.

JS (IC)

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