

தமிழ்நாடு பள்ளிக் கல்வி இணை இயக்குநரின் (நாட்டு நலப் பணித்திட்டம்)
செயல்முறைகள்,சென்னை-06

ஒ.மு.எண்: 7793/எம்/இ2/2022, நாள்: 29 .03.2022

பொருள்: பள்ளிக்கல்வி- 75 சுதந்திரத் திருநாள் அமுதப் பெருவிழா (STAP)-
தொடர் நடவடிக்கைக்காக அனுப்புதல் -தொடர்பாக.

பார்வை: அரசு கடிதம்எண்.13416/GL1(2)/2021-7, நாள்:02.02.2022.

பார்வையில் காணும் அரசு கடிதத்துடன் பெறப்பட்ட மனுவின் நகலினை, தகவலுக்காகவும் தக்க நடவடிக்கை எடுக்கும் பொருட்டும் இத்துடன் இணைத்து அனைத்து மாவட்ட முதன்மைக்கல்வி அலுவலர்களுக்கும் அனுப்பப்படுகிறது.

இணைப்பு:பார்வையில் கண்டுள்ள கடிதம் (நகல்).

ஒ.மு.எண்/24/3
பள்ளிக்கல்வி இணை இயக்குநர்,
(நாட்டு நலப் பணித்திட்டம்).(பொ)

28/3/22

பெறுநர்,
அனைத்து முதன்மைக்கல்வி அலுவலர்கள்.
நகல்,
அரசு துணைச் செயலாளர்,
பள்ளிக் கல்வித்துறை,
தலைமைச் செயலகம்,
சென்னை-09



**Tourism, Culture and
Religious Endowments
(C2) Department,
Secretariat, Chennai -9.**

Letter No.8242/C2/2021-2, Dated. 10.01.2022

From
Dr. Chandra Mohan .B, I.A.S.,
Principal Secretary to Government.

DS (S)
ALI

To
The Additional Chief Secretary/Principal Secretary/Secretary to Government,
All Departments of Secretariat, Chennai-9 (w.e).(By Name Cover)
The Commissioner of Hindu Religious & Charitable Endowments,
Chennai -34 (w.e).
The Director of Museums, Chennai -8 (w.e).
The Director of Tourism, Chennai -2 (w.e.).
The Director of Art and Culture, Chennai -8 (w.e).
The Commissioner of Archaeology (FAC), Chennai -8 (w.e).



Sir/Madam,

Sub: Commemoration of 75th Anniversary of India's Freedom
சுதந்திரத் திருநாள் அமுதப் பெருவிழா(STAP) "Azadi Ka Amrit
Mahotsav" - Request to elaborate the AKAM
Logo - Regarding.

- Ref: 1. From the Secretary, Ministry of Culture, Government of
India, New Delhi, D.O. No. AKAM/Logo-01/2021, Dated.
13.08.2021.
2. Government Letter No.8242/C2/2021-1, Tourism,
Culture and Religious Endowments Department, Dated:
03.09.2021.
3. From the Secretary to Government of India, Ministry of
Culture, New Delhi, D.O.No.CM-21035/13-2021-Spl Cell,
Dated: 03.01.2021.

DS
20/1/22
ALI

In continuation of the reference 2nd cited, I enclose a copy of the
reference 3rd cited, wherein it is informed that in order to ensure that the
events are projected as part of Azadi Ka Amrit Mahotsav (AKAM), some basic
branding strategies may be observed:-

- i. To follow and tag official Amrit Mahotsav handles in all social media
posts
 - a. Twitter@AmritMahotsav
 - b. Instagram@AmritMahotsav
 - c. Facebook@AzadiKaAmritMahotsav
 - d. Koo@AmritMahotsav

- ii. @Amrit Mahotsav to be tagged on caption instead of tagging on the image.
- iii. Use of official #Amrit Mahotsav for various activities hosted by State.
- iv. Sharing of high-resolution photographs and videos of major events on real time basis with coordination team of Amrit Mahotsav.
- v. Planning of pre buzz of large-scale events and engagement activities with social media team of Amrit Mahotsav.
- vi. To share/retweet Amrit Mahotsav's published content on all social media platforms widely.
- vii. The details of brand manual for download is available at:-

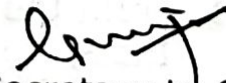
URL1: <https://amritmahotsav.nic.in/writereddata/Portal/images/pdf/Guidelines-final.pdf>

URL2: [https://amritmahotsav.nic.in/writereddata/Portal/images/pdf/ Science-Template.pdf](https://amritmahotsav.nic.in/writereddata/Portal/images/pdf/Science-Template.pdf)

and requested to issue necessary instructions for following above mentioned branding strategies by all departments/attached and subordinate offices/public sector organizations and autonomous bodies and other institutions under the State.

2. I therefore request you to issue necessary instructions for following above branding strategies of AKAM logo to all subordinate offices/public sector organizations and autonomous bodies and other institutions under your control.

Yours faithfully



for Principal Secretary to Government

11/11/22

20/42

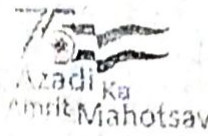
Copy to:-

Thiru.S.Selvaraj,
Nodal Officer, Azadi Ka Amrit Mahotsav/
Joint Director (Field Publicity),
Information and Public Relations Department,
Secretariat, Chennai-9 (w.e).

the

Govind Mohan
Secretary

Chief Secretary
GOVERNMENT OF TAMIL NADU
10/10/2021
6 JAN 2022



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

Principal (T.C & R.E)

Admission

and respond pl.

of
04/01/2022

January 3, 2022
6 JAN 2022
000227

D.O. No. CM-21035/13/2021 Spl Cell

Dear Sir,

This is in continuation to my D.O. letter No. CM-21035/13/2021-Spl. Cell-dated December 01, 2021 in which strategy for use of Azadi Ka Amrit Mahotsav Logo was elaborated. In order to ensure that the events are projected as part of Azadi Ka Amrit Mahotsav (AKAM), some basic branding strategies may be observed:-

- (i) To follow and tag official Amrit Mahotsav handles in all social media posts
 - a) Twitter@AmritMahotsav
 - b) Instagram@AmritMahotsav
 - c) Facebook@AzaadikaAmritMahotsav
 - d) Koo@AmritMahotsav
- (ii) @ Amrit Mahotsav to be tagged on caption instead of tagging on the image.
- (iii) Use of Official # Amrit Mahotsav for various activities hosted by your State.
- (iv) Sharing of high-resolution photographs and videos of major events on real time basis with co-ordination team of Amrit Mahotsav.
- (v) Planning of pre buzz of large-scale events and engagement activities with social media team of Amrit Mahotsav.
- (vi) To share/retweet Amrit Mahotsav's published content on all social media platforms widely.

Principal Secretary to Govt.
T.C & R.E Department
6 JAN 2022
Secretariat, Chennai - 600 009

Details of brand manual for download is available at:-

URL 1: <https://amritmahotsav.nic.in/writereaddata/Portal/Images/pdf/Guideline-final.pdf>

URL 2: <https://amritmahotsav.nic.in/writereaddata/Portal/Images/pdf/Science-Template.pdf>

Further a copy of branding kit of AKAM is also enclosed for ready reference.

2. In this connection, it is requested to issue necessary instructions for following above mentioned branding strategies by all departments/attached and subordinate offices/public sector organizations and autonomous bodies and other institutions under your State.

3. I shall be grateful if receipt of this communication is acknowledged.

with regards,

Yours sincerely,

(Govind Mohan)

Encl: As above

Dr. V Irai Anbu
Chief Secretary,
Government of Tamil Nadu
Chennai

Handwritten notes on the left margin, including a circled '3' and some illegible text.