

F. No. 11018/06/2021-EBSB
Government of India
Ministry of Education
Department of Higher Education
EBSB Cell

Shastri Bhawan, New Delhi
Dated the 9th November, 2021

To

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| 1. Chairman
AICTE | 2. Secretary
UGC |
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Subject: AKAM – Implementation of directions given by Hon’ble Prime Minister in Mann ki Baat – reg.

Sir

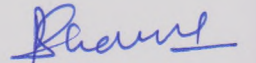
Hon’ble Prime Minister in a broadcast on 24.10.2021 in ‘Mann Ki Baat’ talked about the cultural activities and emphasized that “Amrit Mahotsav must be filled with colors of art, culture, songs and music”. M/o Culture is organizing following three activities:

- (i) Deshbhakti geet writing competition
- (ii) Lori writing competition
- (iii) Rangoli making competition

2. Ministry of Culture is holding competition for all the above three activities from Tehshil/Taluka level to National level. The target of maximum participation has to be achieved with involvement of various stake holders.

3. You are, therefore, requested to direct the Higher Education Institutions to take part in these activities to have maximum participation as part of “Azadi ka Amrit Mahotsav”.

Yours sincerely,



(Pratibha Sharma)

Under Secretary to the Government of India

Ph.: 011-23386934

'Lori' Contest

*"There has been a thriving tradition of telling stories in India...
I urge all storytellers to retell the inspirational stories from India's glorious
cultural heritage as well as our nation builders during the freedom struggle, as
we are going to celebrate 75 years of independence,"*

Prime Minister Narendra Modi

Introduction

Indian diverse culture and our rich traditions make for one of the most ancient albeit advanced way of human civilisation. From chanting Mantras on important occasion to folk songs that are hummed by us – India is truly a land that never ceases to amaze and surprise.

Just like every Indian region has its own set of unique traditions, cuisines, and musical instruments - every Indian region also has its own set of lullabies.

Lullabies form the earliest memories of our childhood – the most primary forms of storytelling, primarily from a mother to her child but also by grandparents and the entire extended family. Here, samskars are inculcated in young children through lullabies and they are introduced to the culture. Lullabies also have their own diversity. More often than not, our lullabies are written around our local surroundings, nature, local heroes and matters of local historical importance. From Assam's NisûkâniGēēt, to Tamil Nadu's Thalattupaatu, and from Gujarat's Loris to the Kannada LaaliHaadu– each region has its own way of not just making babies fall asleep but simultaneously educating them about the family values, local culture and practices.

Prime Minister Narendra Modi's love for children is often showcased through many of his personal interactions and unique outreach like Pariksha pe Charcha and the Exams Warriors book.

In a world that is swiftly becoming digital, this wonderful practice and our traditional lullabies also afford an opportunity to be told afresh – the same age-old stories but told in new formats or new stories told in tune with modern impulses. In order to revive this beautiful tradition and with it, preserve the local compositions for the generations to come, we are organising a lullaby competition for parents, guardians, and children across India.

Selection Criteria

Every Indian is invited to send in their entries here.

Lullabies pertaining to patriotism, poems, songs, something or the other which can be easily recited by mothers in every home to their little children shall be eligible for the contest . In these lullabies there should be reference to modern India, the vision of 21st century India and its dreams.

Participants are encouraged to submit **lullabies in their mother tongue** but if the participant is conversant in more than one language then they can choose their language of choice.

The competition will be held in three stages to incentivize local stories to be told and be declared winners and also have the chance to compete at state and national level. A micro-site would be created on the website of Azadi ka Amrit Mahotsav(AKAM) for uploading the composition along with a few other details.

Stage 01: District level – Best entries from a particular district will be selected and will be declared as District Level winners to be selected by a specially constituted jury. Each winner at the district level will advance to the state level competition.

Stage 02: State Level – All district winners in a state will compete for the state level prizes. Each state will select the state level winners by a specially constituted jury.

Sate 03: National Level - The state level winners will compete in the final national level competition and among these participants will be selected the national winners by a specially constituted jury.

Winning Entries

The Lori contest will feature unique lullabies from every region across our vibrant country and the lullaby's that stand out shall be rewarded publicly and will be provided a national audience.

Proposed Timeline :

S No.	Particular	Location	Date
<u>1</u>	District Level	Virtual	31/10/2021 to 31/01/2022
<u>2</u>	State Level	TBD	10/02/2022 to 28/02/2022
<u>3</u>	National Level	TBD	08/03/2022

The entries will start on 31/10/2021 and the national level final will be held on 08/03/2022 (International Women's Day).

‘Rangoli Making Competition’

“India's unique culture and vibrant diversity is what make our nation so great”

- Prime Minister Narendra Modi

Introduction

A timeless and very important part of our vibrant culture can be found in the many hues of Rangolis, found at the entrance of almost every Indian household and at every auspicious occasion of celebration. For centuries, we have had a tradition of lending colours to festivals through Rangoli. The diversity of our country is visible in Rangoli. Rangoli is drawn in different states with different names and on different themes.

Beit Kollam in Tamil Nadu, Sathiya in Gujarat, Alpana in Bengal, Mandana in Rajasthan, Osa in Odisha, Aipan in Uttarakhand, or simply the Rangoli from Maharashtra – every region has its own unique way of representing their traditions, folklore and practices.

Prime Minister Narendra Modi has always championed and celebrated India’s vibrant local culture and practices. From locally made textiles and ceremonial head dresses to schemes like Vocal for Local, his has been a leadership that not only promotes our rich heritage but also instils within us, pride and admiration for our wonderful culture.

It is that time of the year when a festive mood takes over the nation – what better time to spread the cheer through the colorful expressions of the many-hued Rangoli?

Through a nationwide Rangoli contest, we plan to celebrate the vibrant and iconic traditions of India – at their creative best. Be it the intricate designs, beautiful patterns, or the abundant use of colours – we welcome entries from every corner of our vast nation in an effort to showcase the treasure trove of our cultural heritage.

Selection Criteria

Every Indian **between the ages of 16-45** is invited to send in their entries here.

Only entries for physical Rangoli designs shall be eligible for the contest. Digitally created Rangolis that have not been physically made in real will not be considered as valid entries. Rangoli related to the freedom movement may be created, picture of a hero of the freedom struggle and depict an event of our independence movement with colours, hues of the Amrit festival.

The competition will be held in three stages to incentivise local art forms to emerge and be declared winners and also have the chance to compete at state and national level.

Stage 01: District level –A number of prominent locations in each district will be identified where initial competitors can enter into the competition. Best entries from a particular district will be selected and will be declared as District Level winners selected through a specially constituted jury. Each winner at the district level will advance to the state level competition.

Stage 02: State Level – All district winners in a state will compete for the state level prizes. Each state will then select the state level winners through a specially constituted jury.

Stage 03: National Level - The state level winners will compete in the final national level competition and among these 75 participants will be selected as national winners through a specially constituted jury. These 75 Rangolis will be showcased on Basant Panchami at a prominent location in New Delhi, suitably rewarded and will be provided National audience.

Winning Entries:- Rangolis representing the story and the vibrancy of our culture and traditions, shall be rewarded publicly and provided a national audience

Proposed Timeline :

S No.	Particular	Location	Date
<u>1</u>	District Level	Each District	31/10/2021 to 14/01/2022
<u>2</u>	State Level	TBD	20/01/2022 to 28/01/2022
<u>3</u>	National Level	New Delhi	05/02/2022

The entries will start on 31/10/2021 and the national level final will be held on 13/04/2022 (Baisakhi).

Rules and regulations

- 1) Material for making Rangoli to be brought by the participants.
- 2) The Rangoli should be drawn in the space fixed by the judges. It will be same for every district for all the participants.
- 3) Fixed time limit will be allocated to the participants to draw the Rangoli.
- 4) No pencils and chalks are allowed to make rough sketches as it has to be traditional.
- 5) Authenticity and uses of traditional motifs will be given more weightage during the judgement.
- 6) The space provided will be of measurement 4 feet by 4 feet. Participants have to complete their art work within the given space.
- 7) Time duration allotted will be 2 and half hours. No extra time will be given in any case.
- 8) Decision taken by the judges will be final and shall be accepted by all.

'DeshbhaktiGeet' Competition'

"Every countryman today has to lead a 'Bharat Jodo Andolan'. It is our duty to ensure that our work helps closely knit, bind our India which is filled with diversity,"

Prime Minister Narendra Modi

Introduction

Life desires continuous progress, desires development, desires to surpass heights. However much science may advance, however much the pace of progress may be, however grand the buildings may be, life feels incomplete. But when song-music, art, drama-dance, literature is added to these, their aura, their liveliness increases many times. In a way if life has to be meaningful, all these too are as necessary....that is why it is said that all these forms act as a catalyst in our lives, act to enhance our energy. The role of songs – music and other art forms is major in developing the inner self of humans, in creating the path of journey of our inner self. And strength of these is that neither time nor boundaries can limit them...not even beliefs or discordance can limit these.

At the time when our nation gained Independence, several songs, ballads, and hymns written in the many dialects and languages of our vibrant nation and punctuated by the music and sound of unique instruments from different regions of the country, brought every Indian together!

Patriotic songs have always played an important role in boosting our morale and fostering a spirit of love towards the nation. This is a tradition that has been our strength whenever we have been called upon to come together for the national cause.

Under the leadership of Prime Minister Narendra Modi, a New India is on the rise – one that takes pride in our nation's many achievements and its boundless diversity. Not only are we becoming more aware, but are also increasingly taking pride in our historical landmarks as also our present-day achievements.

Be it the mighty Himalayas, the great expanse of the Rann of Kutch or the beautiful Ghats that make up our coastline – the diverse geography, rich history and vibrant demography of India gives each of us a different reason for our affection and admiration towards Maa Bharati.

As the nation marks its 75th year of Independence, let's rekindle the sense of pride in our collective identity. In this period of Amrit Kaal, let us write new patriotic songs which will reverberate with the spirit of New India. The colours of one's art, culture, song, music must certainly be filled in Amrit Mahotsav too.

Participate in the 'DeshbhaktiGeet' contest open for people across India.

Selection Criteria

Be it adolescents or adults, love and devotion towards our motherland has always found a special corner in all our hearts. In an effort to give voice to India's patriotic soul, every Indian **between the ages of 16-45** is invited to send in their entries here.

These patriotic songs can be in the mother tongue, can be in national language, and can be written in English too. But it is essential that these creations reflect the thought of new India; inspired by the current success of the country, it should be such that fuels the country's resolve for the future.

The competition will be held in four stages to incentivize local flavours to emerge and be declared winners and also have the chance to compete at district, state and national level.

Stage 01: Tehsil/Taluka Level – Each district will organise these competitions at the Tehsil/Taluka levels. The competition at the Tehsil/Taluka levels will be conducted digitally and a micro-site would be created on the website of Azadi ka Amrit Mahotsav(AKAM) for uploading the composition along with a few other details.

Stage 02: District Level – The best entries from Tehsil/Taluka levels will be selected and will be declared as District Level Winners by a specially constituted jury.

Winners at the district level will advance to the State/UT level competition.

Stage 03: State/UT Level – All district winners in a State/UT will compete for the State/UT level prizes. Each State/UT will then select the state level winners to be selected by a specially constituted jury.

Sate 03: National Level- The State/UT level winners will compete in the final national level competition and from among these participants, national winners will be selected by a specially constituted Jury.

Winning Entries

'Deshbhakti Geet' thus selected as National Winners will be provided a national platform. The winning compositions will be taken up by some of India's most accomplished artists at a star-studded event hosted by the renowned lyricists and famous singers.

Proposed Timeline :

S No.	Particular	Location	Date
1	Launch	New Delhi	31/10/2021
2	Tehsil/Taluka Level Digital Participation	Website- Virtual Mode	31/10/2021 to 31/01/2022
3	District Level	TBD	15/02/ 2022 to 28/02/2022
4	State Level	TBD	10/03/2022 to 31/03/2022
5	National Level	TBD	13/04/2022

The entries will start on 31/10/2021 and the national level final will be held on 13/04/2022 (Baisakhi).