

No.16-9/2020 NS-1
Government of India
Ministry of Education
Department of Higher Education
Scholarship Division

2nd Floor, Wing-6, West Block-1, R.K. Puram,

New Delhi-110 066

Dated 28th June 2021

OFFICE MEMORANDUM

Sub:- Nationwide campaign about Tokyo Olympics- reg.

The undersigned is directed to refer to Ministry of Youth Affairs & Sports' (MoYAS) OM No. D.O. No.1(1)/Secy(Sp)/2021 dated 18.06.2021 regarding the Tokyo Olympics 2020 scheduled to commence from 23rd July 2021. The Sports Authority of India (SAI) and Indian Olympics Association (IOA) have jointly initiated a nationwide campaign to cheer up the Indian Athletes. MoYS has requested Dept. of Higher Education to undertake the following activities:-

- a. Olympics quiz- Being organized at SAI, Fit India and MyGov website wherein rewards are there for lucky winners. People may be encouraged to take the quiz
- b. An official Anthem will soon be available on MoYAS website for further dissemination.
- c. Selfie Points and Social Media Filters may be installed at some prominent locations and people may be motivated to take selfie at these locations.

2. In the light of the above, all the Bureaus under the Dept. of Higher Education are requested to disseminate and give wide publicity to the above information to the Institutions/Autonomous Bodies under its administrative control. Institutions/Autonomous Bodies may also be requested to prominently display the activities undertaken to cheer up the Indian Athletes.

Copy enclosed: As above.

(Santosh Kumar)

Under Secretary (Scholarship)

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1. AS (TE)
2. AS (CU)
3. JS (Admin)
4. JS (P & ICC)
5. JS (Management & Language)
6. DS (HE CDN)

Copy to: Secretary (Sports) for information.