

# **Themes of 'Azadi Ka Amrit Mahotsav'**

## **(Celebrating 75 years of Indian Independence)**

### **1. Vishva Guru Bharat**

'A guru is someone who has the power to see greatness even in the lowest man and has the power to raise it'.

Since the beginning of civilization India has been the Guru for the whole world. When the whole world was groping in darkness India was teaching about the identity of man with the Supreme. People from all around the world converged to India to gain from its priceless wisdom. Indeed, the country that showed the whole world its academic brilliance through Sushrutha, Kanad, and Aryabhatta deserves to gain the same pedestal of being "Vishva Guru" again.

Now, that the world has openly adopted 'Namaste' as a way of greeting, Indian values have a treasure trove of beliefs that can change the entire world for betterment. From Ayurveda to Indian science, there's more to India that the world needs to know, learn, and adopt.

Bharat can become Vishva Guru also because of its message of great love and great compassion for all. We believe in 'Vasudhaiva Kutumbakam', the world is one family. And now, is time that the entire world also imbibes the spirit.

### **2. India's Rich Cultural Heritage**

Indian word for culture is 'Sanskriti'. From time immemorial, Indians have described their culture as 'Human Culture' (Manav Dharma/ Sanskriti). It has a universal appeal. The principle of 'Unity in Diversity' is the implicit law of nature, universe and life. People belonging to diverse communities, speaking different languages, having different food, performing different customs harmoniously co-exist in India. Thus, the soul of cultural heritage of India lies in the fact that it's an all embracing confluence of religions, traditions, customs and beliefs.

Over the years, numerous styles of art, architecture, painting, music, dance, festivals and customs have developed in India and this wide variety has made the Indian culture unparalleled to which the entire world still looks up to. The cultural heritage of India still flourishes maintaining its original features together along with changes, a key indicator of its strength.

## **Themes of 'Azadi Ka Amrit Mahotsav'** **(Celebrating 75 years of Indian Independence)**

### **3. Atmanirbhar Bharat**

The idea of self-reliant nation in every aspect is being achieved by the pioneering vision of our Hon'ble Prime Minister. During the pandemic, India has demonstrated that it can cope up with dire situation. Aatmanirbharta also gives a financial cushion to several businesses and encourage entrepreneurs to produce maximum goods and services within the country. Within this year, India has not only started the world's largest self-made vaccination drive, it is in fact exporting it to different nations as well. The whole concept of self-reliance will reduce unemployment at many levels. India is a big and the fast growing market for a majority of the product categories and with the mantra of 'vocal for local', the promulgation of local brands, manufacturing and supply chain will provide a big boost to India's economy.

### **4. Celebrating Unsung Heroes**

During the 'Azadi ka Amrit Mahotsav', events, exhibitions (online and offline), publications, and develop museums keeping the unsung or unacknowledged heroes of the Indian freedom struggle will be planned. Many freedom fighters do not find place in the conventional freedom movement storyline. More so, those from the tribal or marginalized sections of society. One such example is Veer Gundandhur, who led the tribals of Bastar in the freedom struggle. Then there are Velu Nachiyar, Bhikaji Cama, and many more whose contributions are yet to see the light of the day. The ideals of human resolve, kindness and selflessness will be celebrated and promoted during the course of the events. With the element of inclusion in the conventional storyline, local history shall find place under the "Dekho Apna Desh". Every state and UT is planning events in accordance with this theme. Chief secretaries from every state and UT are planning two/three historical events of local importance. The idea of unsung heroes will be intricately linked to the Visit India Year 2022 wherein regional art, culture, heritage, wellness and yoga shall be promoted.

## **Themes of 'Azadi Ka Amrit Mahotsav'** **(Celebrating 75 years of Indian Independence)**

### **5. Ideas, Achievements & Resolve**

The idea is to celebrate the notion of India – being the 'best in class' in social, political and economic realm – shared by every Indian. Patriotism shall fill the air while commemorating milestones achieved by the nation. We have traversed a long way since independence, and have a long way to go. Achievements in different spheres, for instance Agriculture, Science and Technology, will be highlighted during the course of the events. The Aatmanirbhar Bharat Design Centre being developed as part of the Museum complex at Red Fort (Delhi) shall stress upon indigenous products coming from all the states and UTs. Furthermore, resolves igniting the challenger spirit in every citizen will be fostered, such as #RiseUp pledge cross the social media platforms. Programmes of similar nature will not just devote each individual towards the national building process, it will also aid Indians overcome challenges in their everyday life. Such an approach will further consolidate our achievements as a nation, and new dreams and opportunities will come to the fore.

### **6. Independence 2.0**

Over the years, the notion of India has largely revolved around the diversity narrative. Keeping the larger vision for the nation in mind, both for contemporary times and for the future, emphasis now lies on local manufacturing ('Made in India' and 'vocal' about 'local'). Before the nation approaches the global level, creation of world-class products promoting investments and value pricing remain the focus. This shall lead to establishment of a level-playing business ecosystem, keeping the Sustainable Development Goals (SDGs) in mind. Not only will sustainability remain a key, increased participation of local craftsmen and artisans shall be witnessed as well.

For a successful Independence 2.0, the sentiments of India's rich cultural heritage will be tapped. All the aforementioned elements (such as Visva Guru Bharat, Aatmanirbhar Bharat) will be imbibed in spirit while implementing this vision. Along

## **Themes of 'Azadi Ka Amrit Mahotsav'** **(Celebrating 75 years of Indian Independence)**

with imbibing ethos, marketing battles will also have to be fought in the fast evolving consumer world. Once this is achieved, then the same ethos will be carried at the globular stage – with Indian products competing across international categories. Thus, walking on the path towards the long awaited aspiration of India as 'Nation of the Future'.