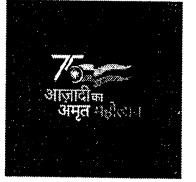


GOVERNMENT OF NATIONAL CAPITAL TERRITORY OF DELHI
DIRECTORATE OF TRAINING & TECHNICAL EDUCATION
MUNI MAYA RAM MARG, PITAMPURA, DELHI-110034.
(CO-ORDINATION BRANCH)



No.F.5(44)/2017/CDN/TTE/01-06

Dated: 21/01/2022

To,

1. The Registrar, DTU, NSUT, DPSRU, DSEU, IGDTUW, IIITD.
2. The Controller, BTE. DTTE (HQ.), Pitampura, Delhi.
3. All Principals, /ITIs under, DTTE.
4. All Branch Incharges, DTTE (HQ)

Sub:- Branding Manual for Azadi Ka Amrit Mahotsav

Sir/Madam,

I am directed to forward herewith a copy of letter No. 18/25/2021/GAD/Admn./P.F.-IV/78-79 dt. 13/01/2022 received from Dy. Secretary (GAD), 2nd level, 'A' wing, Delhi Secretariat I.P. Estate, New Delhi, on the subject mentioned above, for information and further necessary action in this regard.

Encl as above.

Yours faithfully,

(SRIRAMAN C.)

SECTION OFFICER (CDN)

No.F.5(44)/2017/CDN/TTE/01-06

Copy to :-

Dated: 21/01/2022

1. The P.P.S. to the Secretary (TTE)/ Director (TTE).
2. The System Analyst, TTE(HQ) with the request to upload this letter on the Deptt's. website.

SECTION OFFICER (CDN)

24/11

140
14/11/22



GOVERNMENT OF NCT OF DELHI
GENERAL ADMINISTRATION DEPARTMENT
2ND LEVEL, 'A' WING, DELHI SECRETARIAT
I.P. ESTATE, NEW DELHI-110002

0143/DD/A
18/11/22

F.No.18/25/2021/GAD/Admn./P.F.-IV/ 78-79

Dated :- 13/01/2022

To

(1) All ACS/Pr. Secretaries/Secretaries/HODs/
Heads of Autonomous Bodies/Undertakings
Govt. of NCT of Delhi
Delhi/New Delhi

(2) Heads of Local Bodies
Delhi/New Delhi

Sub: **Branding Manual for Azadi Ka Amrit Mahotsav**

Sir/Madam,

I am directed to forward herewith a copy of D.O.letter No. CM-21035/13/2021-Spl.Cell, dt. January 3, 2022 of the Secretary, Ministry of Culture, GOI on the subject cited above wherein, it has been requested that the following basic branding strategies for AKAM may be observed :-

- (i) To follow and tag official Amrit Mahotsav handles in all social media posts.
 - a) Twitter@Amrit Mahotsav
 - b) Instagram@Amrit Mahotsav
 - c) Facebook@Azadi Ka Amrit Mahotsav
 - d) Koo@Amrit Mahotsav
- (ii) @Amrit Mahotsav to be tagged on caption instead of tagging on the image
- (iii) Use if Iffucuaak # Amrit Mahotsav for various activities hosted by the UT
- (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) 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>

In view of the aforesaid D.O. letter of the Secretary, Ministry of Culture, GOI, it is requested to follow the above mentioned branding strategies for the use of Azadi Ka Amrit Mahotsav logo.

This issues with the approval of the competent authority.

Yours faithfully,

Encl.: as above.

(Amitabh Kundoo)
Dy. Secretary (GAD)

DD(Admn)
12/11/22

S.O (CDN)
Pl circulate.

10/11