GOVERNMENT OF JAMMU & KASHMIR
OFFICE OF THE EXCISE COMMISSIONER, J&K, JAMMU
EXCISE & TAXATION COMPLEX, RAIL HEAD COMPLEX, JAMMU
Tel. 0191-2477977 & E-mail: excise.commr@jk.gov.in

The Deputy Excise Commissioner,
Executive, Jammu/ Kashmir.

URGENT

The Deputy Excise Commissioner,
Distilleries, Jammu.

The Principal,
Training Institute, Nagrota.

The Deputy Excise Commissioner,
Accounts, Jammu.

The Excise & Taxation Officer,
Erstwhile Toll Post, Lakhanpur.

No: EC/Adm-736-IV/6183-88

Dated: 09-12-2022

Sub: Strategies regarding the events to be projected as part of the Azadi Ka Amrut Mahotsav (AKAM).

Sir/ Madam,

Kindly refer to the subject cited above. In this connection, I am directed to enclose herewith a copy of letter no. FD-Cord/311/2022-03 Dated: 02-12-2022 alongwith its enclosure received from Finance Department, Civil Secretariat, J&K for favour of information and further appropriate action in the matter.

Yours faithfully,

Technical Personal Assistant,
To the Excise Commissioner,
J&K Government, Jammu.

Encls: 16 leaves

Copy to the:

1. Programmer, I/c. website **www.jkexicse.nic.in** for information and further necessary compliance.

Government of Jammu and Kashmir,
Finance Department,
Civil Secretariat, Jammu/ Srinagar
****

1. Commissioner, State Taxes Department, J&K.
2. Managing Director, J&K and Ladakh Financial Corporation.
3. Excise Commissioner, J&K.
4. Director General, Accounts & Treasuries, J&K.
5. Director General, Audit & Inspection, J&K.
6. Director General, Local Fund,s Audit & Pension.
7. Director General, Funds Organization, J&K.

No:-FD-Cord/311/2022-03 Dated 02.12.2022

Subject :- Strategies regarding the events to be projected as part of the Azadi Ka Amrut Mahotsav (AKAM).

Sir/Madam,

I am directed to forward herewith a copy of communication OM No. GAD-ADM/59/2021-02-GAD dated 15.11.2022 along with its enclosures, received from General Administration Department regarding the subject cited above for necessary compliance in the matter.

Yours faithfully,

Aparna Sharma
02/12/2022

Under Secretary to the Government,
Finance Department

Encls :AA

Copy for similar action to :-
1. Director General, (Budget), Finance Department.
2. Director General, (Codes), Finance Department.
3. Director General, Development Expenditure Division-I.
4. Director General, Development Expenditure Division-II.
5. Director (Resources), Finance Department.

Government of Jammu and Kashmir
General Administration Department
Civil Secretariat, J&K

O.M. No.GAD-ADM/59/2021-02-GAD
Dated:15.11.2022

Subject: Strategies regarding the events to be projected as part of the Azadi Ka Amrut Mahotsav (AKAM).

The undersigned is directed to forward herewith a copy of D.O No.CM-21035/13/2021-Spl Cell dated 03.01.2021, alongwith its enclosures received from Secretary, Ministry of Culture, Government of India to all Administrative Secretaries regarding the subject cited above for necessary compliance in the matter.

(Mohit Raina) JKAS
Under Secretary to the Government

All Administrative Secretaries.

Encl(s):- A/A.

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File No. CULTAC-10/3/2021-SINAMIT (Courtesy Sec. No 67364)
File No. CULTAC-10/3/2021-SINAMIT (Courtesy Sec. No 67364)
Secretary Hall CS Hall

गोविंद मोहन
सचिव
Govind Mohan
Secretary

सत्यमेव जयते

Azadi Ka Amrit Mahotsav

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

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

January 3, 2022

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 Mohotsav (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 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.

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 UT.

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

With regards,

Yours sincerely,

(Govind Mohan)

Encl: As above

Shri Arun Kumar Mehta
Chief Secretary,
Government of Jammu & Kashmir
Srinagar

Room No. 502, 'C' Wing, Shastri Bhawan, Dr. Rajendra Prasad Road, New Delhi-110 001
Phone : +91-11-23381040, 23383995, E-mail : secy-culture@nic.in

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Azadi Ka Amrit Mahotsav

BRAND MANUAL

The following identity and brand system for AKAH was created to help you present the brand in a consistent, recognizable, and proprietary way.

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LOGO COLOUR CODES AND PALETTES

Code
#A88F5F

R 169 C 30
G 144 M 36
B 99 Y 64
K 17

Code
#F19101

R 242 C 01
G 146 M 50
B 03 Y 98
K 00

Code
#00963E

R 0 C 84
G 150 M 11
B 62 Y 97
K 01

Azadi Ka Amrit Mahotsav

Logo Download Link
www.amritmahotsav.nic.in/downloads.htm

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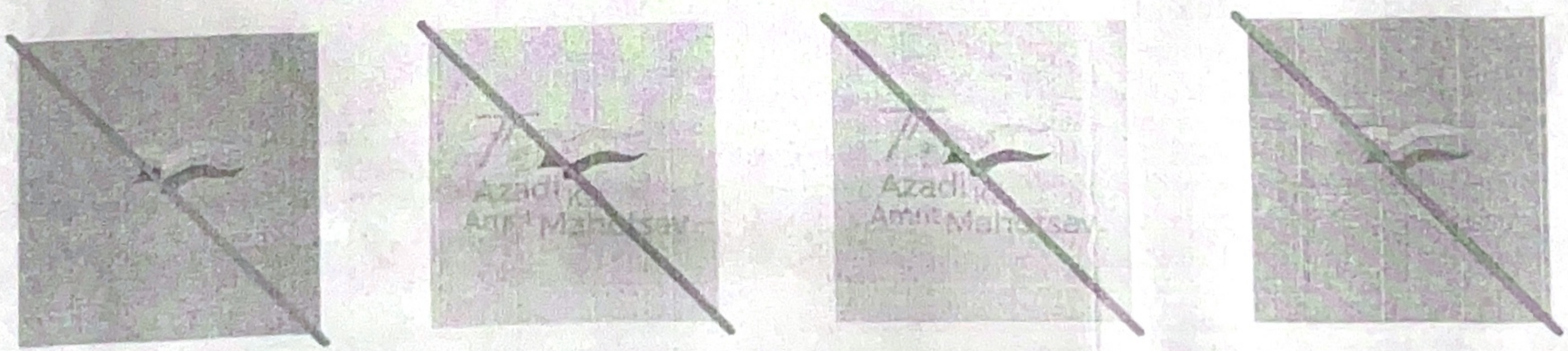
BACKGROUND COLOUR SCHEME FOR DESIGNS



MORE EXAMPLES & PLACEMENT OF AKAM LOGO

Other Brand Logo

Ministry of Culture
Government of India

Azadi Ka Amrit Mahotsav

Other Brand Logo

LOGO PLACEMENT

SOCIAL MEDIA

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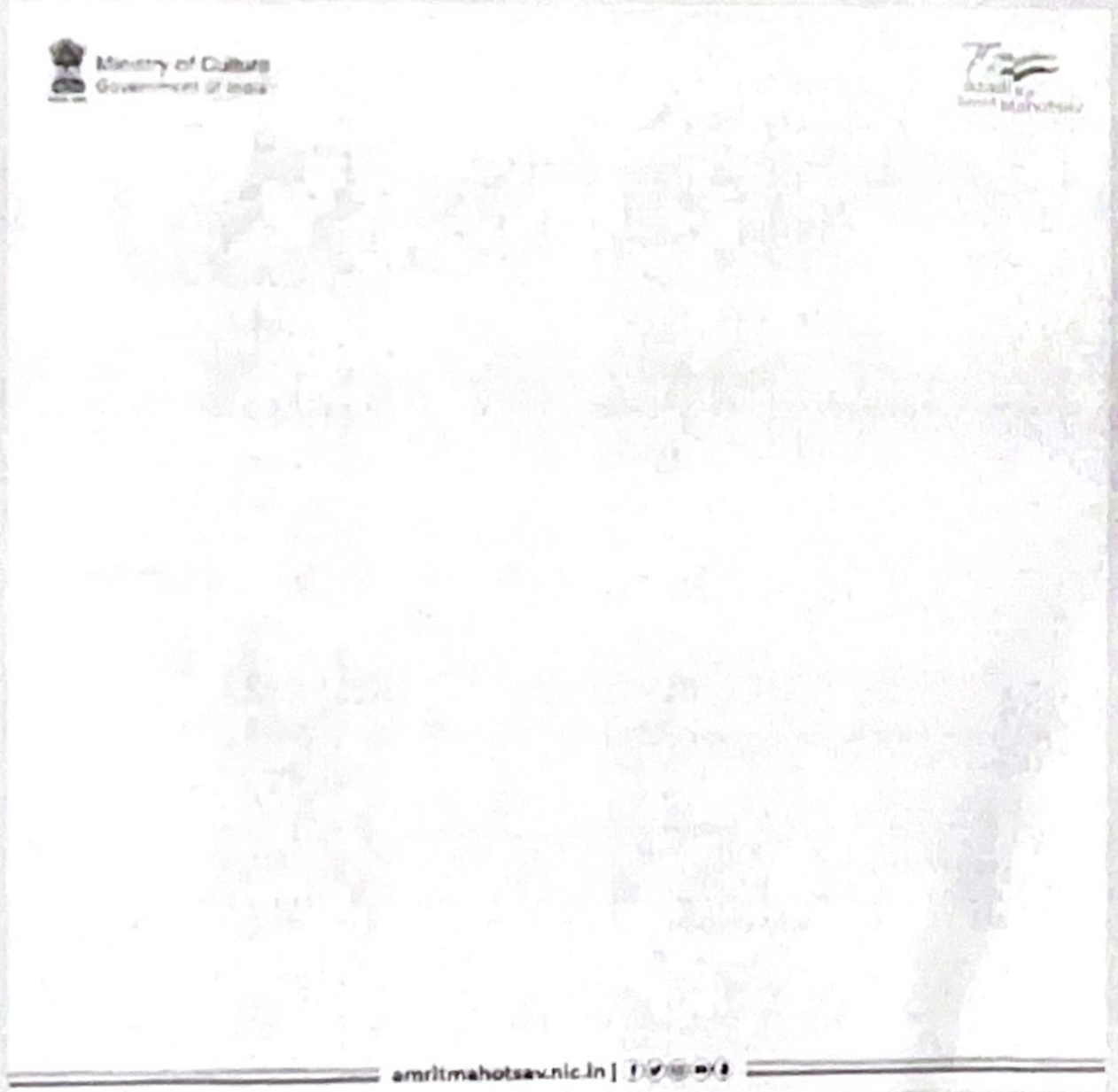

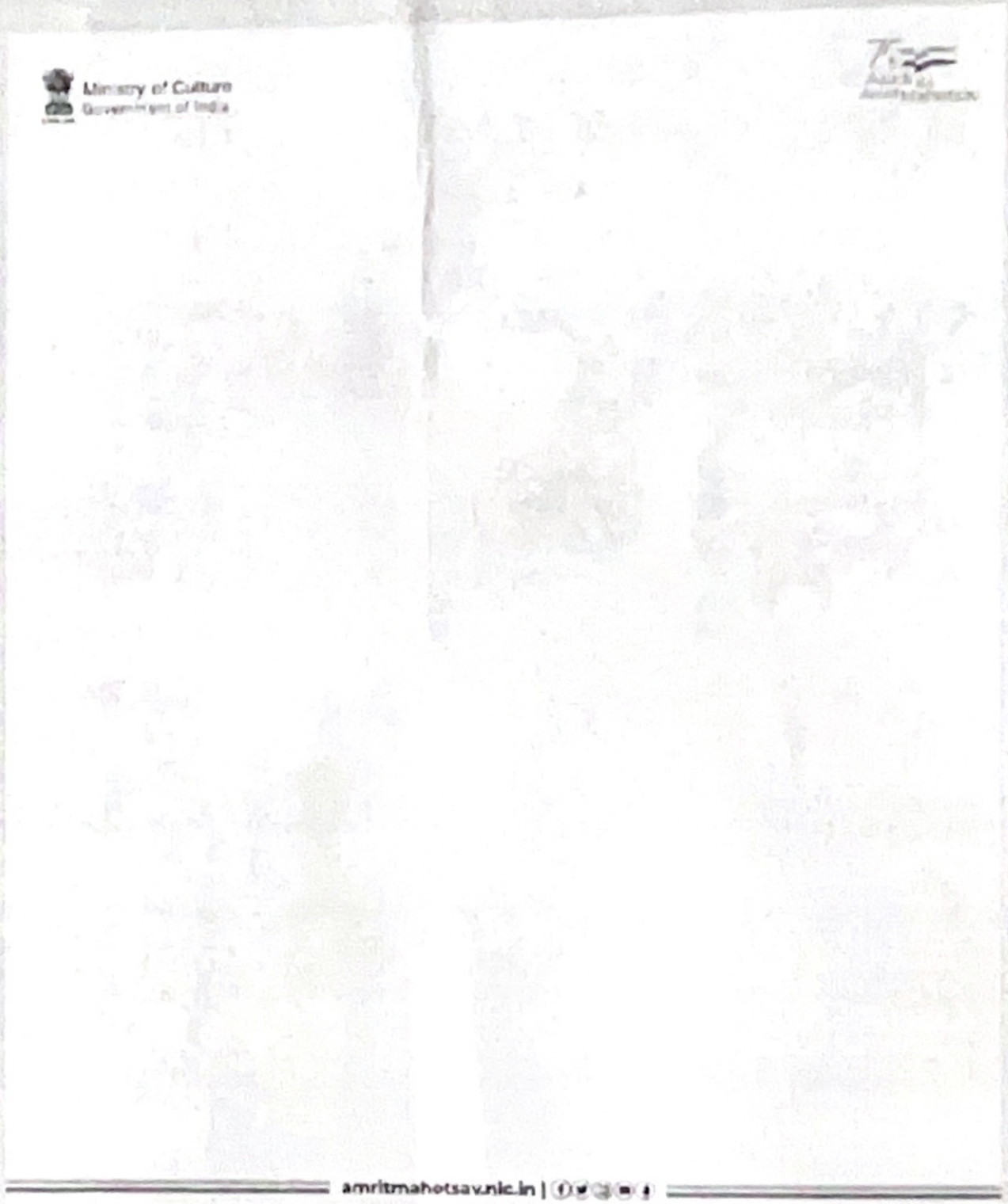

Social media Template

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LOGO PLACEMENT

PRINT MEDIA

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Ministry of Culture
Government of India
Azadi Ka Amrit Mahotsav

987-654-3210
Youremail@gmail.com
11, Man Singh Rd, near Andhra Bhavan,
Rajpath Area, Central Secretariat,
New Delhi, Delhi 110011

Ministry of Culture
Government of India
Azadi Ka Amrit Mahotsav

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11, Man Singh Rd, near Andhra Bhavan, Rajpath Area, Central Secretariat, New Delhi, Delhi 110011

Letter Head

Ministry of Culture
Government of India

Azadi Ka Amrit Mahotsav

amritmahotsav.nic.in

Name
Designation

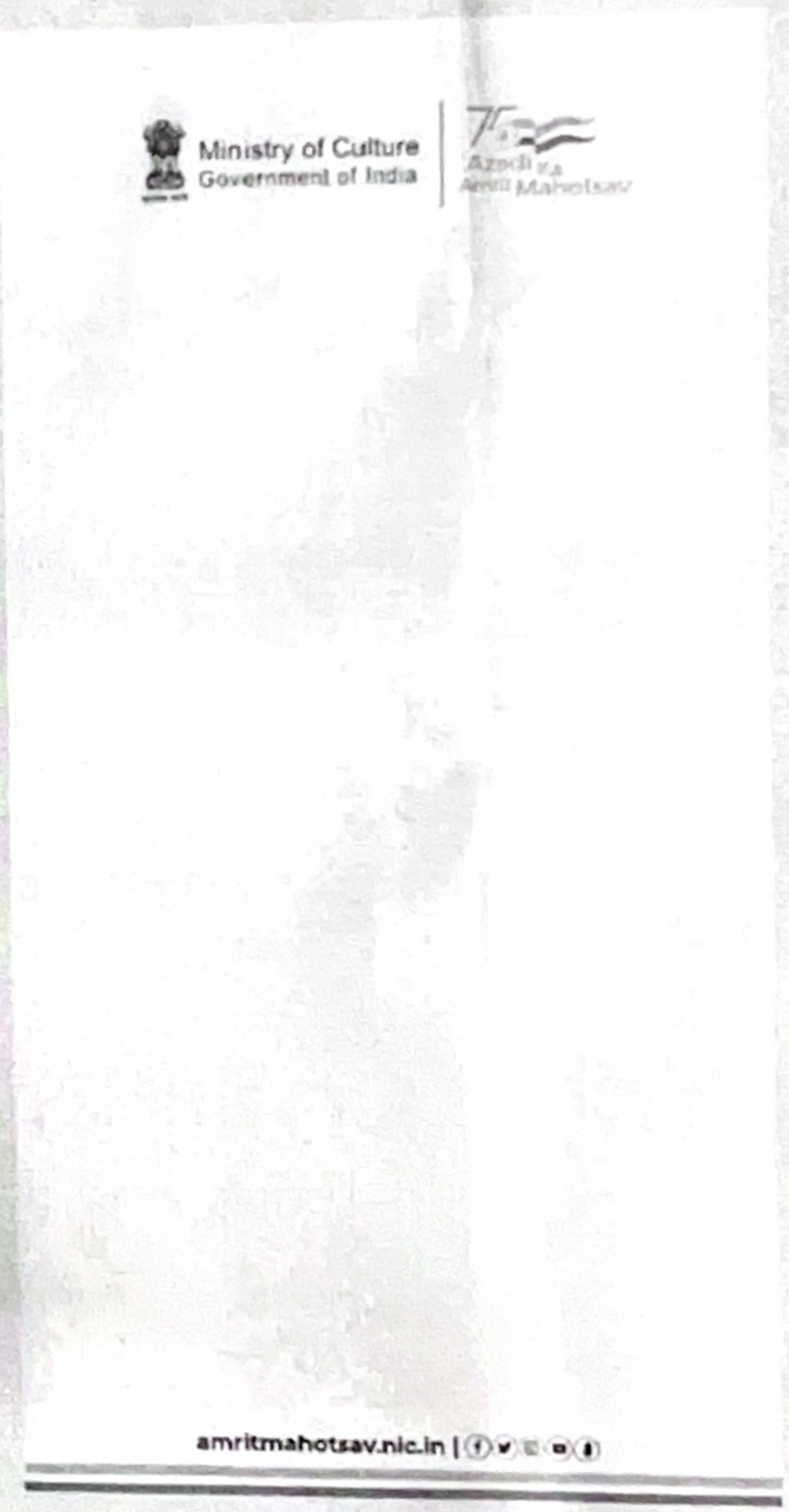
987-654-3210

Youremail@gmail.com

11, Man Singh Rd, near Andhra Bhavan,
Rajpath Area, Central Secretariat,
New Delhi, Delhi 110011

Visiting Card

Id Card



MORE EXAMPLES & PLACEMENT OF AKAM LOGO on Print Collaterals

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TO NITS

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family

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