



प्रो. रजनीश जैन
सचिव

Prof. Rajnish Jain
Secretary



विश्वविद्यालय अनुदान आयोग
University Grants Commission

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D.O.No.2-75/2022 (CPP-II)

August, 2022

Respected Madam/Sir,

17 AUG 2022

The Government of India is celebrating 75 years of India's Independence - Azadi ka Amrit Mahotsav. On this occasion, Doordarshan has launched 'Swaraj- Bharat Ke Swatantrata Sangram Ki Samagra Gatha'- a 75-episode mega show on the glorious history of India's freedom struggle from the 15th century onwards, especially focusing on the stories of lesser known heroes. This show emphasizes the need to preserve the country's rich history and culture and pass on the same to future generations.

All the Higher Educational Institutions (HEIs) and their affiliated colleges/institutions are requested to encourage students and its faculty to watch the serial with their friends and family and organize a quiz on Swaraj in their institutions to enhance their participation in the national movement. The scheduled of the telecast/broadcast of "Swaraj- Bharat Ke Swatantrata Sangram Ki Samagra Gatha' serial is attached as **Annexure-I**.

With kind regards,

Yours sincerely,

(Rajnish Jain)

To
The Vice-Chancellors of all Universities
The Principals of all Colleges/Institutes

मयंक कुमार अग्रवाल, आई.आई.एस.
मुख्य कार्यकारी अधिकारी



Mayank Kumar Agrawal, IIS
Chief Executive Officer



प्रसार भारती | PRASAR BHARATI

D.O.No.CEO/PB/2(3)/2022

Dated: 8th August, 2022

Dear Sir,

This is further to my earlier communication dated 4th August 2022, I feel happy to share that as the nation is celebrating 'Azadi Ka Amrit Mahotsav', the launch of programme "SWARAJ" was done by Hon'ble Union Minister of Home Affairs and Cooperation, Shri Amit Shah on 5th August 2022 wherein he highlighted that the objective of "Swaraj" would be achieved in a true sense only if the country's languages, drama, culture and arts are preserved and its history passed on to future generations.

I would like to reiterate that 'Naye Bharat Ka Naya Doordarshan' is scheduling 'Swaraj- Bharat Ke Swatantrata Sangram Ki Samagra Gatha', a 75-episode mega show illustrating the glorious history of India's freedom struggle from the 15th century onwards. It will bring to life several aspects of India's history while featuring the lives and sacrifices of lesser known heroes.

The schedule of the telecast/broadcast of Swaraj serial is as follows:

Sl.No.	DD National (Hindi) from 14.08.2022	Telecast Time
1.	Sunday (Original)	2100 hrs to 2200 hrs
2.	Tuesday & Thursday (Repeat)	1300 hrs to 1400 hrs
3.	Saturday (Repeat)	2100 hrs to 2200 hrs
4.	Sunday (Repeat)	0900 hrs to 1000 hrs
Sl.No.	DD Regional Channels (Assamese, Bangla, Gujarati, Kannada, Malayalam, Marathi, Odia, Tamil, Telugu & English) from 20.08.2022	Telecast Time
1.	Saturday	2000 hrs to 2100hrs
Sl.No.	AIR Broadcast Schedule (Hindi & Regional Languages) from 20.08.2022 on Vividh Bharati Service, Local Radio Stations & Primary Channels	Broadcast Time
1.	Saturday (Original)	1100 hrs to 1200 hrs
2.	Sunday (Repeat)	1500 hrs to 1600 hrs.

The serial is both educative & inspiring and is a **must watch** for all particularly the future generation who should inculcate the values by which our heroes of the freedom struggle stood. Therefore, I request you to instruct the higher education institutions under your aegis for making regular announcements to encourage the students to watch or listen to the saga of Swaraj along with their friends & family to get inspired by the freedom struggle of India and organize a quiz on Swaraj in their institutions to enhance their participation in the national movement.

Best regards,

Yours sincerely,

(Mayank Kumar Agrawal)

Shri K Sanjay Murthy
Secretary,
Department of Higher Education
New Delhi – 110001



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