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GOVERNMENT OF INDIA
MINISTRY OF EDUCATION
DEPARTMENT OF HIGHER EDUCATION
SHASTRI BHAVAN
NEW DELHI-110 115

D. O. No. 13-16/2023-U3(A)

29th August 2023

Dear Madam/ Sir,

As we all are proudly aware, the first successful moon mission of India has happened on 23rd August 2023. To celebrate this momentous occasion, a list of activities, under the banner "Chandrayaan Utsav" are being contemplated to celebrate the success in the form of a festival. The proposed list of events include:

1. Quiz Competition for students across the country on the success of India's Space Policy by MyGov: 100 prizes will be kept in different categories. This will be conducted during September 2023, tentatively proposed to commence from 4th September 2023.
2. Mega Town Hall: This will be organised in hybrid format by connecting all Higher Education Institutions. The Hon'ble Prime Minister will address this townhall. ISRO scientists will make presentation. Then the scientists will answer the questions of the students (tentatively in first week of September, exact date to be communicated later).
3. Local Programs in the Institutes:
 - a. Flash Mob: A few students get together and do a short play/song/skit,
 - b. Selfies/Reels/Shorts: Post on social media, Good local programs' posts will be featured on MyGov and key people will tweet/retweet/post.
4. Proposed hashtag:
 - a. #Naye Bharat ki Nayi Udaan
 - b. #Chandrama Par Tiranga
 - c. #Naye Bharat ka Shankhnaad
 - d. #Hamara Chandrayaan
 - e. #New India on Moon

You may kindly arrange to disseminate the information among all the students and student activity groups of your institute for wide participation by them.

With regards,

Yours sincerely,

पु. क. बनर्जी

29/8/23

(P. K. Banerjee)

Vice Chancellors of all Institutions Deemed to be Universities