

No. 23(10)/2018-SP-I
Government of India
Ministry of Consumer Affairs, Food & Public Distribution
Department of Food & Public Distribution

Krishi Bhawan, New Delhi
Date: 9th July, 2021

To,

DG, ISMA/MD, NFCSF/CEO, AISTA/CMD, AIDA

Subject: Celebration of Aazadi Ka Amrut Mahotsava - Reg.

Madam/ Sir,

As you are aware that our country is going to complete 75 years of independence in the year 2022 and Govt. of India has decided to celebrate this historic event as **Aazadi Ka Amrut Mahotsav**.

2. As you are also aware that keeping in view the various benefits of Ethanol Blended with Petrol (EBP) program, Government has decided to advance the target of achieving the 20% blending by 2025, in place of 2030, as scheduled earlier. To showcase various benefits of EBP program and to create awareness, it has been decided that an awareness campaign may be launched and significant achievements of EBP program may be showcased as a part of the celebrations of Amrut Mahotsav.

3. This Department has prepared a tentative schedule for the events to be organised during the period 1st July, 2021 to 15th August, 2022 (copy enclosed). It is kindly requested that all the member sugar mills/distilleries may be urged to celebrate the Mahotsav with full fervour. It is also requested that members may be impressed upon to invariably make various achievements of EBP program and awareness campaign as part of these celebrations.

4. Events organized during the month may kindly be reported regularly by 5th of the succeeding month.

Encl.: As above.

Yours faithfully,



(Rajesh Kumar Yadav)

Under Secretary to the Govt. of India
Tel: 23389625

Copy information and necessary action to:

1. Director, NSI, Kanpur
2. DG, VSI, Pune.

Schedule for proposed Events

Tentative Schedule	Proposed Events
1 st July, 2021 to 30 th September, 2021	<ul style="list-style-type: none"> • Awareness campaign to be organized in coordination with AIDA/ISMA/NFCSE/NSI/VSI to disseminate the benefits of EBP Program. Significant achievements under EBP Program will be highlighted
1 st October, 2021 to 31 st December, 2021	<ul style="list-style-type: none"> • In association with AIDA/ISMA/NFCSE, various programs are proposed to be organized in distilleries/sugar mills to showcase how India is going ahead for Aatma Nirbhar Bharat in the field of motor fuels. Awareness campaign for sugar cane farmers, sugar mills and distilleries will be organized showcasing the benefits of EBP Program.
1 st January, 2022 to 31 st July, 2022	<ul style="list-style-type: none"> • Exhibition on various kind of jaggery & jaggery based products will be organized at NSI, Kanpur and VSI, Pune. India's rich cultural heritage in the field of sweeteners will be shown. Unsung heroes of sugar industry, farming community and related fields along with family members of freedom fighters will be felicitated at NSI, Kanpur and VSI, Pune. Achievements of EBP program will also be highlighted in distilleries/sugar mills in various parts of country.
1 st August 2022 to 15 th August 2022	<ul style="list-style-type: none"> • Culmination at NSI, Kanpur /VSI, Pune and various sugar mills/distilleries in different parts of the country. Thrust will be on achievements and benefits of EBP Program.