

FTS- 1208358/2023

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सचिव

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Government of India  
शिक्षा मंत्रालय  
Ministry of Education  
उच्चतर शिक्षा विभाग

Department of Higher Education

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D.O. No. M 11014/02/2023-CDN

Dated 09.03.2023

As you are aware "Maan Ki Baat" is an important monthly programme which is used as medium of interaction by Hon'ble Prime Minister Shri Narendra Modi with fellow citizens to communicate on wide range of issues affecting society at large, including policies and initiatives of the Government. In the month of April, 2023 this monthly radio programme will complete 100<sup>th</sup> episode.

2. On the occasion of the 100<sup>th</sup> episode of the "Maan Ki Baat" it is proposed to invite suggestions and ideas from all the citizens across the nation to make it more inclusive so that it leaves a long-lasting impression.

3. As Education is fundamental for achieving full human potential, developing an equitable and just society and promoting national development and towards this goal Higher Education Institutions (HEIs) are one of the critical stake holders for brainstorming and disseminations of knowledge information. Accordingly, it is proposed to disseminate information about the 100<sup>th</sup> episode of the "Maan Ki Baat" across Universities / Colleges and HEIs by displaying the Maan Ki Baat banner in the campus encouraging students to share their suggestions through MyGov portal.

4. MyGov has shared the banner and standee designs along with its open files which have a QR code and an IVR (toll-free number). Please visit the link for details [https://drive.google.com/drive/folders/1Hj-75Nymhg6anH5yq8zR7A-1bZhWS0?usp=share link](https://drive.google.com/drive/folders/1Hj-75Nymhg6anH5yq8zR7A-1bZhWS0?usp=share_link).

5. I would request you to widely display and disseminate these banners and standees. Students / Citizens can be encouraged to dial the number and record their suggestions in 30 seconds, or they can scan the QR code and submit suggestions. Students / Citizens can also go to MyGov and submit their suggestions on the link: [https://www.mygov.in/group - issue/inviting-ideas-celebrate-100th-episode-mann-ki-baat/](https://www.mygov.in/group-issue/inviting-ideas-celebrate-100th-episode-mann-ki-baat/).

Yours sincerely

(K. Sanjay Murthy)

All Directors, IITs, NITs, IIITs, IISERs, CFIs  
All VCs of Central Universities

Copy to: Bureau Heads of Deptt of Higher Education for follow up with the HEIs under their jurisdiction

(K. Sanjay Murthy)

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