

Greetings from AICTE, Nelson Mandela Marg, New Delhi.

The Ministry of Culture is inviting budding/professional designers to create unique and artistic designs based on any of the themes of Azadi Ka Amrit Mohotsav. The design entry should be based on the themes of Freedom Struggle, Unity, Cultural/Heritage Diversity – Pride in our roots. Development of the National and Resolve & Ideas. The theme design should be print compatible, as it is envisaged that the selected designs can later be adapted to merchandise, gift articles, decorative handicrafts, accessories, stationary etc.

In this regard, a contest, with handsome financial rewards, has been launched on MyGov for professional designers and students of Design colleges and institutes across India (<https://innovateindia.mygov.in/akam-souvenir-design/>). **It is requested to make students/faculty aware of the contest and prepare suitable designs/drafts for special series of mementos and souvenirs for the proposed AKAM Souvenir campaign.**