

# ■ Narendra Modi govt plans mega event to mark India's independence 'India at 70' to be celebrated across globe

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Nationalism is going to be the flavour of India's 70th Independence Day.

Calling it "India at 70", the Narendra Modi government will be celebrating 70 years of India's independence in the country and across the globe.

The PMO will be monitoring the celebration and all consulates and missions have been asked to plan mega events and reach out to the NRIs and local population.

It is understood that in the biggest ever Independence Day cele-

brations, termed as "India at 70", national and international events will be held to reach out to the expatriate and local population.

These events will be a culmination of a year of events that had started last year as observation of 70 years of India's independence, "70 saal azaadi: Zara yaad karo kurban".

The Union information and broadcasting ministry is expected to anchor the celebrations in India.

Similar events will be held across Indian missions across the world and will be conducted under the guidance of the

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ministry of external affairs.

It is understood that the PMO has decided to hold such grand celebration for Independence Day cele-

bration as part of its strategy to reach out to the masses in India and abroad.

An informal group of ministers is likely to be formed soon to help enable this celebration of "India at 70" is held properly.

It has been learnt that members of the Modi Cabinet will be travelling across the country during the first two weeks of August as part of reaching out to the common man.

As part of the celebrations consulates and missions abroad have been asked to organise cultural event and teach out to

expatriate and local population of their respective posted country.

While Doordarshan will be telecasting programmes related to nationalistic theme, movies promoting patriotism, similar programmes will also be held in educational institutions.

Sources states that massive advertisement campaign and audio visual outreach messages will also be broadcast across the print, electronic and social media space.

Special jingles, messages to be telecast in cinemas, television and other mediums will also be produced.