



Public Affairs Forum of India

**PRESS RELEASE**

**Spirit of Collaborative synergy through ‘Azadi Ka Amrit Mahotsav’ to fuel economic growth: Govind Mohan, Secretary, Ministry of Culture**

**‘Azadi Ka Amrit Mahotsav recognises contribution of unsung heroes of independence’**

**New Delhi, October 22, 2021:** “Under the ‘Azadi Ka Amrit Mahotsav’ programme, we are trying to create collaborative synergy. The spirit of collaborative synergy is what we expect to spread out or transform into the normal functioning of various ministries, departments and governments, and break the silos and work together in collaborative efforts”, said **Mr Govind Mohan, Secretary, Ministry of Culture, Government of India.**

**Speaking at the Public Affairs Forum of India (PAFI)’s 8<sup>th</sup> National Forum that was held virtually today, on "Reviving the Economy: Reimagine. Reboot. Reform", Mr Mohan** said “The entire economic growth is going to get huge multiplier effects if we work together. Whether it is programmes like ‘Ease of Doing Business’ or ‘Gati Shakti’, this will only work if we let go of the silo approach and work on a convergence approach. When we organise events, we push that collaborative approach, which can lead to much-enhanced growth.”

**Mr Mohan** also sought the participation of the private sector in the ‘Azadi Ka Amrit Mahotsav’ programme, “We want to call chambers together to discuss and share with them the programme for next three months that we want to do.”

**Mr Mohan** said the programme was being celebrated to recognise the sacrifice of people who fought for the country’s Independence but remained unremembered. The programme further prepare a roadmap to take action for the development of the country. **"The significance of the event meant to celebrate the past and equally also look forward to bright and glorious future of our country.** We have already had 7,000 events curated by the entire government and all its departments, across the country & overseas. This is the moment of great celebration and every Indian has to involve, has to partake, that is government intention”, he added.

The government will upload information about the unsung heroes of independence on websites, in which people too can contribute in bringing the forgotten freedom fighters’ struggle to the fore, he added. Moreover, the Indian diaspora and Indian mission in over 200 countries will be roped in to celebrate the unsung heroes like the soldiers in Netaji Subhash Chandra Bose-led Indian National Army.

**Mr Virat Bhatia, Vice President, PAFI and Managing Director, Apple India,** read out Hon’ble Prime Minister Mr Narendra Modi’s message underlining, “As the nation celebrates Amrit Mahotsav of its Independence, our vision to build a glorious India is driven by the collective resolve of 130 crore citizens. The role of valued stakeholders such as PAFI assumes even



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greater importance in such a scenario to capitalise on the opportunities in the resurgent New India.”

**PAFI (Public Affairs Forum of India)**

PAFI is dedicated to raise and maintain standards in Public Affairs to enable the profession to attain recognition and credibility by bringing in a paradigm shift in the way businesses engage with stakeholders - Government, Media, Civil Society and Academia. It also endeavors to deepen and broaden the talent pool to create young leaders from diverse backgrounds while planning to expand its footprint across India. Since its inception in 2008, PAFI has been actively promoting and upholding transparency, probity, inclusion, and diversity across the wider remit of Public Affairs Profession Spanning Policy Advocacy, Government Relations, Corporate Communications and Corporate Social Responsibility. It acts as a cross-sector networking platform for public affairs professionals and provides opportunities to benefit from interactions with one other as well as with key policymakers and influencers through evidence-based research, closed-door dialogues, interactive panel discussions, seminars, an Annual Lecture and the National Forum, its annual flagship event.

For more information, visit: [www.pafi.in](http://www.pafi.in) and Twitter: [@PAFI\\_India](https://twitter.com/PAFI_India)

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