All events under AKAM need to be consciously presented as an AKAM initiative.

This may be done in the following manner

- All posters to carry AKAM logo prominently
- Size of the AKAM logo to be bigger than any other logo used in the communication
- AKAM logo to be placed at the top centre of the poster, backdrop, advertisement etc.

The event must carry any of these lines in all communication

- An Amrit Mahotsav initiative by the Ministry of ……
- A special initiative of the Ministry of …… as part of Azadi Ka Amrit Mahotsav
- A joint collaboration with Ministry of Culture celebrating Amrit Mahotsav
- A multi stakeholder Amrit Mahotsav event

At the start of any event held online or offline anchors to announce

- Details of what is Amrit Mahotsav & highlight the themes of AKAM
  - Freedom Struggle, Ideas@75, Achievements@75, Resolve@75, Actions@75
  - Establish connect of event with theme & play a short video of Amrit Mahotsav
AKAM Branding 2

- All events must be powered by an active pre and post event publicity campaign

- **Press Release**
  - All AKAM events must have a press release
  - Document must begin with details of what is Amrit Mahotsav
  - Delineate connect to specific theme of AKAM

- **For multi stakeholder events**
  - Joint press release outlining contribution of each State / Ministry must be put out

- **Media Coverage**
  - PIB teams – national and local must be briefed about the events
  - Press conference, media briefings, special media visits to sites etc. to be undertaken on priority basis
  - High quality pictures shared with media for dissemination and outreach
AKAM Branding 3

- **Social Media**
  - All events to carry hashtag #AmritMahotsav
  - Any AKAM post on social media must tag Amrit Mahotsav social media handles
    - Facebook - @AzadiKaAmritMahotsav
    - Twitter - @AmritMahotsav
    - Instagram - @amritmahotsav
  - For wider reach and engagement on social media following is encouraged
    - Use of stories on Instagram and Facebook
    - Use of Twitter Moments
    - Facebook Carousel
    - Use of quiz, emoji, stickers etc.