



No.F.20016/5/2021-GAD  
GOVERNMENT OF MIZORAM  
GENERAL ADMINISTRATION DEPARTMENT  
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1<sup>st</sup> Floor  
Mizoram Secretariat  
MINECO,  
Aizawl-796001, Mizoram

Dated Aizawl, the 7<sup>th</sup> March, 2022

**OFFICE MEMORANDUM**

As requested by the Government of India, the Competent Authority hereby requests all Departments under Government of Mizoram to follow branding strategies in observance of Azadi Ka Amrit Mahotsav as mentioned below:

- i. To follow and tag official Amrit Mahotsav handles in all social media posts.
  - a) Twitter@AmritMahotsav
  - b) Instagram@AmritMahotsav
  - c) Facebook@AzaadikaAmritMahotsav
  - d) Koo@AmritMahotsav
- ii. @Amrit Mahotsav to be tagged on caption instead of tagging on the image.
- iii. Use of official #Amrit Mahotsav for various activities hosted by state government.
- iv. Sharing of high-resolution photographs and videos of major events on real time basis with coordination team of Amrit Mahotsav.
- v. Planning of pre buzz of large-scale events and engagement activities with social media team of Amrit Mahotsav
- vi. To share/retweet Amrit Mahotsav's published content on all social media platforms widely.

**Sd/- J.C Ramthanga**

Addl. Chief Secretary to the Govt. of Mizoram  
General Administration Department

Dated Aizawl, the 7<sup>th</sup> March, 2022

**Memo No.F.20016/5/2021-GAD**

Copy to:

1. Secretary to Governor, Mizoram
2. P.S to Chief Minister, Mizoram
3. P.S to Deputy Chief Minister, Mizoram
4. P.S to Speaker/Deputy Speaker/Ministers/Vice Chairman, State Planning Board
5. Sr.P.P.S to the Chief Secretary, Govt. of Mizoram.
6. Secretary, Ministry of Culture, Govt. of India, New Delhi-110 001
7. All Principal Secretaries/Commissioners/Secretaries/Special Secretaries, Govt. of Mizoram
8. Secretary, State Information Commission/Mizoram Legislative Assembly/MPSC /Lokayukta, Mizoram.
9. All Administrative Departments.
10. All Heads of Departments, Govt. of Mizoram.
11. Web Manager, GAD
12. Guard file

  
**(ROCHUANGKIMI KHENGLAWT)**

Under Secretary to the Govt. of Mizoram  
General Administration Department