

GOVERNMENT OF ANDHRA PRADESH  
MUNICIPAL ADMINISTRATION & URBAN DEVELOPMENT(C1) DEPARTMENT

**Memo.No.2299375/C1/2023**

**Dated:08.01.2024**



**Sub:-** MA&UD Dept. - Inauguration of 125 feet Dr B.R. Ambedkar Statue at Swaraj Maidan, Vijayawada on 19.01.2024 – A 7-day IEC Program to be conducted between **09-01-2024 to 18-01-2024** – **Further orders** – Issued.

**Ref:-** G.O.Rt.No.908, MA&UD (C1) Department, Dt:21-12-2023

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In the reference cited, the Government have issued orders vide G.O.Rt.No.908 of MA&UD Department, Dt:21-12-2023, on the schedule of 7-day IEC events, to be conducted between **09-01-2024 to 18-01-2024 in all the districts**, to commemorate the inauguration of the iconic Dr B.R. Ambedkar Statue at Swaraj Maidan, Vijayawada on 19-01-2024.

2. In the said orders, the District Collectors were also directed to make changes to the schedule of the program according to their local conditions.

3. Now, based on the suggestions received during meetings with the State Level and District Level Committee Members, it is decided to conduct these programs with a specific theme and title so as to instill a spirit of voluntary participation and enthusiasm in the Civic Society. Therefore, the Government hereby orders that these IEC events and programs as envisaged in the said Government Orders will be taken up with the Name **“సామాజిక సమతా సంకల్పం”** instead of as **Janbhaghidhari**, to make these programs more impactful and also specifically align with the philosophy of Bharata Ratna Dr.B.R Ambedkar. This specific name shall be used while preparing the banners, flexis, invitations, material and media publicity, web modules etc., for the said IEC programs.

**Y.SRILAKSHMI**  
**SPECIAL CHIEF SECRETARY TO GOVERNMENT**

To

The Special Chief Secretaries, MA&UD, YAT&C, GVWV&VSWS, PR&RD Department.

The Principal Secretaries, Social Welfare & Higher Education Departments.

The Commissioner, I&PR Department.

All the District Collectors in the State.

The Municipal Commissioner, Vijayawada Municipal Corporation, Vijayawada.

All the Municipal Commissioners in the State through CDMA, Vaddeswaram.

The PR&RD/ Social Welfare/Higher Education & MA&UD (UBS) Department with a similar request to issue necessary instructions to the concerned.

**Copy to:-**

OSD to Secretary to Hon'ble Chief Minister.

OSD to Chief Secretary to Government.

PS to Spl.CS, MA&UD, YAT&C, GVWV&GSWS, PR Departments.

PS to Principal Secretaries, SW & Higher Education Departments.

Sf/Sc.

// FORWARDED :: BY ORDER //

  
SECTION OFFICER