



GOVERNMENT OF INDIA
MINISTRY OF
PARLIAMENTARY AFFAIRS



Report on Celebrations of Constitutions Day, 2021 (26th November)



GOVERNMENT OF INDIA
MINISTRY OF
PARLIAMENTARY AFFAIRS

75
Azadi Ka
Amrit Mahotsav

As the Nation Celebrates
THE CONSTITUTION DAY
Let us read Preamble to the Constitution with Hon'ble President From Central Hall of the Parliament
26 NOVEMBER, 2021 at 11:00A.M.

 To Read the Preamble and Participate in Online Quiz, visit www.mpa.gov.in/constitution-day link or scan the QR code to get your Certificate

 www.mpa.gov.in/constitution-day

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OVERVIEW


The Cabinet Secretariat vide their letter dated 25.10.2021 earmarked activity of Celebrating Constitution Day to Ministry of Parliamentary Affairs. Ministry of Culture vide their D.O. letter dated 26.10.2021 also endorsed a copy of approved programme for the Ministry wherein the Ministry was made the lead Ministry for celebrating the Constitution Day, 2021.

Samvidhan Diwas (Constitution Day) is celebrated every year on 26th November to commemorate the adoption of the Constitution of India and to honour and acknowledge the contribution of Founding Fathers of the Constitution.

For spreading the celebrations to every nook and corner of the country, extensive correspondences were made with all Ministries/Departments of Govt. of India, State/UT Governments. Initially, following broad communications were made:

- Letter from Hon'ble Minister of Parliamentary Affairs to Chief Ministers/ LGs of States/UTs
- Letter from Secretary, MPA to Secretaries of all Ministries/Departments of Govt. of India
- Letter from Secretary, MPA to Chief Secretaries of all States/UTs.

प्रल्हाद जोशी
PRALHAD JOSHI
ಪ್ರಲ್ಹಾದ ಜೋಶಿ



सत्यमेव जयते

संसदीय कार्य, कोयला तथा खान मंत्री
भारत सरकार
नई दिल्ली
**MINISTER OF PARLIAMENTARY AFFAIRS,
COAL AND MINES
GOVERNMENT OF INDIA
NEW DELHI**

D.O. No. 15/26/2021-Admn. November 12, 2021

Dear Shri Bhupendra Patel Ji,

As you are aware, our country is celebrating its 75th Year of Independence as the "Azadi ka Amrit Mahotsav" this year. In order to commemorate the day of adoption of our Constitution, the occasion of Samvidhan Diwas (Constitution Day) is also being organized with "Jan Bhagidari" on a mega scale.

Hon'ble President of India will be leading the celebrations of Constitution Day live from Central Hall of Parliament on 26th of November 2021 at 11: 00 AM onwards. The occasion will also be graced by Hon'ble Vice- President, Hon'ble Prime Minister, Hon'ble Speaker, Lok Sabha, Union Ministers, MPs and other dignitaries and the whole of India will be a part of these celebrations through live streaming of the function on Sansad TV/DD/ other TV channels and Online Portals.

As partners to this National Celebration, I would request you to ensure participation of people on a large scale and issue suitable directions to all the Government Offices, all Schools/Colleges/Institutions/Autonomous Bodies/PSUs etc. for mass reading of the Preamble of the Constitution of India alongwith the Hon'ble President.


Your Government may also like to have its own programs on this occasion where active participation of people from all walks of life would spread our constitutional values to the nook and corner of the country keeping the Covid protocols in mind.

On this occasion, the Ministry of Parliamentary Affairs is also developing two web-portals namely – i) Online reading of Preamble in 22 official languages under Schedule VIII to the Constitution; and ii) Online Quiz on Constitutional Democracy. All the citizens of India can participate in these online events also and receive a certificate. Details of these portals will be shared by this Ministry shortly.

Let us celebrate this occasion with great fervor and make it a huge success

With regards,

Shri Bhupendra Patel,
Chief Minister of Gujarat,
3rd Floor, Swarnim Sankul-1,
New Sachivalaya,
Gandhinagar-382010.

Yours sincerely,

(Pralhad Joshi)

Office : Room No. 15, Parliament House, New Delhi-110001
Tel : 011-23017780, 23017798, 23018729, Fax : 011-23792341
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Tel : 23387277, 23383109
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Tel : 011-23014097, 23094098
H.No. 122-D, 'Kamitartha' Mayuri Estate, Keshwapur, Hubli-580023 (Karnataka)
Tel. No. 0836-2251055, 2258955 E-mail : pralhadvjoshi@gmail.com

ज्ञानेश कुमार
सचिव
GYANESH KUMAR
SECRETARY



भारत सरकार
संसदीय कार्य मंत्रालय
40, संसद भवन
नई दिल्ली - 110001
GOVERNMENT OF INDIA
MINISTRY OF PARLIAMENTARY AFFAIRS
40, PARLIAMENT HOUSE,
NEW DELHI-110001

D.O. No. 15/26/2021-Admn.

Dear Dr Sameer Sharma,

Date: 16.11.2021

As you are aware, our country is celebrating its 75th Year of Independence as the "Azadi ka Amrit Mahotsav" this year. In order to commemorate the day of adoption of our Constitution, the occasion of Samvidhan Diwas (Constitution Day) is also being organized with "Jan Bhagidari" on a mega scale. For wide scale celebration of the occasion Hon'ble Minister of Parliamentary Affairs has already written on 12.11.2021 to Chief Ministers and LGs of all the States and UTs.

The Hon'ble President of India will be leading the celebrations of Constitution Day live from Central Hall of Parliament on 26th November 2021 at 11: 00 AM onwards. The occasion will also be graced by Hon'ble Vice- President, Hon'ble Prime Minister, Hon'ble Speaker, Ministers, MPs and other dignitaries and the whole of India will be a part of these celebrations through live streaming of the function on Sansad TV/DD/ other TV Channels and Online Portals.

You may also like to have your own programs on this occasion where active participation of people from all walks of life would spread our constitutional values to the every nook and corner of the country keeping the Covid Protocols in mind.

For celebrating this occasion in a befitting manner, the Ministry of Parliamentary Affairs has developed the following web-portals:-

- Online Reading of the Preamble to the Constitution in 23 languages i.e. 22 official languages and English. (<https://readpreamble.nic.in>)
- "Online Quiz on Constitutional Democracy" (<https://constitutionquiz.nic.in>)

These portals will be accessible from 26th Nov 2021 and all citizens can participate and get certificates.

As partners to this National Celebration, I would request you to ensure participation of people on a large scale and issue suitable directions to all the Government offices, all Schools / Colleges / Institutions / Autonomous Bodies / PSUs etc for mass reading of the Preamble of the Constitution of India alongwith the Hon'ble President.

regards,

Yours sincerely,

Gyanesh Kumar

Dr. Sameer Sharma,
Chief Secretary,
Government of Andhra Pradesh,
A.P Secretariat Office,
Velagapudi -522503

Apart from above special emphasis was laid on mass reading of Preamble to the Constitution alongwith Hon'ble President on 26.11.2021 at 11:00 AM therefore requests were made to Ministries/Departments/States/UTs for reading of Preamble with Hon'ble President in schools/colleges/Universities/ Govt. offices/Institutions etc.

For ensuring *Jan Bhagidari*, the Ministry also developed following web portals:-

1. "Online Reading of the Preamble to the Constitution of India in 23 languages (22 official languages and English) ;and
2. "Online Quiz on Constitutional Democracy" wherein anybody can participate from anywhere and get certificates.
3. Portal for uploading activities celebrated by Ministries/Departments of Govt. of India.

Above portals were made available at microsite - mpa.gov.in/constitution-day.



Creative approved by the PMO for usage in banners/hoardings during the occasion is as follows:



“Online Reading of the Preamble to the Constitution”

The Ministry developed an “Online portal for Reading of the Preamble to the Constitution” (mpa.gov.in/constitution-day) in 23 languages (22 official languages and English) which was made operational at the midnight of 25th of November 2021 for use by anyone from anywhere. Anyone can register on this portal and can read Preamble to the Constitution in any of 23 languages and get certificate.



संविधान की उद्देशिका पढ़ें
Read The Preamble to the Constitution

यदि आप पहले ही पढ़ चुके हैं, तो प्रमाणपत्र प्राप्त करें | If you have already read, Get the Certificate



प्रमाणपत्र अपने ई-मेल पर भेजें
Send certificate to your Email



प्रमाणपत्र डाउनलोड
Download Certificate

Padma Shree Shri Jai Prakash Lakhiwal has designed the frame for the Preamble in such a way that it has elements of arts from all States/UTs of Union of India. This design is reflected on certificates. Copy of certificate is as follows:





“Online Quiz on Constitutional Democracy”

The portal “Online Quiz on Constitutional Democracy” (mpa.gov.in/constitution-day) was launched by Hon’ble President on 26th November, 2021 from Central Hall. It is a simple digital quiz with the purpose of “*Jan bhagidari*” having very simple and basic questions on Indian Constitution and its Democracy with special reference to Fundamental duties enshrined therein.



Few features of the quiz are as follows: -

1. Anyone can participate in this quiz and get participation certificate with simple registration in his name giving his/her name, telephone number, age group.
2. There may be multiple registrations on a single mobile number.
3. There is a question bank of about 1000 questions and each time 5 questions would randomly pop up which would be attempted by any participant on the quiz. Participant can check correctness of his/ her answers.
4. But on simple participation, everyone would get certificate because purpose of quiz is to popularise the basic values of Indian constitution and Parliamentary Democracy and not to test their knowledge.
5. It is available in both Hindi and English languages so that more and more people including senior citizens can participate from across the world.



Portal for uploading activities celebrated by Ministries/Departments of Govt. of India.

The Ministry developed a portal for uploading of activities by Ministries /Departments of Govt. of India (mpa.gov.in/constitution-day). All Ministries/Departments were provided passwords for accessing the portals and uploading various data.

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CELEBRATIONS ON
CONSTITUTION DAY 2021

Login to Your Account

MINISTRY ADMIN

Ministry
--Select Ministry--

Department

Password

Enter Captcha
Enter Captcha Value 1707

SUBMIT

Unique Initiatives of the Ministry

Reaching citizens through SMS

For reaching out to public for large scale participation in online quiz and online reading preamble to the constitution, a text SMS was sent to users across India. The contents of the text SMS is given below:

“Join the President of India in celebrating the Constitution Day on 26 November. Get your certificates at mpa.gov.in/constitution-day”

Reaching citizens through mailer

MyGov platform was requested to send mailer to all its users for widening the base of celebrations. The MyGov statistics is as follows:



**Join the President of India for live reading of the Preamble
to the Constitution**
Campaign Statistics

- Campaign sent on: **25-11-2021**
- Campaign sent by: **MyGov**
- Total Read percentage: **9.34%**
- Based on the total read the campaign is categorized as a **high impact email campaign**.
- Top URL's clicked :-
 - <https://www.mygov.in/campaigns/constitution-day/?target=inapp&nid=0&type=campaign:16641>
 - <https://play.google.com/store/apps/details?id=in.mygov.mobile&hl=en:5787>
 - <https://itunes.apple.com/in/app/mygov-india-%E0%A4%AE-%E0%A4%B0-%E0%A4%B8%E0%A4%B0%E0%A4%95-%E0%A4%B0/id1423088445?mt=8:5267>

| From - Subject | Date sent on | Total sent | Total Read | Unique Read | URL Clicked | Total Read % |
|--|---------------------------|------------|------------|-------------|-------------|--------------|
| Join the President of India for live reading of the Preamble to the Constitution | 25 th Nov 2021 | 66224651 | 6185356 | 4110373 | 52215 | 9.34% |

Mailer was sent by MyGov on 25-11-2021 having the subject "**Join the President of India for live reading of the Preamble to the Constitution**". The current read percentage of the email campaign is 9.34%. As per global statistics, an email campaign with **8-10%** total read percentage is a very good rating.

Curtain Raiser event

As a curtain raiser for the main event, Hon'ble Minister of Parliamentary Affairs (Shri Pralhad Joshi) alongwith Hon'ble Minister of State for Parliamentary Affairs (Shri V Muraleedharan) and Hon'ble Minister of State for Information and Broadcasting (Dr. L. Murugan) briefed the media about the preparations for Samvidhan Diwas (26th November, 2021) as part of *Azadi Ka Amrit Mahotsav*, at National Media Centre on 23rd November 2021.



mpa.gov.in/constitution-day



48212/2021/Admin Section

During the Press Conference, the Hon'ble Minister of Parliamentary Affairs (Shri Pralhad Joshi) informed that:

- Hon'ble President of India will be leading the celebrations of Constitution Day live from Central Hall of Parliament on 26th November 2021 at 11:00 AM onwards.
- After the speech of Hon'ble President, whole nation will read Preamble to the Constitution live with him.
- Public at large including Ministries/Departments of Govt.of India, State/UT Governments, Schools/Colleges/Universities/Institutions/ Bodies, Bar Councils etc. were requested to join Hon'ble President in reading Preamble to the Constitution on 26.11.2021 from their places following the Covid 19 protocols.
- The Hon'ble Minister also briefed about two portals developed by the Ministry, one "Online Reading of the Preamble to the Constitution" in 23 languages (22 official languages and English) and another "Online Quiz on Constitutional Democracy" (mpa.nic.in/constitution-day) wherein anybody can participate from anywhere and get certificates.
- The Hon'ble Minister also requested the public at large through media that more and more people should join the celebrations from Central Hall of Parliament with Hon'ble President and Hon'ble Prime Minister on that day and share their photos reading preamble and getting certificates from their respective places using #SamvidhanDiwas and tagging Facebook [@MOPAIndia](https://www.facebook.com/MOPAIndia), Twitter @mpa_india and Instagram @min_mopa.
- The Hon'ble Minister going into the history of Constitution Day stated that in 2010 being the Chief Minister of Gujarat, Hon'ble Prime Minister conducted "Samvidhan Gaurav Yatra" in Gujarat and was the force behind declaration of 26th November as Constitution Day from 2015.
- For making it a national celebration, let us all share our certificates on the social media.

Main Event- Central Hall of Parliament House on 26th November 2021

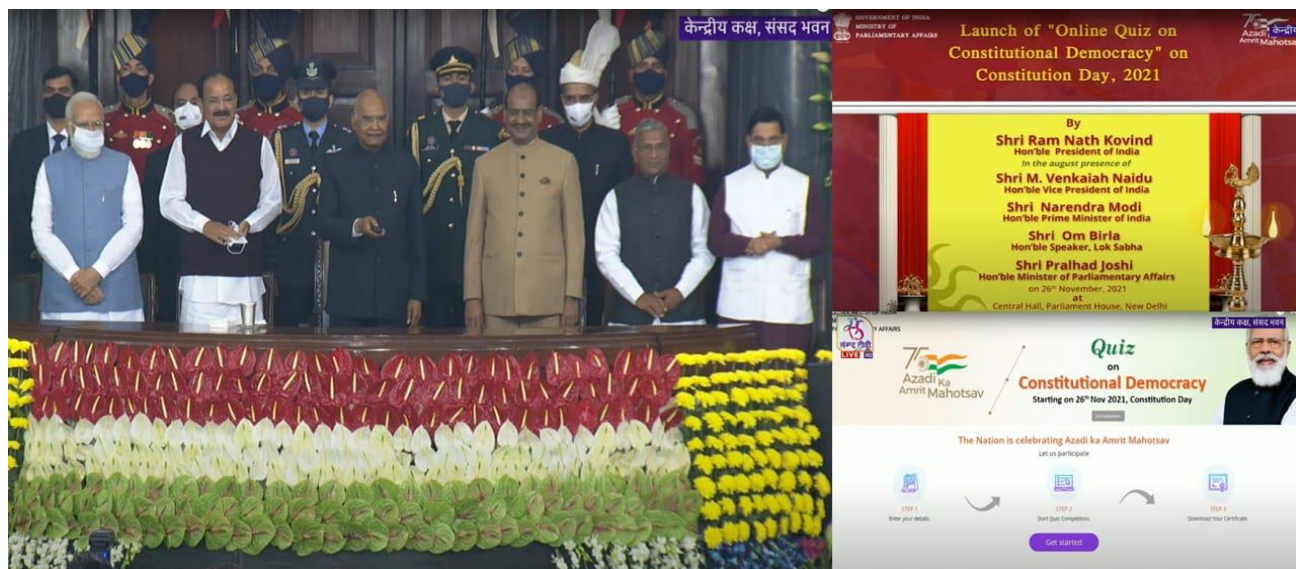
As part of this Mahotsav, main event was held on 26th November at 11:00 AM onwards with great fervour and gaiety in the Central Hall of Parliament House.

Hon'ble President of India alongwith Hon'ble Vice- President, Hon'ble Prime Minister, Hon'ble, Speaker, Hon'ble Ministers, Hon'ble MPs and other dignitaries, led the celebrations of the Constitution Day, 2021 from Central Hall of Parliament House.

Hon'ble Minister of Parliamentary Affairs (Shri Pralhad Joshi) welcomed Hon'ble President, Hon'ble Vice- President, Hon'ble Prime Minister, Hon'ble Speaker, Lok Sabha, Hon'ble Ministers, Hon'ble MPs and other dignitaries present there and Public at large of this great Country on the auspicious occasion of Constitution Day.



After the welcome speech of the Hon'ble Minister of Parliamentary Affairs, Hon'ble Speaker, Hon'ble Prime Minister, Hon'ble Vice President and Hon'ble President delivered their addresses to the nation from Central Hall of Parliament live through Sansad TV.



Apart from i) release of soft copy of Constituent Assembly debates ii) release of updated Constitution of India iii) release of soft copy of calligraphed copy of Constitution of India by Lok Sabha Secretariat, Hon'ble President launched this Ministry's portal on "Online Quiz on Constitutional Democracy".



And then, the whole country read Preamble to the Constitution of India with the Hon'ble President live from Central Hall of Parliament House.

Statistics

- Participation of Ministry of Parliamentary Affairs is as follows:

| No. of officials who read the Preamble live with the Hon'ble President | No. of officials who read the Preamble online & downloaded certificates | No. of officials who participated in the quiz on Constitutional Democracy and downloaded certificates |
|--|---|---|
| 118 | 118 | 118 |

- Participation of Ministries/Departments(#) of Govt. of India is as follows:

| No. of officials who read the Preamble live with the Hon'ble President | No. of officials who read the Preamble online & downloaded certificates | No. of officials who participated in the quiz on Constitutional Democracy and downloaded certificates |
|--|---|---|
| 1,01,973 | 29,484 | 5,888 |

- Overall participation of people including above data is as follows:

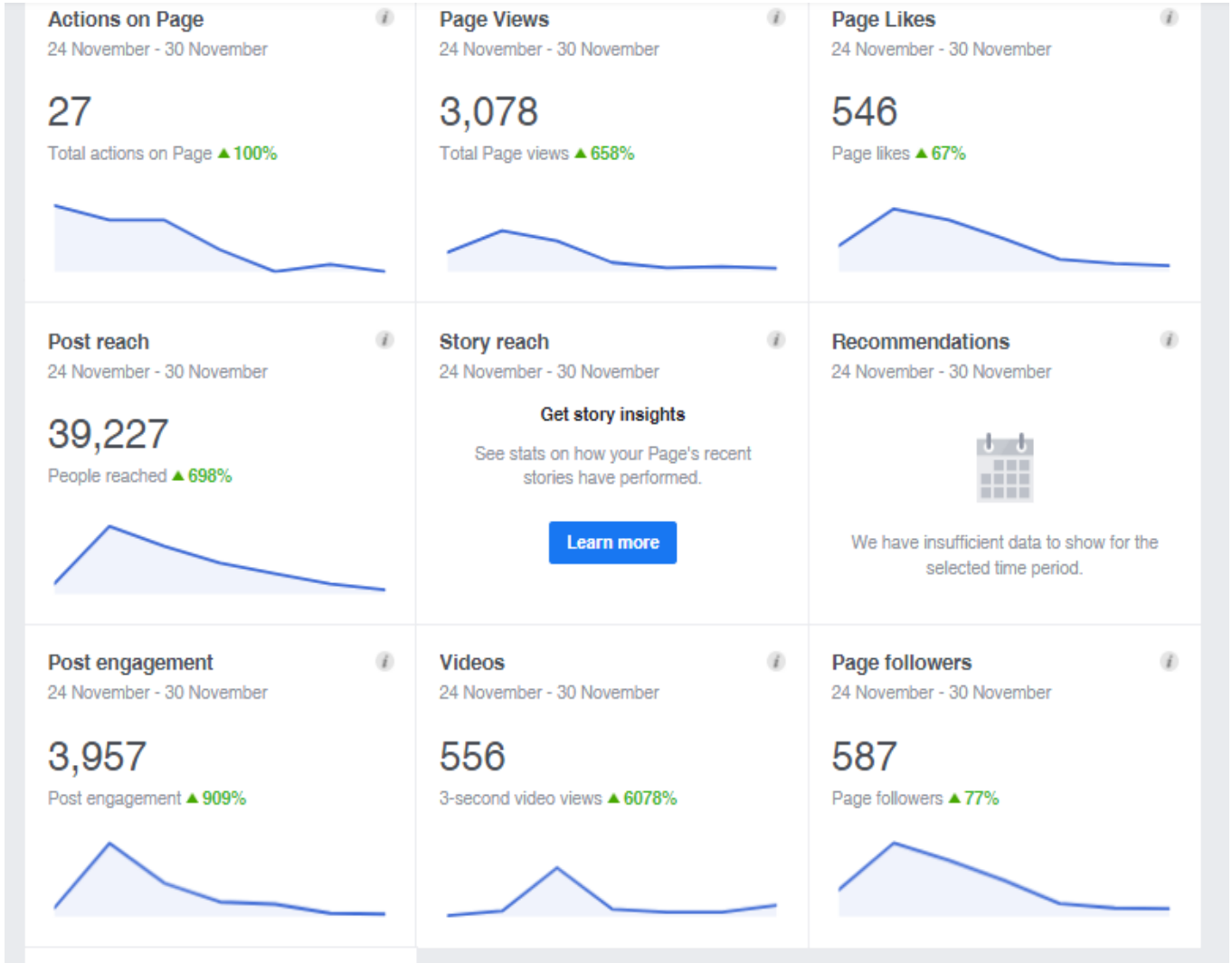
| No. of people who read the Preamble live with the Hon'ble President | No. of people who read the Preamble online & downloaded certificates | No. of people who participated in the quiz on Constitutional Democracy and downloaded certificates |
|---|--|--|
| 1,01,973# | 5,33,290 | 1,11,940 |

Note: Data available as on 16.12.2021.

Data of 43 Ministries / Departments of Govt. of India only. Does not include other people who read preamble live via television or any other media.

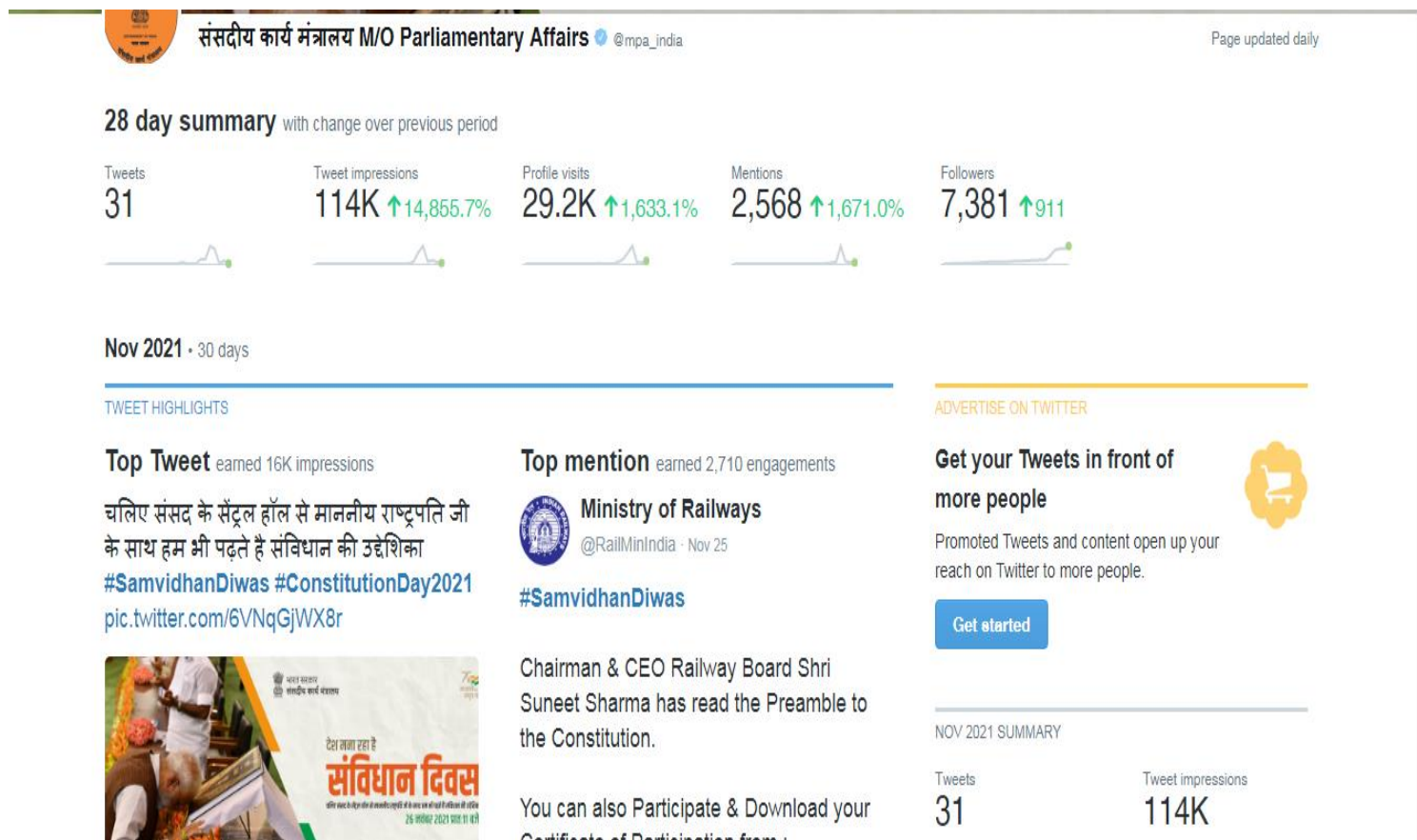
48212/2021/Admin Section

FACEBOOK statistics show that during the event celebrations from 23rd November 2021 onwards there was a steep rise in followers of the Ministry that too across the globe which made the event truly a people's event or *Jan Bhagiari*.



48212/2021/Admin Section


The same is with Twitter, the statistics for the month of November, 2021 are as follows including Top Tweet which earned 16k impressions. The graphs clearly indicate that the popularity of the event grew rapidly among the public at large.




Social Media


For reaching out to public at large and for creating buzz about the main event to be held in Central Hall of Parliament, various social media creatives were shared on Twitter, Facebook, Instagram. A few of which are as follows:





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CONSTITUTION DAY

“Constitution is not a mere lawyers document, it is a vehicle of life and its spirit is always the spirit of age”

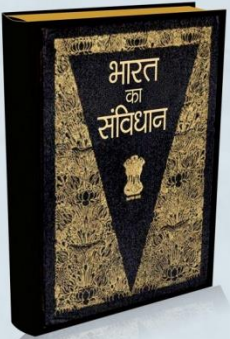
Dr. B. R. Ambedkar

**Join us to Read Preamble on
26th November 2021, 11AM Onwards**

To acquire more information, click here: www.mpa.gov.in/constitution-day

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75
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Amrit Mahotsav



CONSTITUTION DAY

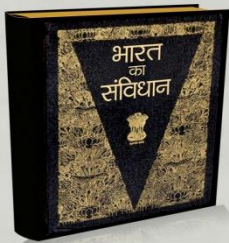
“Every Indian Should now forget that he is a Rajput, A Sikh or a Jat, He must remember that he is an Indian and he has every right in his country but with certain duties.”
Sardar Vallabhbhai Patel

Join us to Read Preamble on
26th November 2021, 11AM Onwards

To acquire more information, click here: www.mpa.gov.in/constitution-day

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“Right is Duty well performed.”
Mahatma Gandhi

Join us to Read Preamble on
26th November 2021, 11AM Onwards

To acquire more information, click here: www.mpa.gov.in/constitution-day

Curtain raiser event/Press Conference was held on 23rd November 2021 at National Media Centre. # SamvidhanDiwas and #AmritMahotsav was widely used to popularize the occasion.

Ministry of Parliamentary Affairs, Government of India

23 November at 21:06 · 🌐

#AzadiKaAmritMahotsav

As curtain raiser to main event in Central Hall, HMPA Sh Pralhad Joshi along with MoS Sh V Muraleedharan, MoS Dr L.Murugan briefed media about preparations for Constitution Day, 2021.

#SamvidhanDiwas

PMO India Ministry of Culture, Government of India Narendra Modi
Ministry of Information & Broadcasting, Government of India Press Information Bureau - PIB, Government of India

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@mpa_india

← Tweet

PIB Steel Ministry
@PibSteel

#AzadiKaAmritMahotsav

Hon'ble President Shri Ram Nath Kovind ji will lead the Samvidhan Diwas program live from the Parliament, at 11:00 am.

3:39 PM · Nov 23, 2021 · Twitter Web App

17 Retweets 31 Likes

48212/2021/Admin Section



Doordarshan (DD) is an Indian public broadcast service. [Wikipedia](#)

संविधान दिवस पर संसदीय कार्य मंत्री प्रहलाद जोशी की प्रेस वार्ता

616 views • Nov 23, 2021 • संविधान दिवस पर संसदीय कार्य मंत्री प्रहलाद जोशी की प्रेस वार्ता

Main event- Central Hall of Parliament on 26th November 2021

As part of this Mahotsav, main event was held on 26th November at 11:00 AM onwards with great fervour and gaiety in the Central Hall of Parliament House. Hon'ble President of India alongwith Hon'ble Vice- President, Hon'ble Prime Minister, Hon'ble Speaker, Hon'ble Ministers, Hon'ble MPs and other dignitaries, led the celebrations of the Constitution Day, 2021 from Central Hall of Parliament House.



Rajya Sabha Television is an Indian public broadcast service. [Wikipedia](#)

Samvidhan Divas 2021 Celebrations

6,673 views · Nov 26, 2021 · The 72nd anniversary of the adoption of the constitution of India was celebrated in the Central Hall of the Parliament on November 26, 2021. A joint sitting of both Houses of Parliament was [Show more](#)

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#SamvidhanDivas #ConstitutionDay202...

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Ministry of Parliamentary Affairs, Government of India

26 November at 14:35 · 🌐

President Ram Nath Kovind graces the Constitution Day celebrations at the Central Hall of Parliament.
#SamvidhanDivas #ConstitutionDay2021 #AmritMahotsav



1,444 People reached 75 Engagements ↓ -2.4x lower Distribution score [Boost post](#)

👍 58 2 comments

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- Messages
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Twitter post from **संसदीय कार्य मंत्रालय M/O Parliamentary Affairs** (2,340 Tweets):

President Ram Nath Kovind graces the Constitution Day celebrations at the Central Hall of Parliament.
#SamvidhanDiwas #ConstitutionDay2021 #AmritMahotsav



Engagement: 27 Retweets, 55 Likes
