2017 year Calendar

Directorate of Advertising & Visual Publicity

With a Salute to the Brave Souls of India
Indian Army

Remembering the Grate Souls of India who gave everything to this Country
The man whose picture we see every day on the currency of this country, the Father of the Nation, Mohandas Karamchand Gandhi was an iconic personality. He gave up everything to make India a free and independent country. Mahatma was a believer in non-violence and a man with very strong morals and values.

If we want to reach real peace in this World we should start Educating Children.

~Mahatma Gandhi.

Holidays
01 New Year’s Day
14 Makar Sankranti / Pongal
26 Republic Day

Govt. Schemes
Make in India
• To make India a manufacturing hub.
• Make in India is an initiative of the Government of India to encourage multinational, as well as domestic, companies to manufacture their products in India.
• The major objective behind the initiative is to focus on job creation and skill enhancement in twenty-five sectors of the economy.
A prominent leader of Indian National Congress, Sardar Vallabhbhai Patel played a leading role in India’s struggle for independence. Vallabhbhai Patel took part in Satyagraha and while Mahatma Gandhi was in prison he led the Satyagraha in Nagpur. Sardar Vallabhbhai Patel also actively participated in Civil Disobedience Movement and Quit India Movement.

It is the prime responsibility of every citizen to feel that his country is free and to defend its freedom is his duty.

~Sardar Vallabhbhai Patel.
Subhash Chandra Bose who was the founder of Indian National Army, more popularly known as "Azad Hind Fauj". Subhash Chandra Bose was a believer in Swami Vivekananda’s teachings and had a patriotic zeal even as a student. Bose was a rebel and he joined the Indian National Congress and later became its president.

You give me blood, and
I promise you freedom.

~Subhash Chandra Bose.

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**Holidays**

- 13 Holi
- 28 Gudi Padwa / Ugadi

**Govt. Schemes**

**Skill India**

- To create jobs for youth of the Country.
- Skill Development in Youth.
- Making Skill available to All Youth of India.
Bhagat Singh is rightly considered to be the most influential revolutionary during the Independence movement for India. He gave his life for the pride and honor of their motherland. we often remember “Shaheed” Bhagat Singh. Singh was not a believer in Gandhian ideology of Satyagraha and non-violence. Singh was sentenced to death along with RAjguru and Sukhdev.

Bombs and pistols do not make a revolution.
The sword of revolution is sharpened on the whetting-stone of ideas.

~Bhagat Singh.
Responsible for the formulation of Indian constitution, Dr. Babasaheb Ambedkar has played a tremendous role in shaping the modern India and transforming millions of oppressed people into dignified and responsible citizens of India.

I like the religion that teaches liberty, equality and fraternity.

~B. R. Ambedkar.

**Holidays**

- **01 Labor Day**
- **10 Buddha Purnima**

**Govt. Schemes**

- The scheme was launched by Prime Minister Narendra Modi on 22nd January 2015 as a part of the Beti Bachao, Beti Padhao campaign.
- The scheme currently provides an interest rate of 9.2% and tax benefits.
- The account can be opened at any India Post office or a branch of some authorized commercial banks.
When it comes to remembering the powerful souls who gave away their life to see India getting independence Chandra Shekhar Azad is a sure name. One of the greatest freedom fighters and a revolutionary, Chandra Shekhar Azad was committed to free India by any means. First participating in Gandhi’s non cooperation movement, Azad later implemented the use of arms for the struggle of freedom.

If yet your Blood does not rage, then it is water that flows in your veins.
For what is the flush of youth, if it is not service to the Motherland.

~Chandra Shekhar Azad

Holidays

25 Rath Yatra
26 Eid-ul-Fitar

Govt. Schemes

Pradhan Mantri Jan Dhan Yojana
- Pradhan Mantri Jan-Dhan Yojana (PMJDY) is National Mission for Financial Inclusion to ensure access to financial services, namely, Banking/ Savings & Deposit Accounts, Remittance, Credit, Insurance. Pension in an affordable manner.
- Account can be opened in any bank branch or Business Correspondent (Bank Mitra outlet). PMJDY accounts are being opened with Zero balance.

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A.P.J. Abdul Kalam is an Indian scientist and politician who served his country as president from 2002 to 2007. Person of undeniable eminence with wide public endorsement. It is almost impossible for political parties to be seen opposing him. He is known as the missile man.

It is easy to defeat someone, 
But it is very hard to win someone. 
-Dr. APJ Abdul Kalam

Holidays

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Govt. Schemes

Beti Bachao-Beti Padhao Yojana
* The main aim: To generate awareness of welfare service means for girls, child, and women.
* The key elements of the scheme include Enforcement of PC & PNDT Act, nation-wide awareness and advocacy campaign, and multi-sectoral action in select 100 districts (now on CSR) in the first phase.
Mother Teresa was the founder of the Order of the Missionaries of Charity, a Roman Catholic congregation of women dedicated to helping the poor. Considered one of the greatest humanitarians of the 20th century, she was canonized as Saint Teresa of Calcutta in 2016.

Yesterday is gone, tomorrow has not yet come. We have only Today. Let us Begin.

~Saint Teresa.

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**Holidays**

- **07 Raksha Bandhan**
- **14 Janmashtami**
- **15 Independence Day**
- **25 Vinayaka Chaturthi**

**Govt. Schemes**

- **Namami Gange**
  - Namami Gange Project, or Namami Ganga Yojana, is an ambitious Union Government Project which integrates the efforts to clean and protect the Ganga river in a comprehensive manner.
  - This project aims at Ganga Rejuvenation by combining the existing ongoing efforts and planning under it to create a concrete action plan for future.
Vivekananda was a spiritual leader and activist who attempted to combine Indian spirituality with Western ideas. Social reform was given a prominent place in Vivekananda’s thought, and he joined the Brahma Samaj dedicated to eliminating child marriage and illiteracy and determined to spread education among women and the backward people.

Arise! Awake!
and stop not until
the goal is reached.

~Swami Vivekananda.

The Directorate of Advertising & Visual Publicity (DAVP) is the nodal agency to undertake multimedia advertising and publicity for various Ministries and Departments of Government of India. Some of the Autonomous Bodies also route their advertisements through DAVP. As a service agency, it endeavours to communicate at grass roots level on behalf of various Central Government Ministries.

Holidays

02 Bakri Id / Eid ul-Adha
04 Onam
30 Dussehra / Dasara

Govt. Schemes

Pradhan Mantri Ujjwala yojana
- Pradhan Mantri Ujjwala Yojana is a Scheme for Providing Free LPG connections to Women from BPL Households.
- Under the scheme, Rs 8000 crore has been earmarked for providing five crore LPG connections to BPL households.
- The Scheme provides a financial support of Rs 1600 for each LPG connection in the BPL households.
As the British described him “The father of Indian Unrest”, Bal Gangadhar Tilak was the leader of Indian Independence Movement. His slogan “Swaraj (Self Rule) is my birthright and I shall have it” inspired millions of Indians. He was not only a freedom fighter but also a national leader, social reformist and a scholar of Indian history, Sanskrit, Hinduism, mathematics and astronomy.

Swaraj is My Birthright and I shall have It.
~Bal Gangadhar Tilak.
Remembered as the Nightingale of India, poet and social activist Sarojini Naidu made significant contributions during the independence struggle of India. Sarojini Naidu was the first woman to be elected as the governor of an Indian state and the Indian National Congress. Her poetry became the medium of sending out the message of independence.

We want deeper sincerity of motive, a greater courage in speech and earnestness in action.

~Sarojini Naidu.

Holidays

Govt. Schemes

Pradhan Mantri Jeevan Jyoti Bima Yojana
• Available to people in the age group of 18 to 50 and having a bank account. People who join the scheme before completing 50 years can, however, continue to have the risk of life cover up to the age of 55 years subject to payment of premium.
• Rs.330 per annum. It will be auto debited in one installment.
Rabindranath Tagore is best known as a poet but he was a man of many talents. On the one hand, he was the first Indian to win a Nobel for literature and on the other, he was a philosopher and educationist who established a university that challenged conventional education. He was a nationalist who gave up his knighthood to protest British policies in colonial India after the Jallianwala Bagh massacre.

Let us not pray to be sheltered from dangers but to be fearless when facing them.

~Rabindranath Tagore.

December
2017

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Holidays

01 Milad un Nabi
25 Christmas

MUDRA Bank Yojana

- Mudra Bank is for 'funding' the 'unfunded'. This will provide credit of up to Rs 10 lakh to small entrepreneurs and act as a regulator for Micro-Finance Institutions (MFI).
- The main objectives of MUDRA Bank are to encourage entrepreneurs and small business units to expand their capabilities and operations to reduce over indebtedness and to provide formal system of credit (finance). Agriculture & Self-employment will be the focus areas of MUDRA Bank.