

No. 19/30/2022/I&PA
Government of India
Ministry of New and Renewable Energy
(I&PA Division)

Atal Akshay Urja Bhawan
Opposite CGO Complex,
Lodhi Road, New Delhi-110003
Date: 13/12/2022

Subject: Notice for Suggesting The Campaign for our Ministry.

This is to inform that the Social Media Cell of the Ministry of New & Renewable Energy (Atal Akshay Urja Bhawan) is planning to launch a campaign for our ministry to increase its recall value.

The campaign is the process that will help to build the identity and will attract the target audience to our social media handles. Some other ministries' handles have already followed this idea for e.g.:

1. **#SwachhBharatAbhiyan** by Ministry of Drinking Water and Sanitation
2. **#DigitalIndia** by Ministry of Electronics and Information Technology Ministry of Finance
3. **#IncredibleIndia** by Ministry of Tourism
4. **#BetiBachaoBetiPadhao** Joint initiative by Ministry of Women and Child Development | Ministry of Education | Ministry of Health & Family Welfare

In the same way, it is proposed to launch a campaign for MNRE. Here are some of the ideas:

#Cleanenergy
#Cleanenergytransition
#EnergyforFuture
#CreateAGreenFuture
#RenewThe Future
#GreenIsClean
#GreenFutureCleanFuture
#NaveekaraneeyBhavishya
#HamraVicharUjjwalitSansar

I request you to kindly share your preferable choice from the above-mentioned campaigns and also suggest other suitable ideas, if any, latest by 19.12.2022 at email id ak.manish@nic.in.

(A K Manish)
Under Secretary to the Govt. of India