

F.No.I-25012/3/2021-CIB  
Indian Institute of Corporate Affairs  
(Ministry of Corporate Affairs, Govt. of India)

Plot No.6, 7 & 8, Sector – 5,  
IMT Manesar, Distt. Gurugram  
Haryana - 122050

Dated: 26.10.2021

To,  
CMDs/MDs/CEOs  
(Companies as per list)

Azadi Ka Amrit Mahotsav is an initiative of the Government of India to celebrate and commemorate 75 years of progressive India and the glorious history of its people, culture and achievements. The official journey of “Azadi ka Amrit Mahotsav” commenced on 12th March, 2021 with a 75 week countdown to our 75th anniversary of Independence and will end post a year on 15th August, 2023. To commemorate the monumental occasion, all Ministries / Departments of Govt. of India have planned to host a set of activities to celebrate Azadi Ka Amrit Mahotsav. Ministry of Corporate Affairs has also planned year long events under the flagship of ‘Azadi ka Amrit Mahotsav’ in which a Corporate March has been proposed to disseminate unity of Corporates in India towards inclusive development for all, in the spirit of National Unity on the celebration of birth anniversary of ‘Sardar Vallabh Bhai Patel’. The Corporate March is being facilitated by the Indian Institute of Corporate Affairs (a think tank under the Ministry of Corporate Affairs).

2. The Corporate March will promote the theme of ‘Responsible Business Conduct’ and ‘Good Corporate Governance’. Key focus area and commitments of the Ministry of Corporate Affairs have been on promoting Responsible Business Conduct and Good Corporate Governance as part of ease of doing business. The Ministry has launched National Guidelines for Responsible Business Conduct (NGRBC), the Ministry has also taken various regulatory and governance initiative to promote Good Corporate Governance including a portal for Independent Director. The Corporate March is scheduled to be held on 29.10.2021 at 10:30 AM at the Indian Institute of Corporate Affairs, Sector-5, IMT Manesar, Distt. Gurugram, Haryana and will be flagged-off by Hon’ble Minister of State for Corporate Affairs Shri Rao Inderjit Singh.

3. The Corporate March is targeted for Corporates and their overwhelming participation. We invite you to partner with us in the Corporate March by nominating officials and other stakeholders to participate in the event. You are requested to generously support this endeavour by choosing any of the sponsorship options given in the attached flyer. For Registrations click the link: <https://forms.gle/1hF42NcNWmyFrtYx5> .

4. We look forward to your solidarity towards corporate unity and your participation in Corporate March. For any further information / clarification, please feel free to contact Shri Ravi Raj Atrey, Programme Manager, National CSR Awards, Indian Institute of Corporate Affairs on email: [raviraj.atrey@iica.in](mailto:raviraj.atrey@iica.in) Tel.: 0124 2640033.

Yours sincerely,



**(Dr. Niraj Gupta)**

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Nodal Officer, Independent Director’s Data Bank

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## Corporate Unity March

**Date: 29 October, 2021**

**Venue: Indian Institute of Corporate Affairs (IICA)**

Plot No. 6, 7 & 8, Sector – 5, IMT Manesar,

Distt. Gurugram, Haryana – 122050

S.N.	Event	Time
(i)	Registration, Tea and Assembling in Auditorium	10:30 AM – 11:30 AM
(ii)	Arrival of Hon'ble Minister of State for Corporate Affairs Shri Rao Indrajit Singh	11:30 AM
(iii)	Welcome Address by DG&CEO, Indian Institute of Corporate Affairs Shri Manoj Pandey	11:30 AM – 11:35 AM
(iv)	Presiding Remarks by Secretary, Ministry of Corporate Affairs Shri Rajesh Verma	11:35 AM – 11:40 AM
(v)	Speeches on Corporate Unity Commitment by key Corporate representatives	11:40 AM – 11:50 AM
(vi)	Address by Chief Guest Hon'ble Minister of State for Corporate Affairs Shri Rao Indrajit Singh	11:50 AM – 12:10 PM
(vii)	Flag-Off to the Corporate Unity March by Hon'ble Minister of State for Corporate Affairs Shri Rao Indrajit Singh	12:10 PM
(vii)	March Progression from IICA, IMT Manesar	12:10 PM – 12:45 PM
(viii)	Disbursal of March at IICA Campus	12:45 PM
(ix)	High Tea at Foyer area, IICA	12:45 PM – 01:30 PM