

Digital platforms would help connect people

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Punjab Chief Minister Captain Amarinder Singh on Thursday launched a website, a mobile app and various social media platforms dedicated to the 550th Prakash Purb of Sri Guru Nanak Dev Ji.

The platforms are aimed at providing an interactive and engaging experience to the devotees seeking information related to ongoing activities and events to be held in November this year.

Speaking on the occasion, the Chief Minister said that the digital platforms would help connect people across the globe and create awareness about the basic philosophy of the first Sikh Guru. The Chief Minister further said that the underlying objective of Guru Nanak Dev Ji's ideology was to create an egalitarian society based on the ethos of tolerance, peace, communal harmony, women empowerment and protection of natural resources, which has been aptly depicted on this website.

The Chief Minister, accompanied by Finance Minister Manpreet Singh Badal, Industries Minister Sunder Sham Arora and Sports Minister Rana Gurmit Singh Sodhi, launched the website - 550yearsofgurunanakdevji.com - besides social media platform viz Facebook page [550YearsofGuruNanakDevJi/](https://www.facebook.com/550YearsofGuruNanakDevJi/) , twitter handle [550yrsGuruNanak](https://twitter.com/550yrsGuruNanak), Instagram account [550YearsofGuruNanakDevJi](https://www.instagram.com/550YearsofGuruNanakDevJi) and a YouTube channel.

Meanwhile, Additional Chief Secretary Governance Reforms Vini Mahajan apprised the Chief Minister that the digital media platforms had been jointly designed by the departments of Cultural Affairs, Information & Public Relations and Governance Reforms. She said the digital platforms include information on the life and teachings of Sri Guru Nanak Dev Ji, besides Janamsakhis, and travelogues of Guru Ji.

Prominent amongst other present on the occasion were ACS Development Viswajeet Khanna, ACS Cooperation Kalpana Mittal Barua, Principal Secretary Tourism and Cultural Affairs Vikas Partap Singh,

Principal Secretary to CM Tejveer Singh, Special Principal Secretary to CM Gurkirat Kirpal Singh, Resident Commissioner Punjab Bhawan Rakhee Gupta Bhandari, CEO Invest Punjab Rajat Agarwal and Director Industries C Sibin and MD PSIDC Deepti Uppal.

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