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## **Google Celebrates India's 75 years of Independence: A New paradigm of Art,Culture and History**

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### **Abstract:**

*India is a vast country with glorious and enriched heritage and history. The completion of 75 years of India as a free democratic state is a landmark. It's a moment of celebration as well as of reflection. Google's "India ki Udaan" initiative celebrates India's 75 years of Independence through an interactive digital exhibition on Google Arts and Culture. The project, launched with the collaboration of the Ministry of Culture, showcases over 120 illustrations and 21 stories from various institutions, highlighting India's history, freedom struggle, and achievements. The digital platform aims to support the government's 'Azadi Ka Amrit Mahotsav' program by providing informative content on India's evolution since 1947. This research paper explores the multifaceted impact of Google's commemoration of India's 75 years of independence on the realms of art, culture, and history. Employing a comprehensive analysis, the study investigates the intricate interplay between technological platforms and national narratives, shedding light on the transformative potential of such celebrations. Through a critical examination of Google's initiatives, the paper elucidates the nuanced dynamics shaping the representation and preservation of India's cultural heritage.*

**Keywords: Google, India ki Udaan, Independence Day, History, Digital Exhibition, Art, Culture.**

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The time we are living in we proudly call 'digital age'. Smartphones, laptops, tablets, smartwatches etc as if they are parts of our body. We all are now 'teche' and 'netizens', inhabitants of the new world of internet, a world of information. We work there, make friends there, we fall in love, we celebrate there, we laugh, we cry, get angry, quarrel and whatnot? The world of the web is now an extended version of our old physical world. In such a situation 'Google' is a household name. We go to google as our all know it friend for everything from the day's weather conditions to stock value. In one line it is now the main and trusted source of almost all information. Yes, It is the age of information or data as "Information can empower people, their cultures and their sense of history. It can also help us understand the world around us today." India as a country has a long and rich culture, heritage and history.

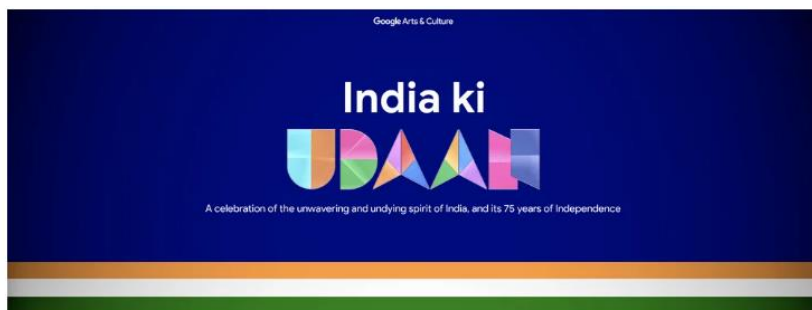
India completes 75 years as a new country since its independence in 1947. The date August 15th, 1947 is deep rooted in Indian history as well as our collective consciousness as the day of new birth. India as a country at 75 is the time to look back and look ahead, time for evaluating the past and planning for the future. As a country which is obsessed with party politics, Bollywood cinema and cricket has seen breakthroughs in the fields of science and technology, victory in sports, wars, emergencies, increasing populations, scams, terror attacks, economical growth- all these make India a unique brand in geopolitics. The whole India is celebrating its journey of 75 years in countless ways. The Government of India launched *Ajadi ka Amrit Utsab* dedicated to the people of India to celebrate and commemorate India's journey of 75 years as a free country-- its development and achievements. The spirit of India is the people itself. The unity in diversity, their different cultures, languages, religions, myths and their self-reliance. In this celebration we pay tribute to the freedom fighters including 'unsung heroes' of our freedom struggle movement. As part of the *Azadi ka Amrut Mahotsav* we are conducting cultural programs, various activities like marathon, webinar, rangoli, camps, film festivals, fairs, tv programmes, book and magazine publications, exhibitions and so on.

Keeping this in mind the tech giant Google has joined this celebration with its own style through launching (a) Video advertisement (b) New initiatives like India ki Udaan (c) Google doodle and many more. Quoting Sanjay Gupta, Country Head & Vice President, Google India

"As India ushers in its vision for the next 25 years, we're excited to join in the country's 75th Independence Day celebrations by launching a series of special initiatives over the course of the anniversary year across our products and services. These initiatives will enable the many millions of Digital Indians today to participate in this momentous occasion, be inspired by the milestones the country has marked in the past, and moreover, celebrate the steady progress it continues to make on so many fronts."

The main initiative *India ki Udaan: India takes flight* to celebrate India's 75 years of Independence which was the dream come true and birth of India in 1947 after 200 years of colonial repression by British Raj. It is available on Google Arts and Culture (GA&C) website and app. It brings together new digital technology and India's great cultural history and heritage. This new project India ki Udaan under Google Arts and Culture "is themed on the unwavering and undying spirit of India over these past 75 years,". Amid the countrywide celebration this initiative got the collaboration from the Ministry of Culture. This project was officially launched in the presence of Union Culture and Tourism Minister G Kishan Reddy and senior officials of the Culture Ministry and Google. Mr.Reddy thinks "Having made tremendous progress on empowering citizens through digital, I am hopeful that the partnership with Google shall strengthen the Ministry's goal of preserving, promoting and disseminating all forms of Indian art and culture." Initially Google Arts and Culture was built with the aim "to put the world's cultural treasures at anyone's fingertips and help museums and other cultural organisations share more of our diverse heritage with the world." The project *India ki Udaan* showcases more than 120 illustrations and 21

stories created by 10 talented artists, alongside exhibitions from various institutions across India — including the Ministry of Tourism, Museum of Art & Photography, Heritage Directorate of the Indian Railways, the Indian Academy of Sciences and the Dastkari Haat Samiti. It will help "on reaching informative online content that showcases the contributions of Indians and the evolution of India since 1947 to support the government's year-long 'Azadi Ka Amrit Mahotsav' programme", according to a statement by Google. It presents to the audience a journey through the timeline of India's remarkable moments, the history of India, the freedom struggle movement, iconic and legendary personalities and their achievement in various fields like science, sports, economy, politics. It also focuses on the women and their triumph from India who inspire the whole world.



[Click to check out Google Arts & Culture's new India ki Udaan collection](#)



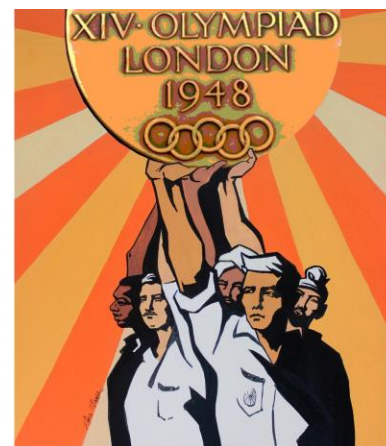
Simon Rein, Senior Programme Manager, Google Arts and Culture, told PTI shortly ahead of the launch that kites have been used as an “optimistic metaphor” to describe India's journey in the 75 years as also to engage and educate the audience at home and those who are not from India but wish to learn about its journey.

Google has published a special video ‘India 75 in under 2 minutes’ on that occasion. This video is a collage showcasing the vintage pictures and video clips from India's journey so far promising a search for new India in future with a heart touching voice over by famous actor, director, producer Farhan Akhtar conveying a clear message of nationalism and pride and enthusiasm for a better future. In this online exhibition by Google Arts and Culture (GA&C) a user can choose different categories to explore like

- The Foundations of Independence
- Unforgettables Wins

- Inspirational Women
- The Infinity and Beyond
- And the Awards goes to

As for the example in the 'Unforgettables Wins' section Nikhat Zareen, the gold medalist world boxing champion is featured through some really eye catching digital artworks along with her life story. Milkha Singh's gold medal at Tokyo's Asian Games, India's first Olympic gold medal in hockey and India's first cricket world cup victory in 1983 are also there in this section. It offers the chance to relive the moments through the medium of visualising artworks and listening to stories. These collections are enriched with both real photographs and illustrations. The colourful digital illustrations that mark white revolution, green revolution, India's space journey are the handi works of 10 young creative illustrators. These illustrations have been made going through different museum and archival materials with a distinct storytelling quality. The information with illustrations takes one deep into the events and related stories with ease. Google's partnership with the Archeological Survey of India, the Nehru Memorial Museum & Library in New Delhi, National Gallery of Modern Art in New Delhi, National Museum in New Delhi, Museum of Art & Photography in Bengaluru have played a huge role in making this project a reality. Yash Raj Films has also extended their hands with valuable footage of Indian cinema over the past decades. Banking on AI and machine learning, these photo essays with the narratives will serve as a resource for students and academic researchers. Google Art & Culture aims to add more resources like audio footage in further editions. They hope to engage in work with state level and district level archives to discover the hidden treasures and reveal them to the world. New chapters on fields of literature and industrial developments will be added in course of time.



Google has brought special doodle art work to tribute the Independence of India. Depicting India's popular recreational sport, kite-flying, in a multi-hued artwork with an

embedded metaphor, technology giant Google marked the 75th anniversary of the country's independence on Monday with a vibrant doodle on 15th August, 2022. The illustration by Kerala-based artist Neethi depicts a woman making kites and youngsters engaged in playing the traditional sport in a colourful setting, with the sun and high-rise buildings shown in the backdrop. Google has added GIF animation to it, infusing a layer of dynamism and thus, bringing the doodle alive, as the tricolour-themed kites can be seen moving in the air. Also, in the artwork, a young girl holds a kite with a heart sign on it, while a man looks at the flight of a kite bearing the number "75", tethered from a spool in his hand. The artist said the artwork depicts the "culture around kites — from the craft of creating bright, beautiful kites to the cheerful experience of a community coming together". "I have drawn kites depicting our national colours, a message of love and commemorating the 75 years of India's independence. They fly as high as skyscrapers, birds and I would like to believe, the sun," she was quoted as saying about the doodle on the official page of the internet search engine. The biggest annual celebration takes place at the Red Fort in Delhi, where the prime minister raises the saffron, white and green national flag in synchronisation with a 21-gun salute, Google said in a statement, adding, "People also celebrate by flying kites — a longstanding symbol of independence." "Indian revolutionaries once flew kites with slogans to protest British rule. Since then, recreational and competitive kite flying have become one of Independence Day's most popular traditions. Indians also commemorate the day by spending time with loved ones and hosting cultural programmes in neighbourhoods and schools," it said.

It also announced that its popular Doodle4Google contest for 2022, themed on "In the next 25 years, my India will...", is now open for entries to the students of Classes 1-10. The winner of this year's Doodle4Google will see their artwork on the Google homepage in India on November 14 and win a Rs 5 lakh college scholarship, a Rs 2 lakh technology package for their school or non-profit organisation, a recognition of achievement, Google hardware and fun Google collectibles. Four group winners and 15 finalists will also win exciting prizes," it said.