



ज्ञान-विज्ञान विमुक्तये

प्रा. मनिष र. जोशी

सचिव

Prof. Manish R. Joshi

Secretary



सत्यमेव जयते



विश्वविद्यालय अनुदान आयोग
University Grants Commission

(शिक्षा मंत्रालय, भारत सरकार)
(Ministry of Education, Govt. of India)

D.O.No.1-4/2022(e.Gov/EBSS)

27th July, 2023/05 श्रावण, 1945

Subject: Participation in the "Meri Maati Mera Desh" Campaign

Respected Madam/Sir,

As you are aware, the Ministry of Education has been actively involved in the grand celebration of our nation's 75 years of independence through the Azadi Ka Amrit Mahotsav (AKAM) initiative. As part of this momentous occasion, the "Meri Maati Mera Desh" campaign is set to culminate in August, aiming to pay tribute to our beloved 'Motherland' and the courageous 'Veers' who have made the supreme sacrifice for our nation.

In line with the spirit of Janbhagidari (public participation), the campaign will be conducted across the country through dedicated events and programs to honor our 'Motherland' and the brave souls who fought for our freedom. The letter from the Ministry of Culture provides further details about the planned programs, including the administration of the 'Panch Pran' Pledge and Vasudha Vandhan (**enclosed**).

Several initiatives have been taken previously under the EK Bharat Shreshtha Bharat (EBSB) Programme to instill the values of 'Strength in Unity' and 'Pride in Legacy,' both integral elements of the Panch Pran. Additionally, the Ministry of Education has requested activities to promote Mission LiFE, encouraging an environmentally conscious lifestyle through sustainable practices. The objective is to plant over a crore saplings during the ongoing monsoon season.

To ensure the success of the "Meri Maati Mera Desh" Campaign, we seek the active participation of your esteemed Institution. You are requested to support in raising awareness among your students through your university/college websites and other social media platforms. By encouraging full-fledged participation in activities and events related to the campaign, we can amplify its impact across the nation.

cont.....2/-



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CONTINUATION SHEET

The following suggestive activities may be considered promoting among your students:

- Planting saplings under Mission LiFE: Engage students in tree-planting drives to foster an environmentally conscious mindset.
- Pottery and sculpture making, and mud work artisanry: Encourage students to express their respect and admiration for 'Meri Maati Mera Desh' through art forms representing various states' cultural heritage under the EBSB initiative.
- Honoring freedom fighters (Veeron Ka Vandan): Organize discussions, extempore speeches, and debates on unsung heroes to instill a deep sense of patriotism among the students.
- Pledge-taking ceremonies with mud/mitti diyas: Encourage students to take pledges to serve the nation and contribute positively to society.
- Singing the Mitti Anthem during assemblies: Reinforce the sense of unity and pride in our nation's identity by singing the Mitti Anthem together.

Through these initiatives, we can truly pay homage to those who sacrificed their lives for our freedom and foster a profound sense of love and respect for our country. Your cooperation and support are crucial to the success of this noble campaign.

With kind regards,

Yours sincerely



(Manish Joshi)

Encl: As above

To
The Vice-Chancellors of all Universities
The Principals of all Colleges

गोविंद मोहन
सचिव
Govind Mohan
Secretary



75
आजादी का
अमृत महोत्सव

भारत सरकार
संस्कृति मंत्रालय
नई दिल्ली-110001
GOVERNMENT OF INDIA
MINISTRY OF CULTURE
NEW DELHI-110 001

D.O. No. 42-22/261/2023-AKAM

July 23, 2023

Dear Sanjay:

Azadi Ka Amrit Mahotsav being celebrated as a nationwide and people led initiative commemorate 75 years of India's independence and the glorious history of its people, culture and achievements.

2. 'Azadi Ka Amrit Mahotsav' started on 12th March 2021 with a march from Sabarmati to Dandi. In this over two years journey, AKAM programmes have witnessed massive Janbhagidhari. Till the end of June 2023, more than 1.9 lakh events were undertaken. As on date, 9 AKAM related programmes are done every hour. This is the largest celebratory effort in the post-Independence history of India dedicated to 75 years of freedom.

3. "Meri Maati Mera Desh" campaign is envisaged as a culminating event of 'Azadi Ka Amrit Mahotsav'. It involves paying tribute to the 'Veers', who have made the supreme sacrifice for the country, by conducting ceremonies at Panchayat/Village, Block, Urban Local body, State & National level.

4. The details of the programmes under the campaign "Meri Maati Mera Desh" to be organized in the Rural and Urban Areas are as given below:

- A. **Programs in Rural Areas:** There are three key stages to the programme in the rural areas- Panchayat/Village level programme, Block level Programme, and the Finale at the National Capital.
- i. **Panchayat level programs:** - These programmes are to be organized between 9th August 2023 to 15th August 2023. There are five elements of the Panchayat level programmes as detailed below:
- a. **Dedication of Shilaphalakam (memorial):** A fundamental aspect of the program is to express heartfelt gratitude to all the brave hearts (Veer) who have made the supreme sacrifice. On the Shilaphalakam, names of the Veers are to be inscribed. For this purpose, the Veers includes freedom fighters, defense personnel, personnel of Central Armed Police Forces and State Police who laid down their lives in the line of duty. Shilaphalakam may preferably be erected near Amrit Sarovars or in the absence of Amrit Sarovar, some other appropriate water body. In case no such water body is available, the Shilaphalakam may be constructed in the Panchayat building or local school or at some other prominent location. (The design of the Shilaphalakam is enclosed in the Annexure). Events may be held at panchayat/Village from 9th August 2023 to 15th August 2023, near Shilaphalakam.

- b. **Panch Pran Pledge:** At the memorial site, people will take a solemn pledge covering Panch Pran of the Hon'ble Prime Minister, affirming their commitment to the country. The pledge is given below:
*"I pledge to play my part in building a developed India
I pledge to remove any trace of colonial mindset
I pledge to take pride in promotion & preservation our rich cultural heritage
I pledge to strive for the unity and solidarity of the country
I pledge to fulfill my duties and responsibilities towards my nation
I pledge to honour the sacrifice of our country's brave-hearts and devote myself to nation's defense & progress"*
During the ceremony, people would either individually or collectively take a selfie while taking the pledge with soil in the hand and upload to the dedicated website. This would be a key public activation activity to ensure high janbhagidari.
- c. **Vasudha Vandhan:** Each Gram Panchayat/village will renew and replenish Mother Earth by planting 75 saplings of indigenous species and developing an Amrit Vatika.
- d. **Veeron Ka Vandan:** Panchayats may hold felicitation ceremonies for honoring the freedom fighters and the families of the deceased freedom fighters. They may also honour retired personnel from Defense, CAPF and State Police and the families of the brave hearts of these forces who have sacrificed their lives in the line of duty. Felicitation may be as per local traditions and customs.
- e. Hoisting of the National Flag and singing of Rashtragaan may be undertaken at each of the programme sites.
- ii. **Block Level Programs:** Youth volunteers and other people would collect Mitti from each Panchayat/Village and bring them to the block level. From each Block, Mitti Kalash having the soil from all the Panchayat/Village, would be carried to the National Capital. For better youth participation at Gram Panchayat/Village and Block level, the District Youth Officer of NYKS, Department of Youth Affairs may be associated with the campaign.
- iii. **Finale Event at New Delhi:** From 27th August 2023 to 30th August 2023, the collected Mitti-Kalash will be transported to Kartavya Path, New Delhi. The Mitti from all parts of the country would be utilized to develop a unique garden, called Amrit Vatika, with plantation of the indigenous species. An AKAM Memorial dedicated to all the heroes who have contributed for the freedom, unity and integrity of the country would be erected.
- B. **Programs in Urban Areas:** There are three key stages to the programme in the Urban areas. The first level of programmes will be held in the small Urban Local bodies, Notified Area Councils (NACs), Cantonment Boards, Town Panchayats. Second level programmes will be at bigger Municipalities and Municipal Corporations and the third level, i.e. the finale will be at the National Capital.

- i. **Programmes in Small Urban bodies/NAC/Cantonment Boards/Town Panchayats:** These programmes are to be between 9th August 2023 to 15th August 2023. In these areas all the five elements detailed for the rural areas in para 4 (A)(i) may be conducted.
 - ii. **Programmes at the larger Municipalities/Corporations:** These programmes are to be organized between 16th August 2023 to 20th August, 2023. The Mitti Kalash are to be brought ceremoniously to larger Municipalities/Corporations.
 - iii. **Finale Event at New Delhi:** From 27th August 2023 to 30th August 2023, the collected Mitti-Kalash from the Municipalities will be transported to Kartavya Path, New Delhi.
- C Program at the State Capital:** State Governments may like to organize State level ceremonial programmes dedicated to Meri Maati Mera Desh Campaign. These programmes may be held between 16th August to 25th August 2023.

Important Dates for the Meri Maati Mera Desh Campaign

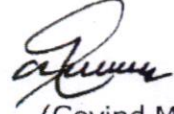
Dates	Details
9 th August 2023- 15 th August 2023	<ul style="list-style-type: none">• Main launch event of the Campaign on 9th August 2023• Programmes in Panchayats/Villages, Small Urban Local bodies• Uploading of Selfies
16 th August 2023- 20 th August 2023	<ul style="list-style-type: none">• Programmes in Blocks, bigger Municipalities/Corporations
16 th August 2023- 25 th August 2023	<ul style="list-style-type: none">• State Level ceremonial programmes
Towards the Grand Finale Proposed at Kartavya Path – 30th August 2023	
27 th August 2023 -28 th August 2023	<ul style="list-style-type: none">• Arrival of Youth delegates in Delhi and Preparation for the Finale
29 th August 2023 Or 30 th August 2023	<ul style="list-style-type: none">• Finale programme with VVIP presence at Kartavya Path

5. To encourage active participation, a dedicated website is being created (https://yuva.gov.in/meri_maati_mera_desh), where both general public and Gram Panchayat/Village/Urban Local Bodies representatives can get the programme details, the communication material, take pledge and post selfies and thus amplify the digital traction of the programme. Further, the design of Shilaphalakam would be downloadable from the website.

6. Your kind intervention is solicited for following to make program successful-
- i. Creation of Buzz through participation of college students.
 - ii. Panch Pran Pledge taking by students and selfies with mitti to be uploaded on website.
 - iii. To ensure active participation of students at Panchayat, Block, Urban local bodies and National level programmes

with regards,

Yours sincerely,



(Govind Mohan)

Shri K Sanjay Murthy
Secretary
Department of Higher Education
Ministry of Education
Shastri Bhawan, New Delhi - 110001

Annexure 1: Design of Silaphalakam

A. Overview of Silaphalakam

In each panchayat, a memorial plaque of approximately 5 feet x 3 feet is proposed to be erected. (In case any specific space considerations ratio of 5x3 may be maintained accordingly)

1. Memorial plaque to be constructed in/around Amrit Sarovar and other water bodies where available. In the places where water bodies are not available, memorial plaques should be constructed near Panchayat offices, schools, etc.
2. Work may be executed through the Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) leveraging local material and resources.
3. Base artwork to be available on the campaign website for reference.
4. The print file option would be auto-generated for download basis inputs. (Panchayat Name)

B. The design of Silaphalakam would include the following components:

1. AKAM Logo
2. Prime Minister's quote for Vision 2047
3. Name of Local Veers
4. Name of Panchayat
5. Date

(Conditions)

- Generic dedication is to be used at the places where Local Veers are not available/applicable
- The downloadable artwork should include AKAM Logo/AKAM 2047 Vision quote/Name of Panchayat and Date
- Downloadable open file should be made available
- Name of the local veers to be added locally

C. Definition of 'Veer' for the purpose of this initiative

The list of local 'Veers' would include:

- i. Freedom fighters;
- ii. Defense personnel (Army, Navy, Air Force); or
- iii. State Police Forces, Central Armed Police Forces personnel

i.e., people who have died in the line of duty.

D. Hon'ble Prime Minister's quote for Vision 2047

- *"To live for the motherland each day, every moment of time and every particle of life will be our true tribute to the freedom fighters."*

Hon'ble Prime Minister Shri Narendra Modi

E. Generic dedication quotes

- *मातृभूमिकीस्वतंत्रताऔरउसकेगौरवकीरक्षाकेलियेबलिदानहुएवीरोंकोशतशतनमन।*
- *Salutations to the heroes who sacrificed their lives to protect the freedom and pride of the motherland.*