

आयुक्तालय कॉलेज शिक्षा, राजस्थान, जयपुर

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क्रमांक: एफ.8(8)विविध/एनएसएस/आकाशि/2022/381-82 दिनांक: 2 अगस्त, 2023

प्राचार्य,
समस्त राजकीय/निजी महाविद्यालय,
राजस्थान।

विषय :- दिनांक 9 अगस्त से 15 अगस्त, 2023 तक मेरी माटी मेरा देश कार्यक्रम आयोजित करने बाबत।

सन्दर्भ :- Dr. C. Samuel Chelliah, Deputy Programme Adviser, Government of India, Ministry of Youth Affairs and Sports, Directorate of National Service Scheme, Shivaji Stadium, New Delhi-11001 File No. P.32/NSS/DTE/2022-23/799-844 Dated 28-07-2023.

महोदय,

उपरोक्त विषयान्तर्गत सन्दर्भित पत्र के द्वारा प्रदेश की समस्त राजकीय/निजी महाविद्यालयों में दिनांक 9 अगस्त से 15 अगस्त, 2023 तक मेरी माटी मेरा देश कार्यक्रम आयोजित किये जाने हेतु निर्देशित किया गया है।

प्राचार्य, समस्त राजकीय/निजी महाविद्यालयों को सन्दर्भित पत्र संलग्न कर निर्देशित किया जाता है कि दिनांक 9 अगस्त से 15 अगस्त, 2023 तक पत्र में दिये गये निर्देशानुसार मेरी माटी मेरा देश कार्यक्रम आवश्यक रूप से आयोजित किया जाना सुनिश्चित करें।

संलग्न : सन्दर्भित पत्र।

प्रतिलिपि -

वेब साईट प्रभारी, आयुक्तालय कॉलेज शिक्षा, राजस्थान, जयपुर को अपलोड हेतु।

भवदीय,

(सुनील शर्मा)

आयुक्त

Signature valid

Digitally signed by Sunil Sharma
Designation: Commissioner
Date: 2023.08.02 09:28:42 IST
Reason: Approver

RajKaj Ref No. : 4422237



F. No. P.32/NSS/DTE/2022-23 / 1794-844
Government of India
Ministry of Youth Affairs and Sports
Directorate of National Service Scheme
Shivaji Stadium, New Delhi – 110001

Date: 28/07/2023

To,

1. All Regional Director,
Regional Directorate of NSS
2. State NSS Officers,
All States/UTs

Subject :- Programme on “Meri Maati Mera Desh” at all Educational Institutions from 9th August to 15th August, 2023 – reg.

Sir/Madam,

I am directed to refer to the D.O. Letter No. 42-22/261/2023-AKAM on 22/07/2023 from Secretary, MoYAS on the subject cited above to inform that Azadi Ka Amrit Mahotsav (AKAM) is being celebrated as a nationwide and people led initiative to 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 Jan bhagidhari. Till the end of June, 2023 more than 1.9 lakh events were undertaken, out of which State and Union Territories have done 1.6 lakh recorded events. 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. This would not have been possible without the active support of the State/UT Governments.

3. "Meri Maati Mera Desh" programme 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/Institution, Block, Urban Local body, State and National level.

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

A. **Programs in Rural Areas:** There are three key stages to the programme in the rural areas- Panchayat/Village/Institution level programme, Block level Programme and the Finale at the National Capital.

i. **Institution/Panchayat level programs:** These programmes are to be organized between 9th August and 15th August, 2023. NSS volunteers will assist the NYKS at Panchayat level. 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 bravehearts (Veer) who have made the supreme sacrifice. On the Shilaphalakam, names of the Veers are to be inscribed. For this purpose, the Veers include freedom fighters, defence personal personnel of Central Armed Police Forces and State who laid down their lives in the line of duty. Shilaphalakam may preferably be erected near Amnt 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

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 fulfil 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 defence & progress".

पंच प्रण प्रतिज्ञा नीचे दी गई है:

"मैं एक विकसित भारत के निर्माण में अपनी भूमिका निभाने की प्रतिज्ञा करता हूँ

मैं औपनिवेशिक मानसिकता के किसी भी निशान को हटाने की प्रतिज्ञा करता हूँ।

मैं अपनी समृद्ध सांस्कृतिक विरासत को बढ़ावा देने और संरक्षित करने में गर्व महसूस करने की प्रतिज्ञा करता हूँ

मैं देश की एकता और एकजुटता के लिए प्रयास करने की प्रतिज्ञा करता हूँ

मैं अपने प्रति अपने कर्तव्यों एवं उत्तरदायित्वों को पूरा करने की प्रतिज्ञा करता हूँ

मैं हमारे देश के बहादुरों के बलिदान का सम्मान करने और देश की रक्षा और प्रगति के लिए खुद को समर्पित करने की प्रतिज्ञा करता हूँ"

During the ceremony, NSS Volunteers/Programme Officer/Public 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/ Institution will renew and replenish Mother Earth by planting 75 saplings of Indigenous species and developing an AmritVatika.

d. Veeron Ka Vandan: Each Institution(NSS Units) may hold felicitation ceremonies at institution level for honoring the freedom fighters and the families of the deceased freedom fighters. They may also honour retired personnel from Defence, 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/Institution: NSS Volunteers would extend support to NYKS volunteers to 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 programme.

iii. Finale Event at New Delhi: From 27 August to 30" 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.

- i. **Programmes in Universities/ Colleges/ Schools/ Small Urban bodies/ NAC/ Cantonment Boards/ Town Panchayats:** These programmes are to be between 9th August and 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 16 August and 20th August, 2023. The Mitti-Kalash are to be brought ceremoniously to larger Municipalities/Corporations.
- iii. **Finale Event at New Delhi:** From 27th August to 30 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 will be dedicated to Meri Maati Mera Desh programme. These programmes may be held between 18th August to 25 August, 2023.

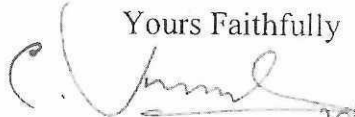
Important Dates for the Meri Maati Mera Desh

Dates	Details
9 th August, 2023 – 15 th August, 2023	<ul style="list-style-type: none"> • Main launch event of the Programme on 9th August, 2023. • Programmes in Panchayats/Villages/Institutions, Small Urban Local bodies. • Uploading of Selfies.
16 th August, 2023 – 20 th August, 2023	<ul style="list-style-type: none"> • Programme in Blocks, bigger Municipalities/Corporations.
9 th August, 2023 – 15 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.
9 th August, 2023 – 15 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 (<http://merimaatimeradesh.gov.in>), where both general public and Gram Panchayat/Village/Institution/NSS Units/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. "Meri Maati Mera Desh" intend to creat a unified celebration of India's soil and valor, commemorating the nation's journey of freedom and progress. By connecting with the land and honoring our heroes, this program will instill a sense of national pride and inspire future generations to protect India's cherished heritage. Through collective efforts and participation, "Meri Maati Mera Desh" will leave an indelible mark on India's history. It is therefore, requested to give suitable directions to all NSS programme Coordinator/Programme Officer to carry out these programmes in Institutions/NSS Units as well as instruct NSS volunteers to assist the NYKS at Panchayat, Block and State level and make this programme a great success.

The Action Taken Report may kindly be send to the Directorate of NSS for onwards submission to the Ministry after completion of the programme.

Yours Faithfully

 (Dr. C. Samuel Chelliah) 28/7/23

GOVIND MOHAN
Secretary
Ministry of Culture



MEETA RAJIVLOCHAN
Secretary
Department of Youth Affairs

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

July 22, 2023

Dear Shri Puneet Kumar Goel,

Azadi Ka Amrit Mahotsav (AKAM) is being celebrated as a nationwide and people led initiative to 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 Jan bhagidhari. Till the end of June, 2023 more than 1.9 lakh events were undertaken, out of which State and Union Territories have done 1.6 lakh recorded events. 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. This would not have been possible without the active support of the State/UT Governments.

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 and 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 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 and 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 bravehearts (Veer) who have made the supreme sacrifice. On the

Shilaphalakam, names of the Veers are to be inscribed. For this purpose, the Veers include 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 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 AmritVatika.
- d. **Veeron KaVandan:** 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 Defence, 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 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 and 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 and 20th August, 2023. The Mitti-Kalash are to be brought ceremoniously to larger Municipalities/Corporations.

iii. **Finale Event at New Delhi:** From 27th August 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.

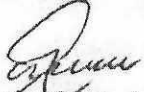
Important Dates for the Meri Maati MeraDesh Campaign


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 – 30 th 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. "Meri Maati Mera Desh" envisions a unified celebration of India's soil and valor, commemorating the nation's journey of freedom and progress. By connecting with the land and honoring our heroes, this program will instill a sense of national pride and inspire future generations to protect India's cherished heritage. Through collective efforts and participation, "Meri Maati Mera Desh" will leave an indelible mark on India's history. It is therefore, requested to extend full co-operation and support for the successful implementation of this campaign.

with regards,


(Govind Mohan)
Secretary
Ministry of Culture


(Meeta Rajivlochan)
Secretary
Department of Youth Affairs

Shri Puneet Kumar Goel
Chief Secretary
Government of Goa
Panaji