



Archana Sharma Awasthi
Joint Secretary
Email: js-ss1.ae@gov.in
Tel.: 011-23386232

D.O. No. 02-02/2023-IS.14-Part(4)

Dated 3rd August 2023

Dear Madam/Sir,

As you are aware, 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. In this context, I would like to inform you that the Ministry of Culture has envisaged a campaign "Meri Mati Mera Desh" to be organized in the rural and urban areas as per details given below:

- A. **Programmes in rural areas-** Panchayat/Village level programme, Block level programme, and the finale at the National level.
 - i. Panchayat level programmes to be organized between 9th to 15th August, 2023.
 - ii. **Block level programme:** Youth volunteers 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.
 - iii. Finale event at New Delhi
 - B. **Programmes in urban areas:** Three key stages to the programme- first level will be held in small Urban Local Bodies, Notified Area Councils (NACs), Cantonment Boards, Town Panchayats; Second level programmes at bigger Municipalities and Municipal Corporations; and third the finale at the National Capital.
 - C. Programme in the State Capital: To be held between 16th to 25th August, 2023.
2. I would like to request your kind intervention on the following areas to make the programme successful:
- a) Creation of Buzz through participation of school students.
 - b) Special assemblies dedicated to the topic and leaflets to parents.
 - c) Panch Pran Pledge by the students and selfies with Mitti to be uploaded in the dedicated website
 - d) Ensure active participation of students at the Panchayat, Block, Urban Local Bodies and National level programmes.

The DO letter dated 23rd July 2023 received from the Ministry of Culture, with the details of activities to be conducted and dedicated website created for the programme, is enclosed for your reference.

3. The Ministry of Youth Affairs and Sports has also proposed to conduct this programme on 9th August, 2023 in over 2.5 lakhs+ Gram Panchayats across the nation, in order to commemorate 75 years of independence. A key component of this programme is plantation of 75 saplings of indigenous trees and establishing Amrit Vatika at village level. Village Schools would be excellent locations for the establishment of Amrit Vatika. All schools can plant Amrit Vatikas of 75 saplings per school. Accordingly, I request you to identify the location for establishment of Amrit Vatika in your schools. The DO letter dated 24th July 2023 received from the Ministry of Youth Affairs and Sports is enclosed for your reference.

4. The Ministry of Environment, Forest and Climate Change has kindly agreed to offer support by providing saplings for the plantation. In this regard, Director General of Forest and Special Secretary, Ministry of Environment Forest and Climate Change has written letter to Principal Chief Conservator of Forest and HoFF of all States/UTs to extend their support. The copy of the letter dated 10th July 2023 is enclosed.

5. In order to increase the outreach of the programmes mentioned above, necessary coordination may be done with Ministry of Culture, Ministry of Youth Affairs and Sports and Ministry of Environment, Forest and Climate Change.

6. I look forward to your continued support and cooperation for successful implementation of this programme.

Regards,

Yours sincerely

Archana

(Archana Sharma Awasthi)

Additional Secretary/ Principal Secretary/Secretary (School Education) of all States/UTs

Copy to:

Chairperson, CBSE
Commissioner, KVS
Commissioner NVS

गोविंद मोहन
सचिव
Govind Mohan
Secretary



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

Deo. Sonjay :

Azadi Ka Amrit Mahotsav (AKAM) 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 Rashtagaan 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

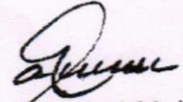
5. To encourage active participation, a dedicated website is being created (https://yuva.gov.in/meri_maati_mera_desh), where both general public and Gram Panchayat/Village/Urban Local Bodies representatives can get the programme details, the communication material, take pledge and post selfies and thus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

6. Your kind intervention is solicited on the following areas to make the program successful-

- i. Creation of Buzz through participation of school students.
- ii. Special assemblies dedicated to the topic and leaflets to parents.
- iii. Panch Pran Pledge by the students and selfies with Mitti to be uploaded in the website dedicated for the purpose
- iv. To ensure active participation of students at Panchayat, Block, Urban Local Bodies and National level programmes.

with regards,

Yours sincerely,


(Govind Mohan)

Shri Sanjay Kumar
Secretary
Department of School Education and Literacy
Ministry of Education
Shastri Bhawan, New Delhi – 110001

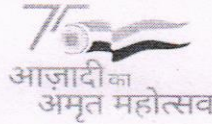
मीता राजीवलोचन, भा.प्र.से.
Meeta Rajivlochan, IAS



D.O. No. I-20011/5/2023-NYKS



सत्यमेव जयते



आज़ादी का
अमृत महोत्सव

सचिव
भारत सरकार
युवा कार्यक्रम और खेल मंत्रालय
युवा कार्यक्रम विभाग
Secretary
Government of India
Ministry of Youth Affairs & Sports
Department of Youth Affairs

Dated the 24th July 2023

Dear Sanjay ji,

In order to commemorate 75 years of Independence, a Mega program Meri Mati Mera Desh is proposed to be conducted on 9th August, 2023 in over 2.5 lakhs+ Gram Panchayats across the nation.

2. A key component of the program is planting of 75 saplings of indigenous trees and establish Amrit Vatika at village level. This act would re-affirm our bond with the land and renews our commitment to protect it for future generations. The Ministry of Environment, Forest and Climate Change has kindly agreed to offer support by providing saplings for the plantation. In this regards, DG Forest and Special Secretary Ministry of Environment and forest have written letter to Principal Chief Conservator of Forest to extend their support. A copy of the letter is attached here.

3. The Amrit Vatika should ideally be located near an Amrit Sarovar or water body; where these are unavailable, Village Schools would be excellent locations for the establishment of Amrit Vatika. If feasible, all schools can plant Amrit Vatikas of 75 saplings per school. Accordingly, we request the Department of School Education and literacy to write to School Education Department of States/UTs to identify location for establishment of Amrit Vatika and extend their support for making this Mega programme a success.

4. Directions are being issued to the field level officers of NYKS/ NSS to liaise with the respective forest departments in States/Union Territories in this regard. We look forward to hearing from you at the earliest.

With regards,

Yours sincerely,

Meeta

(Meeta Rajivlochan)

Shri Sanjay Kumar
Secretary,
Department of School Education and Literacy,
Shastri Bhawan,
New Delhi-110001



चन्द्र प्रकाश गोयल
CHANDRA PRAKASH GOYAL

वन महानिदेशक एवं विशेष सचिव
भारत सरकार
पर्यावरण, वन एवं जलवायु परिवर्तन मंत्रालय
DIRECTOR GENERAL OF FOREST & SPL. SECY.
GOVERNMENT OF INDIA
MINISTRY OF ENVIRONMENT FOREST AND
CLIMATE CHANGE

D. O. No. 6/DGF&SS/Misc./2023

Dated: 10th July, 2023

Dear All,

Kindly refer to the D.O. letter No. I-20011/5/2023-NYKS Part-(1) dated 10th July, 2023 regarding Mega plantation drive being conducted to commemorate the 75th year of Indian Independence during the month of July-August, 2023, to promote environmental conservation (copy enclosed).

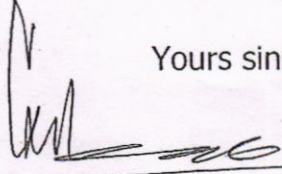
As part of this grand event, it has been planned by Department of Youth Affairs to plant 75 saplings in each village throughout the country. Approximately 6.64 lakh villages are in our nation, and accordingly there is a requirement of almost about 5 crores saplings for this extensive plantation drive. Focus will be on indigenous species which should be proposed to be planted to each village.

In view of the above, it is requested that District Youth Officers be supported by DFOs for providing saplings and also technical input for plantation and their maintenance. Please advise all your subordinate officers accordingly.

Best wishes,

Encl: As above

Yours sincerely,


(Chandra Prakash Goyal)

10. 07. 2023

The Principal Chief Conservator of Forests and HoFF
All States/UTs

इंदिरा पर्यावरण भवन, जोर बाग रोड़, नई दिल्ली-110 003

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