



BHAKTA KAVI NARSINH MEHTA UNIVERSITY, JUNAGADH

(Established vide Government of Gujarat Act No. 23/2015)

ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી, જૂનાગઢ

(ગુજરાત અધિનિયમ નં. ૨૩ / ૨૦૧૫ દ્વારા સંચાલિત)



પરિપત્ર:-

વિષય : આઝાદી કા અમૃત મહોત્સવ - "મેરી માટી મેરા દેશ" અભિયાન અંતર્ગત તા. ૦૯ મી ઓગસ્ટ થી ૧૫ ઓગસ્ટ ૨૦૨૩ સુધી વિવિધ કાર્યક્રમનું આયોજન કરવા બાબત

સંદર્ભ : ૧. ઉચ્ચ શિક્ષણ કમિશનરશ્રીની કચેરી ગાંધીનગરના પત્ર ક્રમાંક: NSS/NMMD/2023/10217-422 તા. ૩૧/૦૭/૨૦૨૩

૨. University Grant Commission wide Letter no: D.O. No.1-4/2022(e.Gov/EBSS) Dated 27/07/2023

ઉપરોક્ત વિષય અને સંદર્ભ અન્વયે ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી સંલગ્ન તમામ કોલેજોના આચાર્યશ્રીઓ તથા એન.એસ.એસ. પ્રોગ્રામ ઓફિસર્સને જણાવવાનું કે, તા. ૦૯ ઓગસ્ટ થી ૧૫ ઓગસ્ટ, ૨૦૨૩ દરમિયાન "મેરી માટી મેરા દેશ" રાષ્ટ્રવ્યાપી અભિયાન અંતર્ગત દરેક કોલેજોના વિદ્યાર્થીઓએ તેઓને લાગુ પડતા ગામની મુલાકાત તેવી તથા,

૧. સ્વાતંત્ર્ય સેનાનીઓ તથા Central Armed Police Forces (CAPF) તથા સ્ટેટ પોલીસ ફોર્સના કર્મચારીની શહીદીને યાદ કરવા માટે અમૃત સરોવર નજીક અને જો અમૃત સરોવર ન હોય તો ગ્રામ પંચાયત/સ્કુલ/કોલેજ સહિતની કોઈપણ જગ્યાએ શ્રદ્ધાંજલી કાર્યક્રમનું આયોજન કરવું.
૨. માતૃભૂમિની પવિત્ર માટી હાથમા લઈ પંચ પ્રણામી પતિજ્ઞા લેવી જેની સેલ્ફી સોશયલ મિડીયા પર અપલોડ કરવી.
૩. ગ્રામ પંચાયતમાં ૭૫ વૃક્ષો રોપી 'અમૃત વાટીકા' નામથી નિર્માણ કરવું
૪. સ્વાતંત્ર્ય સેનાનીઓ, ડિફેન્સના અધિકારીઓ, CAPF, State Police Force તેમજ દેશ માટે બલીદાન આપનાર વીરોનું કે તેમના પારિવારિક સભ્યોનું સન્માન કરવું
૫. રાષ્ટ્રધ્વજ લહેરાવવો અને સાથે રાષ્ટ્રગાન કરવું

સંદર્ભદર્શીત પત્રમાં જણાવ્યા મુજબ કાર્યક્રમોનું આયોજન આપના ક્ષેત્રાધિકારમાં આવતા દરેક ગ્રામ પંચાયતમાં કરવા જણાવવામાં આવે છે. કાર્યક્રમ પુર્ણ થયા બાદ કાર્યક્રમના ફોટોગ્રાફ સાથેનો અહેવાલ અત્રેની યુનિવર્સિટીના એન.એસ.એસ. વિભાગના ઇ-મેઇલ nss@bknmu.edu.in પર તા. ૧૫/૦૮/૨૦૨૩ ના રોજ બપોરે ૧૨:૦૦ વાગ્યા સુધીમાં મોકલી આપવા જણાવવામાં આવે છે.

ક્રમાંક/બીકેએનએમયુ/એકેડેમીક/એન.એસ.એસ./૧૫૧૦/૨૦૨૩

ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી,

ગવર્મેન્ટ પોલીટેકનીક કેમ્પસ, ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી રોડ, ખડીયા, જુનાગઢ.

તા. ૦૨/૦૮/૨૦૨૩

કા. કુલસચિવ
ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી
જુનાગઢ

પ્રતિ,

ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી સંલગ્ન એન.એસ.એસ. યુનિટ ધરાવતી તમામ કોલેજોના આચાર્યશ્રીઓ તથા એન.એસ.એસ. પ્રોગ્રામ ઓફિસર્સ તરફ.....

બિડાણ :

- સંદર્ભદર્શિત પત્ર

નકલ સાદર રવાના :

- માન. કુલપતિશ્રી / કુલસચિવશ્રીના અંગત સચિવશ્રી

નકલ રવાના જાણ અર્થે :

- રીજીયોનલ ડાયરેક્ટરશ્રી, એન.એસ.એસ. સેલ, અમદાવાદ / ઉચ્ચ શિક્ષણ કમિશનરશ્રીની કચેરી, ગાંધીનગર.



Government of Gujarat

ઉચ્ચ શિક્ષણ કમિશનરશ્રીની કચેરી

એન.એસ.એસ. શાખા, બ્લોક નં. ૧૨, બીજો માળ, ડૉ. જીવરાજ મહેતા ભવન,
ગાંધીનગર, ગુજરાત રાજ્ય.



જા.ક.:-NSS/MMMD/2023/10217-422

તા.31/07/2023

પ્રતિ,

- પ્રોગ્રામ કો-ઓર્ડિનેટરશ્રી, એન.એસ.એસ. સંલગ્ન યુનિવર્સિટી તમામ
- જિલ્લા શિક્ષણાધિકારીશ્રી, તમામ

વિષય :- "મેરી માટી મેરા દેશ" અભિયાન અંતર્ગત તારીખ ૯મી ઓગસ્ટ થી ૧૫મી ઓગસ્ટ, ૨૦૨૩

સુધી તમામ શૈક્ષણિક સંસ્થાઓમાં કાર્યક્રમ કરવા અંગે

સંદર્ભ :- ભારત સરકારનો તા.૨૮/૦૮/૨૦૨૩નો F. No.P.32/NSS/DTE/2022-23/794-844

શ્રીમાન,

સવિનય ઉપરોક્ત વિષય તથા સંદર્ભ પરત્વે જણાવવાનું કે, આઝાદી કા અમૃત મહોત્સવની ઉજવણીના ભાગરૂપે "મેરી માટી મેરા દેશ" કાર્યક્રમનું આયોજન કરવામાં આવેલ છે. જે અંતર્ગત સંદર્ભદર્શિત પત્રમાં જણાવ્યા મુજબ તારીખ ૯મી ઓગસ્ટ થી ૧૫મી ઓગસ્ટ, ૨૦૨૩ સુધીમાં તમામ શૈક્ષણિક સંસ્થાઓ દ્વારા કાર્યક્રમોનું આયોજન થાય તે આપની કક્ષાએથી સુનિશ્ચિત કરવા વિનંતી છે.

નિહાળ: ઉપર મુજબ

(આર. આર. પટેલ)

રાજ્ય એન.એસ.એસ. અધિકારી
ઉચ્ચ શિક્ષણ કમિશનરની કચેરી,
ગુ.રા.ગાંધીનગર

નકલ રવાના :

- રિજિઓનલ ડાયરેક્ટરશ્રી, એન.એસ.એસ. રિજિઓનલ ડાયરેક્ટરેટ, બીજો માળ, પાટનગર યોજના ભવન, એલિસબ્રિજ, અમદાવાદ
- રજિસ્ટ્રારશ્રી, તમામ યુનિવર્સિટી, ગુજરાત રાજ્ય

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 Shilaphalakam is enclosed in the Annexure). Events may be held at panchayat/Village from 9 August to 15 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 of 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 Rashtagaan 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. The first level of programmes will be held in the small Urban Local bodies, Notified Area Councils (NAC). Cantonment Boards, Town Panchayats. Second level programmes will be at bigger Municipalities and Municipal Corporations and the third level, Le. the finale will be at the National Capital.

- 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

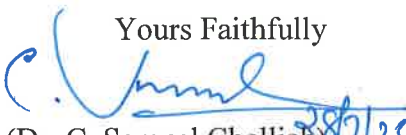
Dates	Details
9 th August, 2023 – 15 th August, 2023	<ul style="list-style-type: none"> • Main launch event of the Programme on 9th August, 2023. • Programmes in Panchayats/Villages/Institutions, Small Urban Local bodies. • Uploading of Selfies.
16 th August, 2023 – 20 th August, 2023	<ul style="list-style-type: 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)

Deputy Programme Adviser

Enclosed: Letter D.O. No. 42-22/261/2023-AKAM of Secretary, MoYAS (Govt. of India) and Secretary of Ministry of Culture (Govt. of India)



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

...2/-

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.
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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

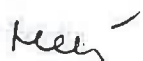
Dates	Details
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5. To encourage active participation, a dedicated website is being created (https://yuva.gov.in/meri_maati_mera_desh), where both general public and Gram Panchayat/Village/Urban Local Bodies representatives can get the programme details, 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



ज्ञान-विज्ञान विमुक्तये

प्रा. मनिष र. जोशी

सचिव

Prof. Manish R. Joshi

Secretary



सत्यमेव जयते



भारत 2023 INDIA

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/-



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



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.

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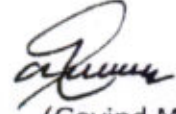
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6. Your kind intervention is solicited for following to make program successful-
- i. Creation of Buzz through participation of college students.
 - ii. Panch Pran Pledge taking by students and selfies with mitti to be uploaded on website.
 - iii. 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.*