



MERI MAATI MERA DESH

MITTI KO NAMAN, VEERON KA VANDAN

**Meeting of Chief Secretaries
22nd July, 2023**

Azadi Ka Amrit Mahotsav : on the growth path...



July 2022

60,000+
programs
in 72 weeks

3,750+
programs per
month

830+
programs per
week

4+
programs per
hour

June 2023

1.86 lakh +
programs

6895+
programs per
month

1551+
programs per
week

9+
programs
per hour

States have contributed to the success of AKAM immensely

Programs, Events Implemented by	March 2021 to August 2022	March 2021 to June 2023
Union Ministries	20,210	22,387
States & UTs	76,779	1,63,803
Total	96,989	1,86,190

- **89K+ programs programs/events done under AKAM post August 2022.**
- Events are happening across the country and abroad with high *Jan Bhagidari*.
- States & UTs playing an active role.

AKAM has been working with specific themes



Women & Children



Tribal Empowerment



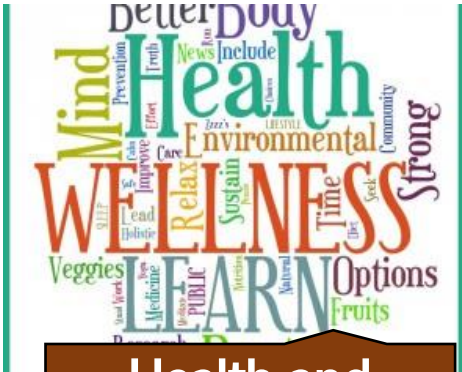
Water



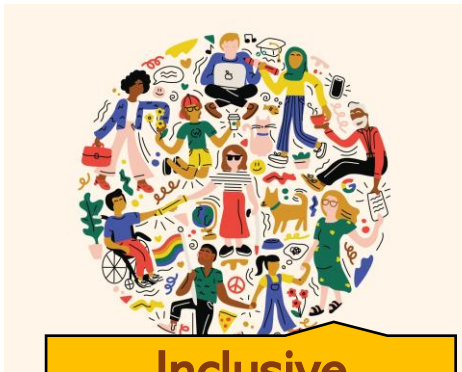
Cultural Pride



Lifestyle for Environment



Health and Wellness



Inclusive Development



Atmanirbhar Bharat



Unity

Last year for 15 August we focused on TIRANGA
This year our focus is on

MAATI





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MITTI KO NAMAN, VEERON KA VANDAN

Programme for August 2023

Setting the context



1. We owe our freedom to those people who gave up their today for our tomorrow.



2. Many of those people made the supreme sacrifice for the greater cause of the nation.



3. Our motherland is the blessed land which has given birth to the bravehearts/veer.



4. By virtue of being born unto this land we too are connected to this land & the spirit of patriotism that permeates the mitti & it's people

MITTI OF THE MOTHERLAND BINDS US ALL TOGETHER

**This August INDIANS will pay
homage to the motherland through events
and programmes dedicated to the
MITTI OF THE MOTHERLAND**



**MERI MAATI MERA DESH
MITTI KO NAMAN, VEERON KA VANDAN**

**LOCAL
PROGRAMMES
ACROSS URBAN
AND RURAL AREAS**

**MITTI YATRAS
ACROSS URBAN
AND RURAL AREAS**

PANCHAYAT & VILLAGE LEVEL PROGRAMS

Every panchayat in India will join in offering
collective tribute to the MITTI OF THE MOTHERLAND (2.5 lakh+)

Programs at all panchayats. Wishlist is to reach all villages to ensure maximum JANBHAGIDARI.
Total Village Panchayats in India = 2,55,326. Source 'Local Government Directory' of the Ministry of Panchayati Raj.

MITTI YATRAS FROM PANCHAYAT-BLOCK-DELHI

7500 kalash of mitti will come to Delhi

Program at Kartavya Path in Delhi with 7500 Youth representing each block.

Elements of the panchayat level programme

Every panchayat in India will join in offering
collective tribute to the **MITTI OF THE MOTHERLAND**

1

Remembering
bravehearts/veer by
erecting memorial plaque.
(preferably near Amrit
Sarovars, water bodies)

**DEDICATION OF
SILAPHALAKAM**

2

Taking the panch pran
pledge promising to
commit to nation building,
with maati/diya in hand
and uploading selfies on
campaign website.

**PANCH PRAN PLEDGE
+ SELFIE**

3

Renewing & Replenishing
Mother Earth by planting
75 saplings of longlasting
trees in each village of
India.

**VASUDHA
VANDAN**

4

Honoring Freedom
Fighters (living and
deceased) and defense
personnel/ CAPFs and
State police personnel
(retired and deceased)

**VEERON
KA VANDAN**

5

Hoisting of national flag
and singing of
Rashtragaan

**FLAG HOISTING +
RASHTRAGAAN**

Programs may be executed across all panchayats/villages.
Mitti from nearby villages may be brought and made part of panchayat level programmes.

Deep Dive : Silaphalakam

1



- In each panchayat/village memorial plaque of approx. 5 feet by 3 feet proposed to be erected. (In case any specific space considerations ratio of 5:3 may be maintained and size scaled accordingly.)
- Memorial plaque to be constructed in/around Amrit Sarovars, water bodies where available and near water bodies panchayat office, schools etc. where water bodies are not available.
- Work may be executed through MGNREGA leveraging local material and resources.
- Base artwork to be available on campaign website for reference.
- Print file option would be auto generated for download basis inputs. (Panchayat name)

Design of the silaphalakam would include following components...

AKAM logo

AKAM/ 2047
vision (PM Quote)

Names of local
veers

Name of
panchayat

Date

- Where names of local veers are not available/ applicable – generic dedication to be used
- Downloadable artwork to include AKAM logo/ AKAM 2047 vision (Quote)/ Name of Panchayat and Date
- Names of veers to be added locally. Open file would be made available.
- More than 1 shilaphalakam may be erected as per requirement.

“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.”

Shri Narendra Modi, Prime Minister

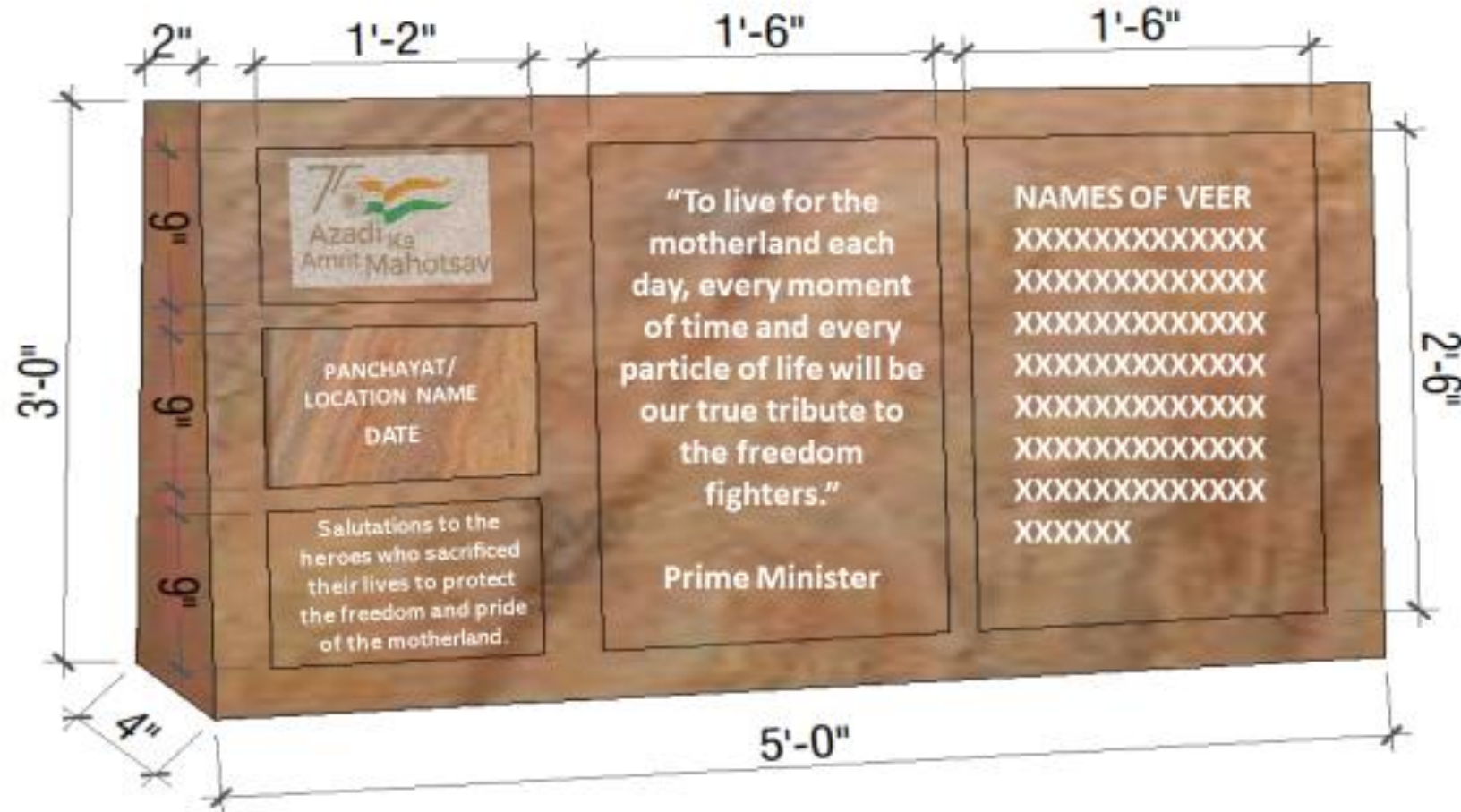


मातृभूमि की स्वतंत्रता और उसके गौरव की रक्षा के लिये बलिदान
हुए वीरों को शत शत नमन।

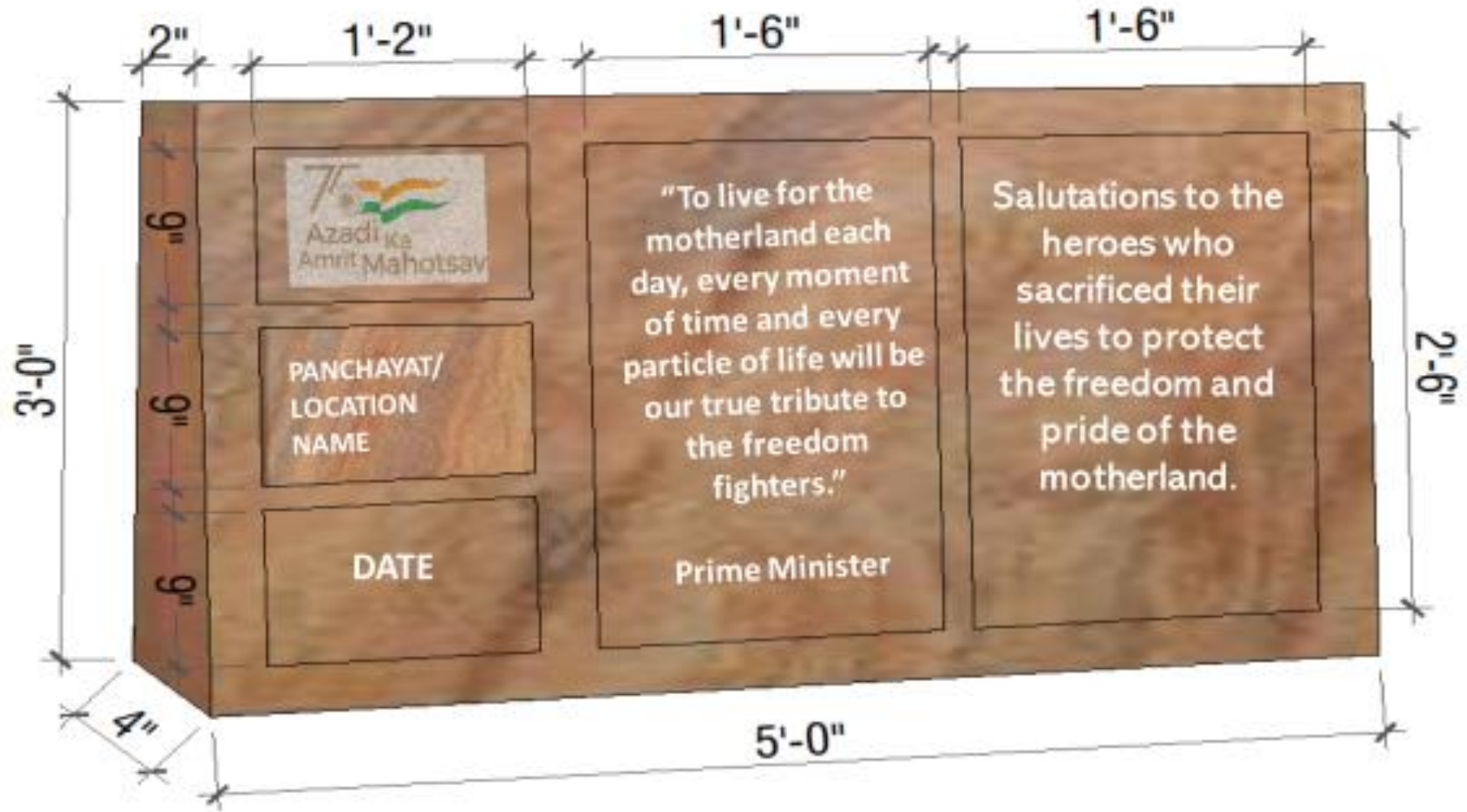
Salutations to the heroes who sacrificed their lives to protect
the freedom and pride of the motherland.



Design with names



Design without names



For the purpose of shilaphalakam (memorial plaque)

Definition of VEERs who have made the ultimate sacrifice would include

**Freedom
Fighters**

**Defence Personnel
(Army, Navy, Air
Force)**

**State Police Forces,
Central Armed
Police Forces
personnel**

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

Deep Dive : Panchpran Pledge + Selfie 1

2

At each programme people will take the **PANCH PRAN PLEDGE**

The pledge may be taken holding mitti/ mitti diya in hand to integrate the Panch Pran idea and this year's focus of MERA MAATI MERA DESH (**MITTI KO NAMAN VEERON KA VANDAN**). Lit diyas may be put around memorial plaques.

Participants will be asked to upload **INDIVIDUAL SELFIE ON CAMPAIGN WEBSITE. DIGITAL CERTIFICATE** with social share prompt to be generated.
Event pics to be shared on **social media**.

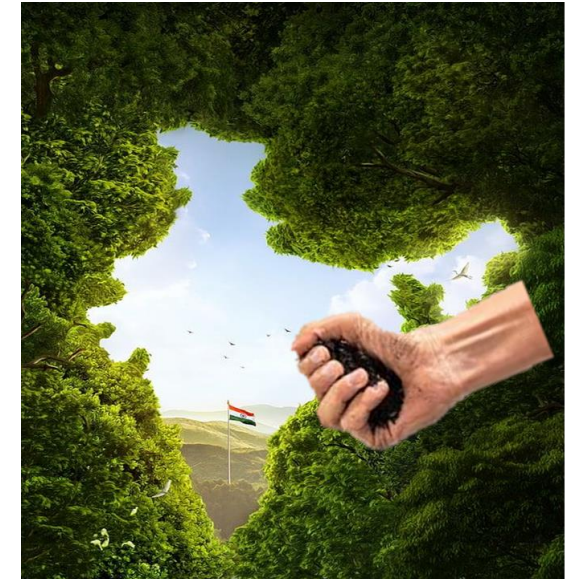


Image for reference purpose only. Not to scale.



“ मैं शपथ लेता हूँ कि विकसित भारत के निर्माण में अपनी भागीदारी निभाऊंगा। मैं शपथ लेता हूँ कि गुलामी की मानसिकता से मुक्ति के लिये हर संभव प्रयास करूंगा।

मैं शपथ लेता हूँ कि देश की समृद्ध विरासत पर गर्व करूंगा और इसके उत्थान के लिये हमेशा कार्य करता रहूंगा। मैं शपथ लेता हूँ कि देश की एकता और एकजुटता के लिये सदैव प्रयासरत रहूंगा।

मैं शपथ लेता हूँ कि राष्ट्र के प्रति अपने कर्तव्यों और दायित्वों का पालन करूंगा। मैं शपथ लेता हूँ कि देश के गौरव के लिए प्राण देने वाले वीरों से प्रेरित होकर राष्ट्र की रक्षा, सम्मान और प्रगति के लिए समर्पित रहूंगा। ”

Deep Dive Panchpran Pledge + Selfie 3

- “
- *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.*
- ”



Panch Pran of Amrit Kaal

First Pran - Goal of Developed India

Second Pran - Remove any trace of colonial mindset

Third Pran - Take pride in our roots

Fourth Pran - Unity

Fifth Pran - Sense of duty among the citizens

PM Modi at 76th Independence Day Celebrations

Campaign Website..<1>

https://yuva.gov.in/meri_maati_mera_desh

A dedicated campaign page.

Yuva Portal to have a dedicated webpage to facilitate the registration & submission of activities by panchayats and individuals.

Website will be available in Hindi and English.

Campaign website 2 target groups : 1. Local urban and rural representatives and 2. Individual Citizens

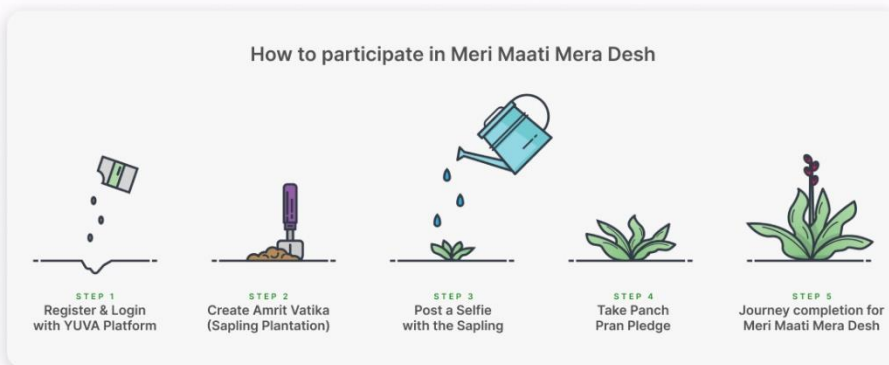
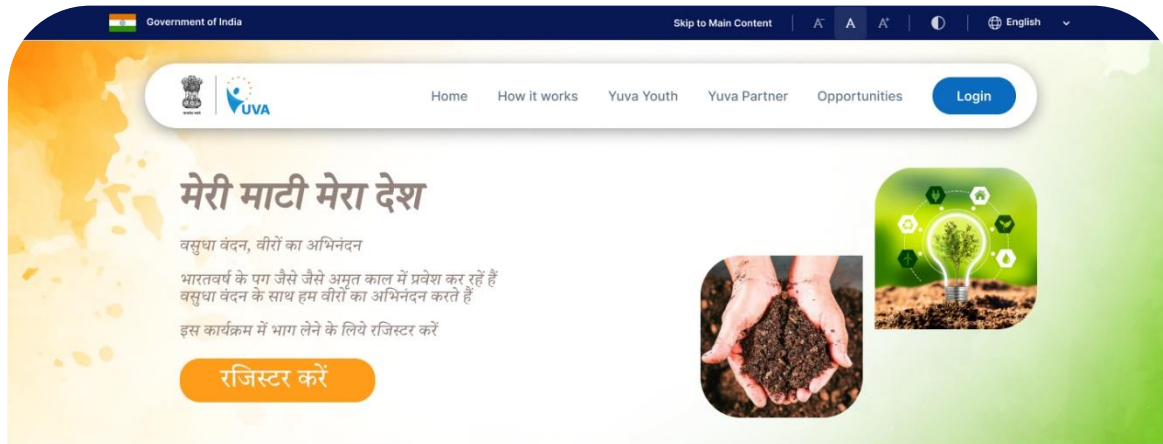
Logins to be created as per requirement.

Website to enable public participation towards the campaign by enabling features such as Post a Selfie/ Take pledge – download certificate etc.

An interactive map feature will be integrated into the webpage, specifically designed to display the location of the Amrit Vatikas.

Campaign Website..<2>

https://yuva.gov.in/meri_maati_mera_desh



Register Now

Register Now

Website will have Download section

- All branding collaterals – standees/ hoardings/ banners/ backdrops etc.
- AI based artwork generator for memorial plaque (with input for panchayat name.)
- Artwork for scroll for felicitation.
- Text for Pledge taking activity.
- Guidelines for programmes to be held, draft anchor scripts etc.
- Films if any to be played highlighting AKAM/Panch Pran etc.
- Translation of campaign name and tagline
- Flag Code

■ Main AKAM website will feature a link to campaign website.

Vasudha Vandan (planting 75 saplings)

3



- 75 indigenous saplings to be planted at each event across 2.5 lakh + panchayats of India.
- Ministry of Environment Forest and Climate Change coordinating and steering the overall plantation related activities. States and UTs to align and sync with these efforts.
- State Nodal - District collector to ensure sapling purchase centers identified locally in coordination with Forest/Horticulture Departments.
- Amrit Vatika to be created.

4

- In each program local veers will be felicitated.
- These would include
 - Living freedom fighters and families of deceased freedom fighters
 - Retired & deceased personnel from Defence, Central Armed Police Force and State Police Force.
- Families of freedom fighters/ veers to be invited.
- Felicitations to be done as per local custom and tradition.



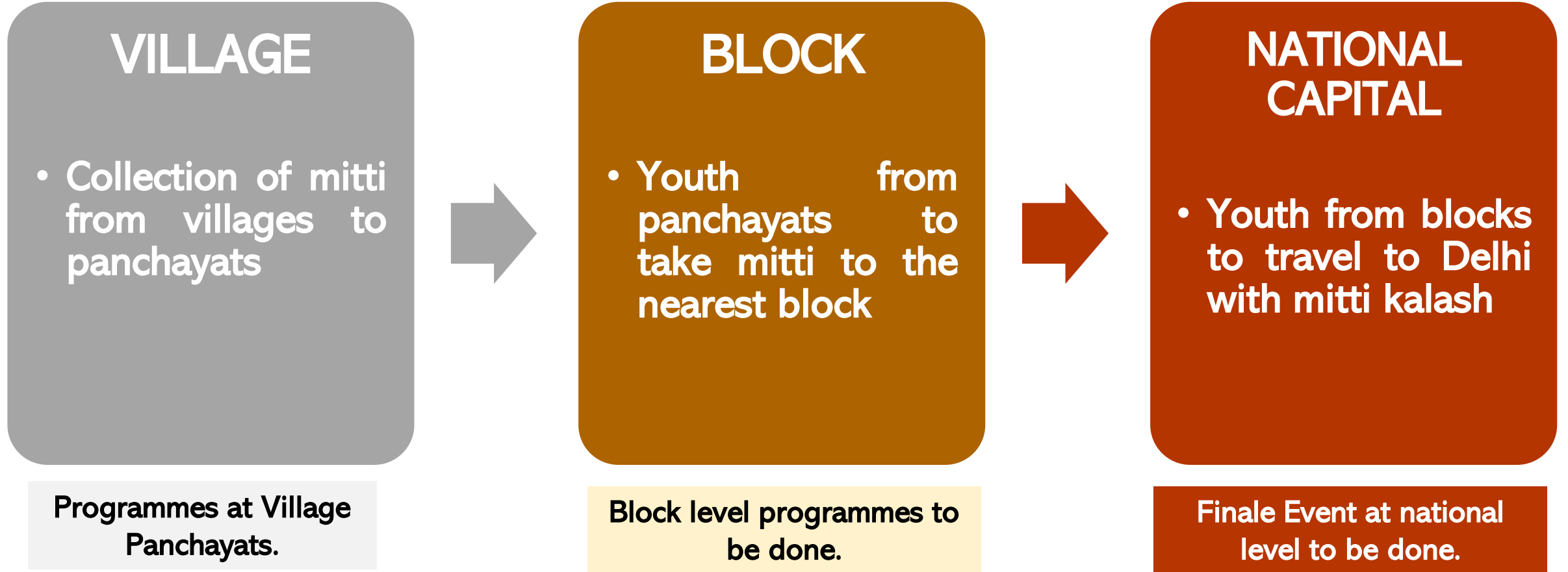
Hoisting of National Flag and Singing of Rashtragaan

5

- In each program to be held at gram panchayat/village the national flag would be hoisted and people would sing the RASHTRAGAAN.



Elements of the mitti yatras in rural areas



Finale Programme at Kartavya Path



- A programme at Kartavya Path with HIGH JANBHAGIDARI with the participation of 7500 youth representing each block

Day-1-Forenoon

7,500 + Youth Assemble.

7,500+ Youth; one from each block of the country carrying sample of mitti, will reach Delhi to create Amrit Vatika at National Level.

Traditional Costume Parade - Traditional Dress

Day-1-Afternoon

Amrit Vatika Creation.
(Location, area, type of plants and layout of Amrit Vatika to be finalized)

Cultural Program at Boarding venues.

DAY-2

7,500 youth assemble at Kartavya Path.

Panch Pran Pledge by Hon'ble PM to youth.

Inauguration of **Amrit Vatika**

Dedication of **AKAM Memorial**



PROGRAMS IN URBAN AREAS

AND AVENUES OF PUBLIC PARTICIPATION VIA

INDIVIDUAL ACTIVATION

Outreach in urban areas

LOCATIONS	Details
	URBAN
Municipality	37,678
Municipal Corporation	13,803
Town Panchayat	31,407
Cantonment Board	73
NCT Municipal Council	1
Notified Area Council	2,002
City Municipal Council	1,909
Town Municipal Council	2,775
Panchayat	
Village	
TOTAL	89,640



DEDICATION OF
SILAPHALAKAM



PANCH PRAN PLEDGE
+ SELFIE



VASUDHA
VANDAN



VEERON
KA VANDAN



FLAG HOISTING +
RASHTRAGAAN

Source : <https://lgdirectory.gov.in/>

3 legs to the programme in urban areas

First level of programmes to be held in the small Urban Local bodies, NAC, Cantonment Board, Town Panchayats etc.

Second level programmes at larger Municipalities and Municipal Corporations

Feed into finale event at the National Capital.

Yatras in Urban Areas

- Mitti yatras to be undertaken from smaller urban bodies to larger municipalities and corporations and onwards to Delhi.
- Ceremonial mitti kalash to be accorded due respect and reverence and made a prominent part of programme.



State level programmes



- State Government may like to organize State level ceremonial programs dedicated to MERI MAATI MERA DESH.
- These programmes may be held between 16-25, August, 2023.

Phygital Activation & Call to Action for ALL

9-15
AUGUST

- INDEPENDENCE DAY :
Call to action for
individuals

- This August, every Indian will offer a tribute to the MITTI OF THE MOTHERLAND
- Take **mutthi bhar mitti** and offer their respect by lighting a mitti diya dedicated to bravehearts/ veer who made our freedom possible and upload mitti pranam selfies on campaign website.
- While uploading on website they would digitally take the Panch Pran pledge and promise to commit to nation building by just clicking on the '**I Promise**' button on the website.

Institution	Mandate
Panchayats	<ul style="list-style-type: none">• Outreach sessions with heads of panchayats essential at the level of concerned departments.• Sapling distribution / sales points to be identified in each village.• Self Help Groups to be leveraged : mitti diyas, kalash• All Government buildings, institutions to be decorated, employees take Panch Pran pledge.• Local leaders to participate.
Housing and Urban Development	<ul style="list-style-type: none">• Outreach sessions with urban local bodies• Sapling distribution / sales points to be identified in each location.• Outreach with market associations etc. Branding at strategic locations.• All Government buildings, institutions to be decorated, employees take Panch Pran pledge.• Local leaders to participate.
Fair Price Shops	<ul style="list-style-type: none">• Vast network to be leveraged as distribution/sales point for the mitti diyas.• Pre recorded messages, jingles, info on programme may be played on mics in and around these shops• Scannable standees around shops linking to campaign website. People to take the pledge, upload selfies.

Institution	Mandate
Schools & Colleges	<ul style="list-style-type: none">▪ Special assemblies dedicated to the MERI MAATI MERA DESH to be held.▪ Students and teachers to take the Panch Pran pledge, upload selfies.▪ Special diary note, leaflet to be sent to all parents for participation.▪ Schools to felicitate local bravehearts/veers.
Police	<ul style="list-style-type: none">• DG Police to take special meeting about the programme. Check points to have programme posters.• Special MERI MAATI MERA DESH marches to be conducted.• Police stations : exhibit banners, posters, standees, take the Panch Pran pledge, upload selfies.• Honoring and felicitations of veers. Programmes may be held in local schools & colonies to increase outreach.
Transport	<ul style="list-style-type: none">• State transport buses, trucks, autos to be painted with messages about MERI MAATI MERA DESH• Toll and check points to be branded, distribute pamphlets, leaflets etc.• Inter State buses with intercom & video systems to play jingles, recorded messages, Mitti Anthem, show video snippets related to bravehearts etc.

Institution	Mandate
Media	<ul style="list-style-type: none">• All State Government websites to carry banners linking to campaign website – MERI MAATI MERA DESH• Special media briefings, press briefs to be done about plan of action at State and district level.• DD, AIR special bulletins. Local PIB officers to ensure good coverage and spotlighting of all efforts.• Backstories, human interest stories related to bravehearts / unsung heroes, patriotism to be generated.• Wall paintings and Rangolis to be created at all public spots with high footfalls.• Panchayat offices, government schools and centers to have banners and standees of the campaign (creatives can be downloaded from the website)• Hoardings, banners and standees at the local municipality spots/public spots/ Govt. buildings.• Government banks, postal offices and milk centers to have banners and standees.

Timeline of Activities

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 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



THANK YOU!

MERI MAATI, MERA DESH

MITTI KO NAMAN, VEERON KA VANDAN