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 Arun Kumar Mehta,

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 levelprogramme, 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

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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 27thAugust 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 9thAugust 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 16thAugust 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

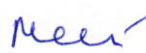| Dates	Details
9thAugust, 2023- 15th August, 2023	• Main launch event of the Campaign on 9th August2023 • Programmes in Panchayats/Villages, Small Urban Local bodies • Uploading of Selfies
16thAugust, 2023- 20th August, 2023	• Programmes in Blocks, bigger Municipalities/Corporations
16thAugust, 2023 –25th August, 2023	• State Level ceremonial programmes
Towards the Grand Finale Proposed at Kartavya Path – 30th August, 2023	
27th August, 2023 - 28th August, 2023	• Arrival of Youth delegates in Delhi and Preparation for the Finale
29thAugust, 2023 or 30th August, 2023	• 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 Arun Kumar Mehta
Chief Secretary
Government of Jammu & Kashmir
Srinagar