



MERI MAATI, MERA DESH

MITTI KO NAMAN, VEERON KA VANDAN

Programme for August 2023

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

MAATI



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**

2 key parts of the programme



PANCHAYAT LEVEL PROGRAMS

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

Programme outreach to be done across 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 mati/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 defense personnel/ CAPFs and State police personnel/ Freedom Fighters/Veer/ Families of bravehearts

VEERON KA VANDAN

5

Hoisting of national flag and singing of Rashtragaan

FLAG HOISTING + RASHTRAGAAN

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

Deep Dive : Silaphalakam

1



- In each panchayat 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 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 shilaphalakam would include following components...



AKAM logo

AKAM/ 2047
vision (PM Quote)

Names of local
veers

Name of
panchayat

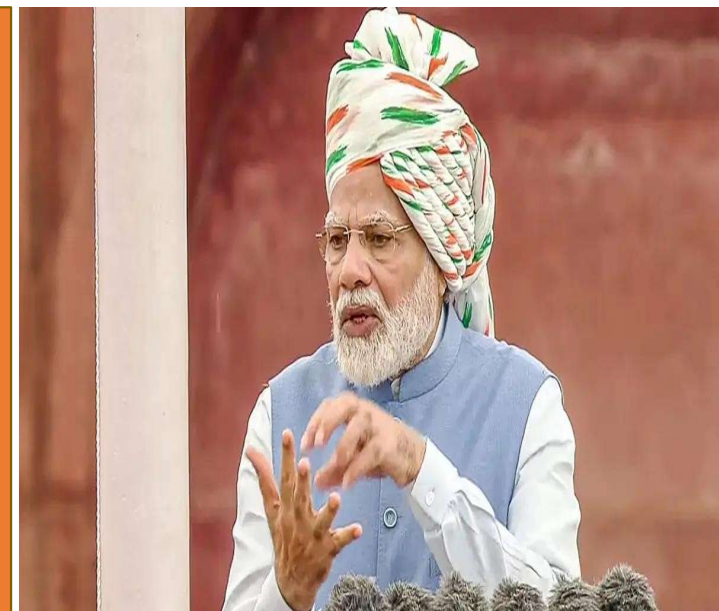
Date

- 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.

AKAM 2047 vision (Quote)

“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



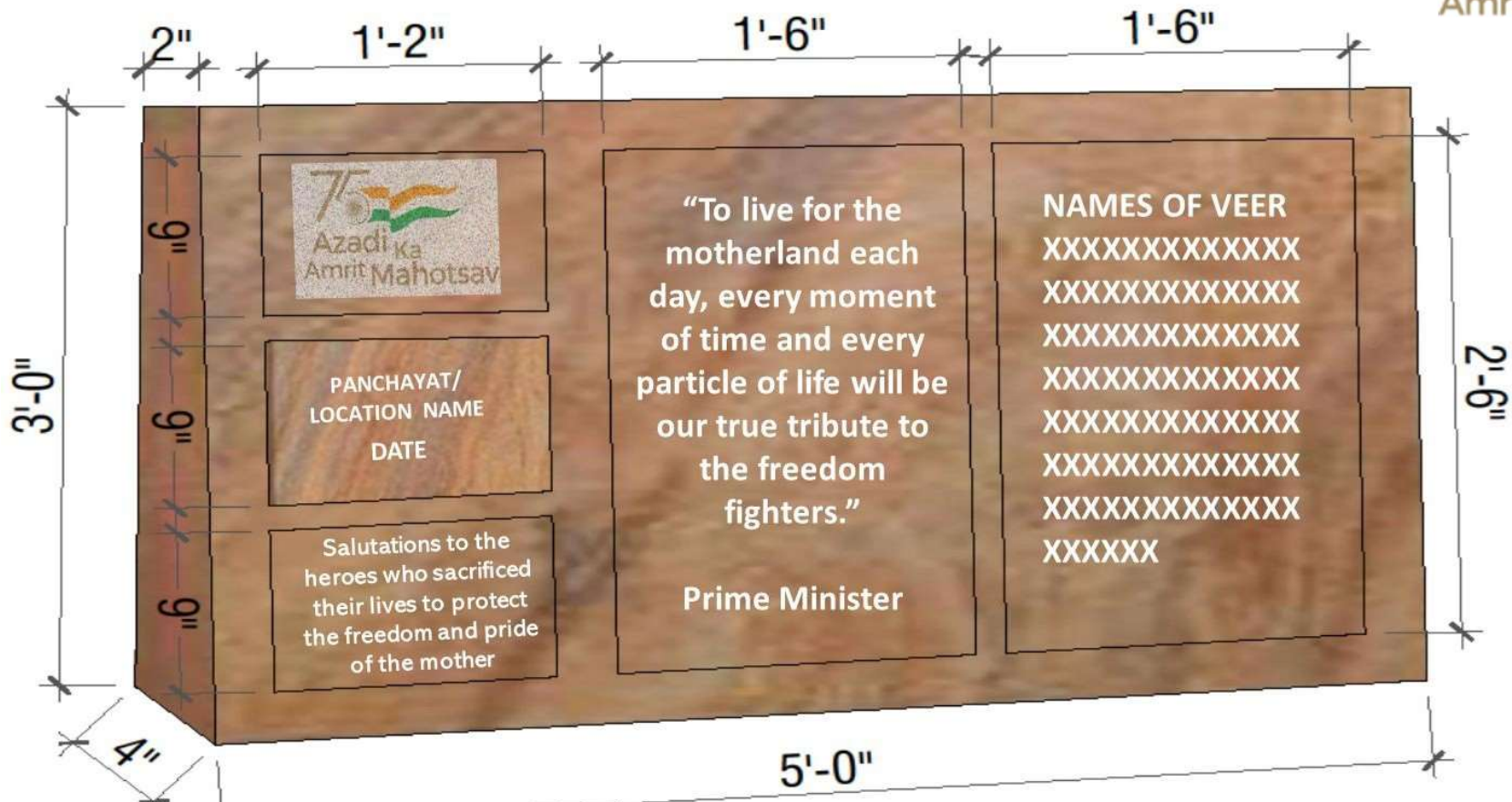
Generic Dedication

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

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

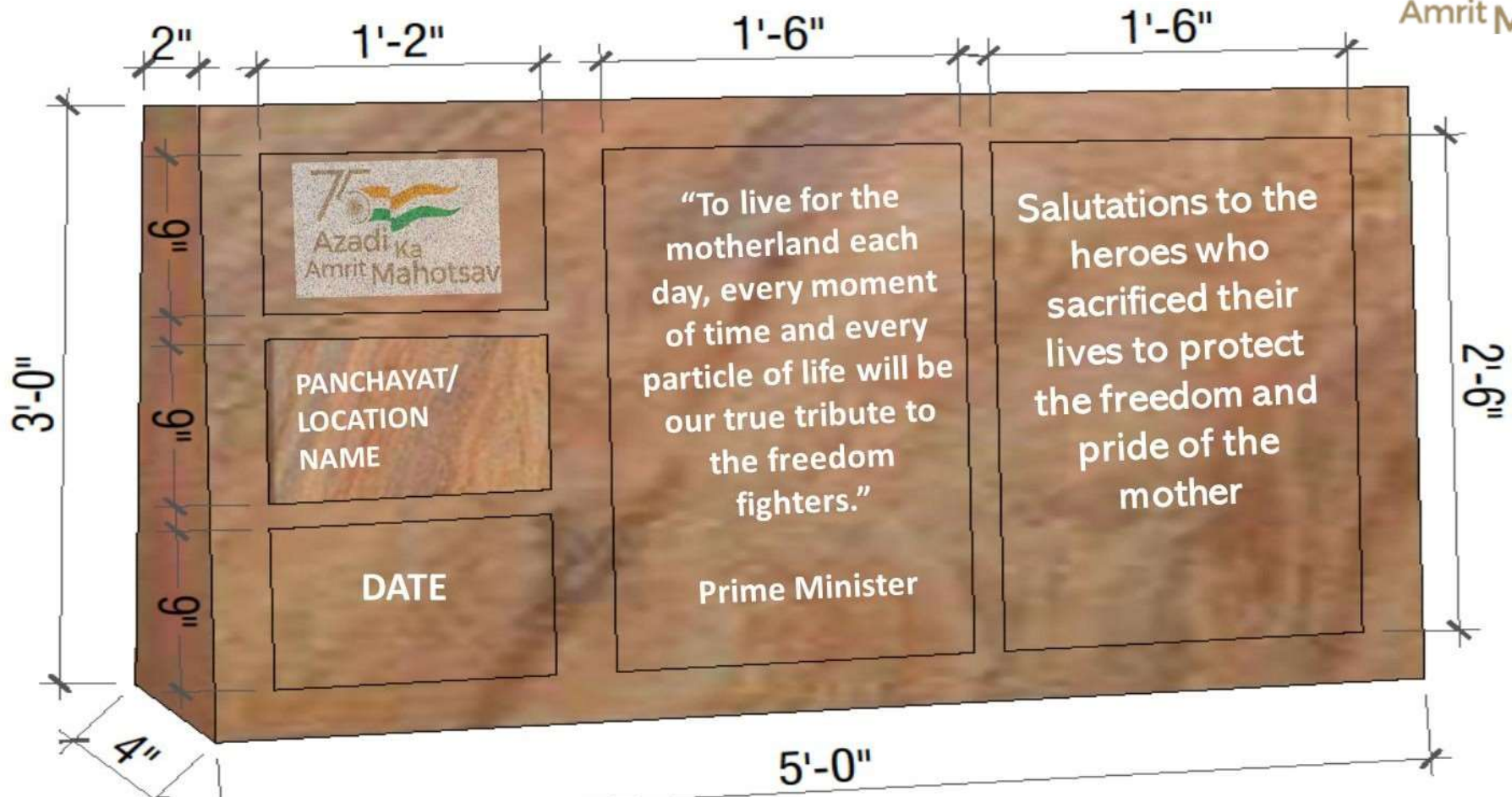


Design with names



Reference visual

Design without names



Reference visual

For the purpose of this programme



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

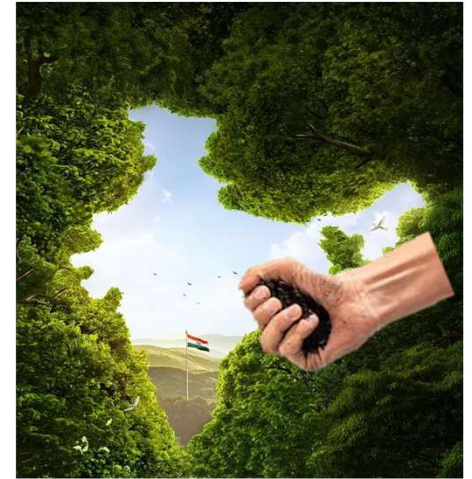
Deep Dive : Panchpran Pledge + Selfie 1

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 **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**.



Deep Dive Panchpran Pledge + Selfie 2



“ 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। ”

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. Village / Panchayat Representatives and 2. Individual Citizens

Logins for each village/panchayat to showcase work done (microsite)

Website to enable public participation towards the campaign by enabling features such as Post a Selfie/ Take mitti 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

Government of India

Home How it works Yuva Youth Yuva Partner Opportunities Login

मेरी माटी मेरा देश

युवा बंदन, वीरों का अभिनंदन
भारतवर्ष के पग जैसे अमृत काल में प्रवेश कर रहे हैं
युवा बंदन के साथ हम वीरों का अभिनंदन करते हैं
इस कार्यक्रम में भाग लेने के लिये रजिस्टर करें

रजिस्टर करें

How to participate in Meri Maati Mera Desh

- STEP 1 Register & Login with YUVA Platform
- STEP 2 Create Amrit Vatika (Sapling Plantation)
- STEP 3 Post a Selfie with the Sapling
- STEP 4 Take Panch Pran Pledge
- STEP 5 Journey completion for 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., Mitti anthem audio and video
- Translation of campaign name and tagline
- Flag Code

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

Vasudha Vandhan (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.

Veeron Ka Vandan

4

- In each program local veers will be felicitated.
- These would include freedom fighters, serving and retired defence personnel from Army, Navy, Air Force, Central Armed Police Force and State Police Force personnel who are either serving or have died in the line of duty.
- Families of freedom fighters/ veers to be invited.
- Felicitations to be done as per local custom and tradition.



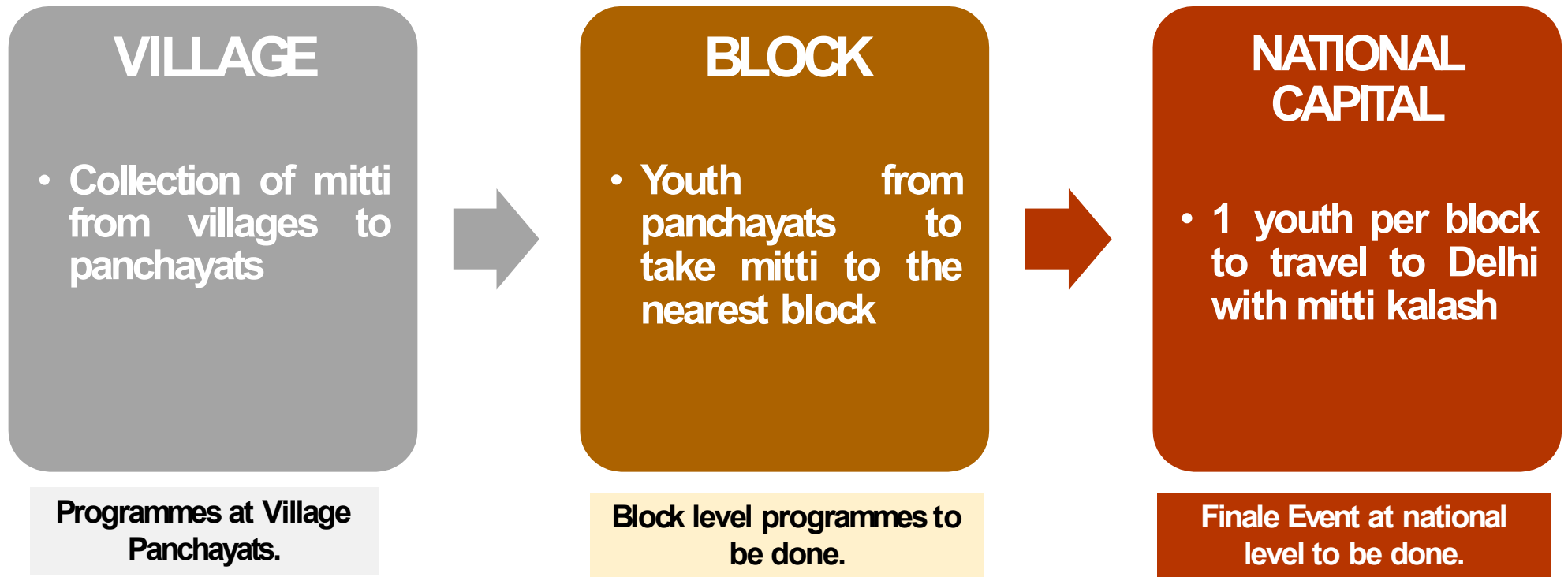
Hoisting of National Flag and Singing of Rashtragaan

5

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



Elements of the mitti yatras



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



1
DEDICATION OF
SILAPHALAKAM



2
PANCH PRAN PLEDGE
+ SELFIE



3
VASUDHA
VANDAN



4
VEERON
KA VANDAN



5
FLAG HOISTING +
RASHTRAGAAN

Public Participation



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.

Role of States and UTs



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 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.
Schools & Colleges	<ul style="list-style-type: none"> ▪ Special assemblies dedicated to the MERA MATI 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

Role of States and UTs



Institution	Mandate
Police	<ul style="list-style-type: none">• DG Police to take special meeting about the programme. Check points to have programme posters.• Special MERA 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 MERA 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.

Role of States and UTs



Institution	Mandate
Media	<ul style="list-style-type: none">• All State Government websites to carry banners linking to campaign website – MERA 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	Total no of programs/ participants
9-15 August 2023	<ul style="list-style-type: none"> • RURAL : Programmes in Panchayats. • Main launch event : A programme in Uttar Pradesh to be led by Hon'ble Minister of Home Affairs and Cooperation. (9 August) <ul style="list-style-type: none"> ○ Launch of Mitti Anthem • Activation for public participation (Panch Pran pledge/ Selfie upload) • URBAN : Programmes across municipalities, cantonment board etc. Activation for public participation (Panch Pran pledge/ Selfie upload), flag hoisting, Rastragaan, tree plantation etc. • Individual Activation to also happen in this window 	<p style="text-align: center;">2.5 Lakh +</p> <p style="text-align: center;">89K+</p>
12-20 August 2023	<ul style="list-style-type: none"> • Programmes in Blocks 	7500 +
Towards the GRAND FINALE PROPOSED AT KARTAVYA PATH – 30 AUGUST, 2023		
21-26 August 2023	<ul style="list-style-type: none"> • Space identification, memorial construction at Kartavya Path etc. 	1
27-28 August 2023	<ul style="list-style-type: none"> • Arrival of YOUTH delegates in Delhi and Preparation of Finale 	7500 youth
29 or 30 August 2023	<ul style="list-style-type: none"> • Finale programme with VVIP presence at Kartavya Path 	1

Action Points

अ.क्र.	अभियानातील उपक्रम	जबाबदार अधिकारी	करावयाची कामे
१.	शिलाफलकम	सहा आयुक्त / कार्य.अभियंता / उप.अभियंता	<ol style="list-style-type: none">१) प्रभागातील अमृत सरोवर / तलावाशेजारी शिलाफलक बसविण्यासाठी जागा निश्चिती करणे. शक्यतो शिलाफलक अश्या ठिकाणी बसवावा ज्या ठिकाणी ध्वज फडकविणे व समूह राष्ट्रगीत गायन करता येईल.२) प्रभागातील हौतात्म्य प्राप्त शूरवीर / स्वतंत्र सैनिक यांच्या नावांची यादी बनविणे, ती यादी नोडल अधिकारी यांचे कडे पाठवून जिल्हा अधिकारी कार्यालायाकडून अंतिम करून घेणे.३) अभियानाच्या मार्गदर्शक सूचनेनुसार शिलाफलक तयार करून अमृत सरोवर / तलावाशेजारी बसविणे. (शिलाफलक मध्ये कोणताही बदल करण्यात येऊ नये)

Action Points

अ.क्र.	अभियानातील उपक्रम	जबाबदार अधिकारी	करावयाची कामे
२.	पंचप्राण प्रतिज्ञा + सेल्फी	१) सर्व उप आयुक्त व विभागप्रमुख २) उप आयुक्त DAY-NULM विभाग ३) सहा. आयुक्त	१) सर्व उप आयुक्त व विभाग प्रमुख यांनी आपल्या विभागांतर्गत हातामध्ये मातीचा दिवा किंवा माती घेऊन पंचप्राण प्रतिज्ञा घ्यावी व सदरचे फोटो व्हाटसअप ग्रुप मध्ये पाठविण्यात यावे. २) उप आयुक्त DAY-NULM विभाग यांनी पंचप्राण प्रतिज्ञा घेण्यासाठी लागणारे मातीचे दिवे (महिला बचत गटामार्फत तयार करण्यात आलेले) उपलब्ध करून द्यावेत. ३) प्रभागातील सर्व शाळा, कॉलेज येथे सदर कार्यक्रमाचे आयोजन करून हातामध्ये माती किंवा मातीचा दिवा घेऊन पंचप्राण प्रतिज्ञा घ्यावी व सदरचे फोटो मनपा मार्फत तयार करण्यात आलेल्या व्हाटसअप ग्रुप मध्ये पाठविण्यात यावे. तसेच प्रतिज्ञा घेतानाचे वैयक्तिक फोटो / सेल्फी शासनाच्या संकेतस्थळावर (https://yuva.gov.in/meri_maati_mera_desh) अपलोड करण्यासाठी विद्यार्थी व नागरिक यांना प्रोत्साहित करावे, तसेच शहरातील जास्तीत जास्त नागरिकांना डिजिटल पंचप्राण प्रतिज्ञा घेण्यास सांगावे.

Action Points

अ.क्र.	अभियानातील उपक्रम	जबाबदार अधिकारी	करावयाची कामे
३.	वसुधा वंदन	उपायुक्त, वृक्षप्राधिकरण विभाग व सहा. आयुक्त	या अनुषंगाने प्रभागामध्ये ७५ भारतीय प्रजातीच्या रोपांची लागवड करावी व त्यास अमृत वाटिका असे संबोधून सदर ठिकाणी त्याबाबतचा फलक बसवावा. सहा. आयुक्त यांनी वृक्ष लागवडीची जागा निश्चित केल्यानंतर, वृक्ष लागवडीसाठी लागणारी रोपे वृक्षप्राधिकरण विभागाकडून उपलब्ध करून देण्यात येतील.
४.	वीरो का वंदन	सहा. आयुक्त	अभियान कालावधीत घेण्यात येणाऱ्या विविध कार्यक्रमांमध्ये प्रभागातील संरक्षण दल कर्मचारी / केंद्रीय सक्षत्र पोलिस दल कर्मचारी / राज्य पोलिस कर्मचारी / स्वातंत्र्य सैनिक / शुरवीरांच्या कुटूंबीय आदींचा सन्मान करण्यात यावा.

Action Points



अ.क्र.	अभियानातील उपक्रम	जबाबदार अधिकारी	करावयाची कामे
५.	राष्ट्र ध्वज फडकविणे व राष्ट्र गान गायन	सहा.आयुक्त	अभियान कालावधीत घेण्यात येणाऱ्या विविध कार्यक्रमांमध्ये राष्ट्रध्वज फडकविण्यात यावा व समुह राष्ट्रगान गायन करावे.
६.	सर्व उपक्रम	१) उप आयुक्त - भांडार विभाग, उप आयुक्त - जाहिरात विभाग उप आयुक्त - परिवहन विभाग २) उप आयुक्त, माहिती व तंत्रज्ञान विभाग	१) अभियानाबाबत जास्तीत जास्त प्रसिद्धी देणे कामी बॅनर्स, प्रसिद्धी पत्रक बनविणे व शहरात ठिकठिकाणी बॅनर्स, प्रसिद्धी पत्रक लावणे. तसेच महानगरपालिकेच्या बसेस वरती सुद्धा प्रसिद्धी पत्रक/बॅनर्स लावावे. २) वेळोवेळी प्राप्त फोटो/सेल्फी माहिती व तंत्रज्ञान विभागामार्फत अभियानाच्या संकेतस्थळावर अपलोड करण्यात यावे.



THANK YOU!

MERI MAATI, MERA DESH

**MITTI KO NAMAN, VEERON KA
VANDAN**