



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

Momentum so far



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.

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

MAATI





MERI MAATI, MERA DESH

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**

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.

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 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

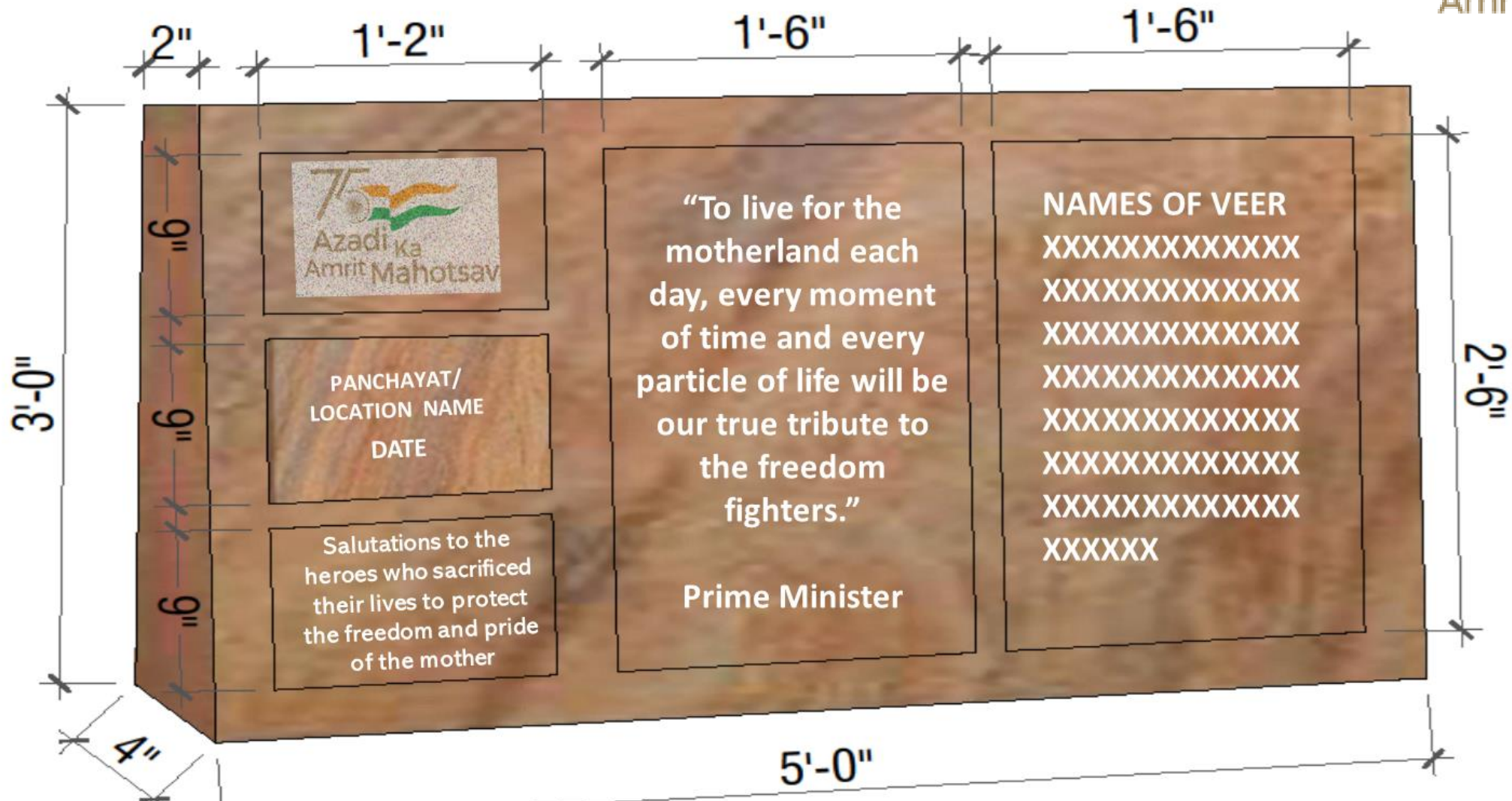


मातृभूमि की स्वतंत्रता और उसके गौरव की रक्षा के लिये बलिदान हुए वीरों को शत शत नमन।

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

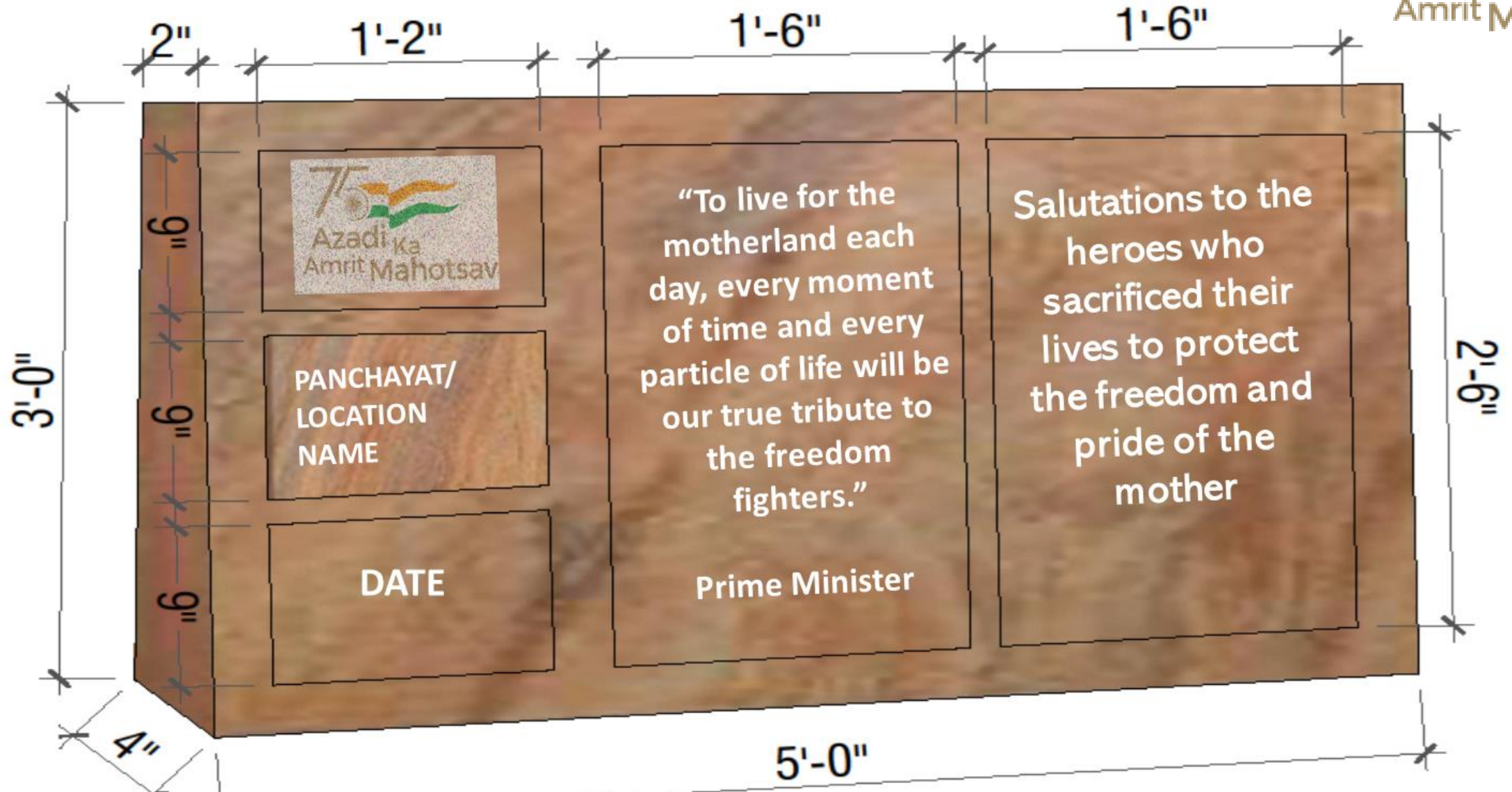


Design with names



Reference visual

Design without names



Reference visual

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

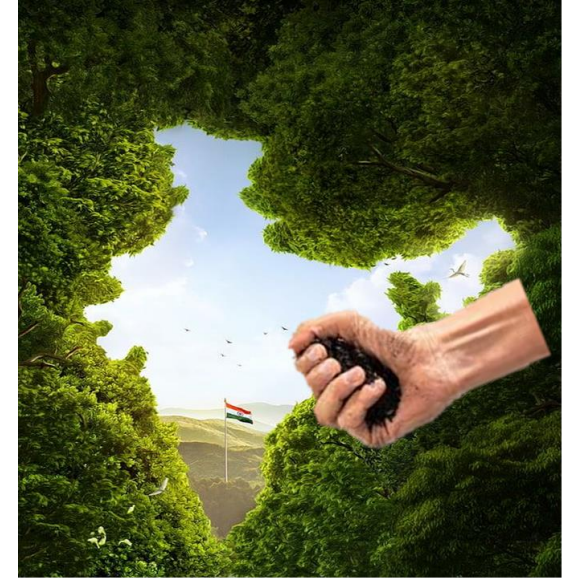
Deep Dive : Panchpran Pledge + Selfie 1

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**.





“ 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

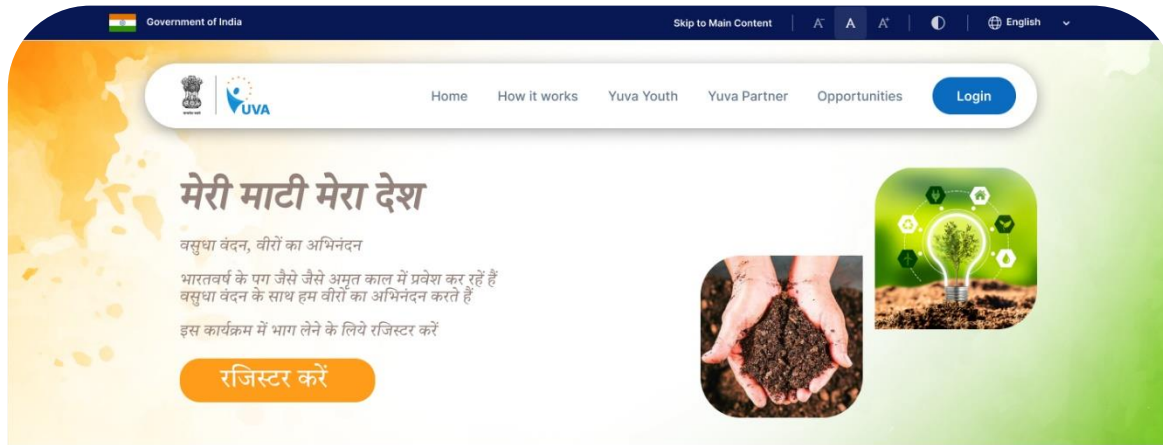
Logins for each village/panchayat to showcase work done (microsite)

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



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.

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

VILLAGE

- Collection of mitti from villages to panchayats

Programmes at Village Panchayats.



BLOCK

- Youth from panchayats to take mitti to the nearest block

Block level programmes to be done.



NATIONAL CAPITAL

- 1 youth per block to travel to Delhi with mitti kalash

Finale Event at national level to be done.

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

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

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.

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



THANK YOU!

MERI MAATI, MERA DESH

**MITTI KO NAMAN, VEERON KA
VANDAN**