

Concept Note Meri Maati Mera Desh

- **Setting the context**

- Azadi Ka Amrit Mahotsav is a commemorative celebration of 75 years of India's independence.
- It focuses on recognizing the efforts of those who made our freedom possible, celebrates the journey thus far and lays out plans to navigate throughout Amrit Kaal to India @100.
- AKAM officially started on 12 March, 2021 and is expected to wrap by August 2023.

- **Requirement at present**

- There is a felt need to develop a campaign that will act as the finale of Azadi Ka Amrit Mahotsav Commemoration.
- It is broadly agreed that the campaign may invigorate the patriotic fervour of the nation, specially it's young population who do not have an active memory of the freedom struggle and consequent historical legacy of India.

- **Proposed Campaign**

- a. The proposed campaign MERI MAATI MERA DESH venerates the veers who gave up their today for our tomorrow.
- b. It envisages paying tribute to the VEERs who have made the supreme sacrifice for the country by collecting soil from panchayats across the country and bringing the same to Delhi (Kartavya Path) to create an AKAM memorial and an Amrit Vatika as a lasting tribute and legacy of this commemorative activity
- c. Soil (maati) is the key currency of the campaign as we are all born in this blessed motherland and that unites us all.

- **Details of the Campaign**

- a. There are two key parts to the campaign

Local programs	Mitti Yatras
<ul style="list-style-type: none"> • RURAL - Panchayat level programs (2.5 lakh + panchayats) and Blocks (7500+) • URBAN – Programs to be held across across Municipalities & cantonment areas (89K+) 	<ul style="list-style-type: none"> • Yatras would start from Panchayat and come to blocks. • From the clocks movement would be to Blocks to Delhi – leading to a finale event at Kartavya Path in Delhi

- a. 5 Key elements of the local level programmes (to be done between 9-15 August)
 - **Dedication of silaphalakam:** A fundamental aspect of the program is to express our heartfelt gratitude to all the braves (Veer) who have selflessly

served the nation and some of whom have made the supreme sacrifice. This includes freedom fighters, serving and retired defense personnel, personnel of Central Armed Police Forces and State Police etc. Between 9-15 August during the events to be held at panchayats shilaphalakam will be erected at each location paying tribute to the sacrifice and contribution of the veers. This would be followed by a flag hoisting ceremony and the singing of the National Anthem.

- **Panch Pran Pledge + Selfie:** At each event at the Gram Panchayat level, participants will take a solemn pledge holding a fistful of mitti or a mitti diya, affirming their commitment to the 5 Prans which include the following
 - To work tirelessly for the dream of a developed India
 - To eradicate all traces of a slave mentality
 - To take pride in and preserve our glorious heritage
 - To work for the unity and integrity of our nation and
 - To re-affirm our unwavering duties to the nation.
 - **Pledge taking activity + Selfie would also be the key public activation to ensure high janbhagidari.**
 - **Vasudha Vandan:** Each gram panchayat will Renew & Replenish Mother Earth by planting 75 saplings of indigenous long-lasting trees in each panchayat of India. (some of which would lead to creation of Amrit Vatikas). This would symbolize the celebration of 75 years of independence. State Governments are encouraged to replicate this initiative by establishing such Vatikas at the village level as well. This act reaffirms our bond with the nurturing earth and renews our pledge to protect it for future generations.
 - **Veeron Ka Vandan:** Panchayat programmes would also hold felicitation ceremonies for honoring defense personnel/ CAPF/ Freedom Fighters/Veer/ Families of bravehearts as per local traditions and customs
 - **Flag Hoisting + Rashtragaan :** Hoisting of national flag and singing of Rashtragaan would be undertaken at each of the programmes being held at panchayats.
- b. **Mitti Yatras from Panchayat to Blocks to Delhi** – Youth volunteers and other would collect mittis from villages and bring to panchayat and post event at panchayat bring mitti to the block level where mitti would be collected in kalash for forward journey to Delhi. States would be responsible for the panchayat level events. Ministry of Youth Affairs would anchor the block level events through the district youth officers of Nehru Yuva Kendra Sangathan (NYKS) and bring the 7500 youth representing the blocks from across the country to New Delhi for the finale event.

- **Important Dates**

Dates	Details
9-15 August 2023	<ul style="list-style-type: none"> • Programmes in Panchayats & Municipal Corporations & Cantonment areas • 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)
12-20 August 2023	<ul style="list-style-type: none"> • Programmes in Blocks
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.
27-28 August 2023	<ul style="list-style-type: none"> • Arrival of YOUTH delegates in Delhi and Preparation of Finale
29 Or 30 August 2023	<ul style="list-style-type: none"> • Finale programme with VVIP presence at Kartavya Path

- **Finale Program at the National Capital:**

- From August 27th to August 30th, the collected Mitti-Kalash will be transported to Delhi's Kartavya Path. On August 30th, the program in Delhi will involve inauguration of Amrit Vatika where local varieties of plants will be planted and the consecration of of an AKAM memorial dedicated to the UNKNOWN VEERS whose contribution have possible our freedom and progress. A special dedication ceremony led by the Hon'ble Prime Minister will be held to honor the unknown soldiers and unknown balidanis.

- **Campaign Website**

- To encourage active participation, a dedicated website is being created, where both individual participants and gram panchayat representatives can get to know programe details, access all communication material, take pledge and post selfies and thus amplify the digital traction of the programme.
- Additionally, the design of Shilaphalakam would be a downloadable from the website.

- **Conclusion**

- "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 and soul.
