

सं. A-12041/9/2023-NSS  
भारत सरकार  
युवा कार्यक्रम और खेल मंत्रालय  
युवा कार्यक्रम विभाग  
एनएसएस प्रभाग

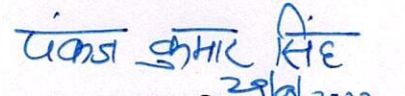
शास्त्री भवन, नई दिल्ली  
दिनांक : 29 सितंबर, 2023

परिपत्र

मेरी माटी मेरा देश अभियान के संबंध में दिनांक 7 अगस्त, 2023 (प्रति संलग्न) और दिनांक 01 सितंबर, 2023 (प्रति संलग्न) के अ.शा. पत्र संख्या 42-22/261/2023-अकाम का संदर्भ ग्रहण करें।

2. इस संबंध में यह सूचित किया जाता है कि स्कूलों, कॉलेजों और विश्वविद्यालयों (एनएसएस और गैर-एनएसएस इकाईयों वाले सभी संस्थानों के लिए) में अमृत कलश यात्रा का आयोजन किया जाए। कार्यक्रम समन्वयक और कार्यक्रम अधिकारी यात्रा के आयोजन के लिए सभी स्कूलों, कॉलेजों और विश्वविद्यालयों से संपर्क करेंगे। 01 - 13 अक्टूबर 2023 तक स्कूल, कॉलेज और विश्वविद्यालय स्तर पर निम्नलिखित कार्यकलाप किए जाएंगे:

- क) छात्र अपने घरों से थोड़ी मिट्टी या चावल अपने संबंधित स्कूलों/कॉलेजों में लाएं।
- ख) फिर इस मिट्टी या चावल को संबंधित परिसरों में अमृत कलश में एकत्र किया जाएगा।
- ग) यह अमृत कलश यात्रा परिसर के भीतर आयोजित की जाएगी।
- घ) छात्रों को मिट्टी और चावल एकत्र करते समय पंच प्रण प्रतिज्ञा लेने के लिए प्रोत्साहित किया जाएगा और वे इसकी एक फोटो <https://yuva.gov.in> पर अपलोड करेंगे।
- ङ) पौधारोपण और जहां भी संभव हो स्थानीय वीरों के नाम पर शिलाफलक की स्थापना की जाएगी।
- च) सभी स्कूलों, कॉलेजों और विश्वविद्यालयों को कम से कम 75 स्वदेशी पौधों की अमृत वाटिका स्थापित करने के लिए प्रोत्साहित किया जायेगा।
- छ) मेरी माटी मेरा देश टैब के अंतर्गत कलश यात्रा की फोटो भी <https://yuva.gov.in> पोर्टल पर अपलोड की जाएं।
- ज) कॉलेज स्तर पर कार्यक्रम के समापन के बाद विश्वविद्यालय एक सामूहिक कार्यक्रम आयोजित करेंगे।
- झ) कॉलेज/विश्वविद्यालय स्तर पर कलश को ब्लॉक स्तरीय समारोह आयोजित करने वाली निकटतम ब्लॉक स्तरीय एजेंसी को सौंपा जाएगा।

  
पंकज कुमार सिंह  
29/9/2023  
निदेशक

राष्ट्रीय सेवा योजना (एनएसएस)

सेवा में,

1. सभी क्षेत्रीय निदेशक
2. राष्ट्रीय सेवा योजना (एनएसएस) के सभी कार्यक्रम समन्वयक और कार्यक्रम अधिकारी

F.No: A-12041/9/2023-NSS  
Government of India  
Ministry of Youth Affairs and Sports  
Department of Youth Affairs  
NSS Division

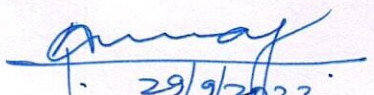
Shastri Bhawan, New Delhi  
Dated the 29<sup>th</sup> September 2023

**CIRCULAR**

Reference D.O. letter No 42-22/261/2023-AKAM dated 7.8.2023 (copy enclosed) and dated 1.9.2023 (copy enclosed) regarding Meri Maati Mera Desh Campaign.

2. In this regard it is further informed that Amrit Kalash Yatras are to be carried out in Schools, Colleges and Universities (for all institutions, both with NSS and without NSS units). The Program coordinators and Program officers are requested to establish contact with all schools, colleges and universities for implementation of the Yatras. From 1<sup>st</sup> – 13<sup>th</sup> October 2023, following activities may be undertaken at school, college and university level:

- a) The students may bring small amount of Mitti or rice from their houses to their respective schools/colleges.
- b) The Mitti or rice then may be collected in the Amrit Kalash at the respective campuses.
- c) The Amrit Kalash Yatras may be organised within the campuses.
- d) Students may be encouraged to take the Panch Pran pledge at the time of collection of Mitti and Rice and upload a photo of the same on <https://yuva.gov.in>.
- e) The plantation of saplings and installation of Shilaphalakam with the names of local bravehearts may be done wherever possible.
- f) All the schools, colleges and universities are encouraged to establish Amrit Vatikas of at least 75 saplings of indigenous plants.
- g) The photos of Kalash Yatras may also be uploaded on the portal <https://yuva.gov.in>, under the tab Meri Maati Mera Desh.
- h) Universities may organise a central function after college level functions are over.
- i) The Kalash at the college/University level may be handed over to the nearest block level agency organising the block level function.

  
29/9/2023  
Pankaj Kumar Singh  
Director  
National Service Scheme (NSS)

To,

1. All Regional Directors, NSS
2. All Program Coordinators and Program Officers of NSS

**Govind Mohan**  
Secretary  
Ministry of Culture



**Meeta Rajivlochan**  
Secretary  
Department of Youth  
Affairs

D.O. No. 42-22/261/2023-AKAM

August 7, 2023

Dear Shri Singla,

This is in continuation of our D.O. letters dated July 22 and July 29, 2023 regarding “Meri Maati Mera Desh” campaign. The initial response to this programme has been extremely enthusiastic and we are very glad to note that all States / Union Territories have been involved in detailed planning and execution of the guidelines issued as part of the campaign.

2. During this period, feedback has also been received from various quarters, on how the campaign can be implemented more effectively. On the basis of the feedback received, the following points may be noted.

- a. It is reiterated that all the 5 components of the “Meri Maati Mera Desh” Campaign – dedication of Shilaphalakam, taking Panch Pran Pledge, Vasudha Vandan, Veeron ka Vandan and hoisting of National Flag and singing of Rashtriyagan should be undertaken between August 9 and August 15, 2023. It may be ensured that these programmes, which are an intrinsic part of the campaign, are held in all parts of the country, namely villages, panchayat headquarters, blocks, small and large urban bodies, and other appropriate places at district and State headquarters.
- b. The Panch Pran Pledge should be taken while holding mitti /mitti ka diya, and a selfie uploaded on the website [www.yuva.gov.in](http://www.yuva.gov.in); 75 saplings may be planted in Amrit Udayan, as part of Vasudha Vandan; Veeron Ka Vandan may be dedicated as per local customs, as enunciated in the earlier letters; and, finally the National Flag should be hoisted and Rashtriyagan sung, as the concluding part of the Campaign.

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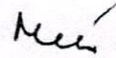
- c. Dedication of Shilaphalakam will be most effective if it is installed in the school premises. Discussions can then be initiated during school assemblies, among the school children, on the valour and heroism of the brave hearts inscribed on the Shilaphalakam. The martyrdom days of the brave hearts can also be celebrated in a befitting manner.
3. For ensuring wider outreach and success, the Amrit Kalash Yatras may be planned over a longer time frame. The guidelines and the timelines, in this regard, will be issued subsequently.
4. Panch Pran Pledge, for execution in Hindi and English is enclosed at Annexure-1
5. Quote in English and Hindi to be inscribed on Shilaphalakam, is enclosed at Annexure-II.

With regards,

Yours sincerely,



**(Govind Mohan)**  
**Secretary**  
**Ministry of Culture**



**(Meeta Rajivlochan)**  
**Secretary**  
**Department of Youth Affairs**

Shri Amit Singla,  
Advisor to the Administrator,  
UT of Dadra & Nagar Haveli and Daman & Diu,  
Silvassa

## PANCH PRAN PLEDGE

हम शपथ लेते हैं कि...

- भारत को 2047 तक आत्मनिर्भर और विकसित राष्ट्र बनाने के सपने को साकार करेंगे।
- गुलामी की मानसिकता को जड़ से उखाड़ फेंकेंगे।
- देश की समृद्ध विरासत पर गर्व करेंगे।
- भारत की एकता को सुदृढ़ करेंगे और देश की रक्षा करने वालों का सम्मान करेंगे।
- नागरिक होने का कर्तव्य निभायेंगे।

**We Pledge to:**

- Make India developed and self-reliant by 2047.
- Remove any trace of colonial mindset.
- Celebrate our heritage.
- Strengthen unity and respect those who protect the country.
- Perform the duties of a citizen.

**QUOTE OF HON'BLE PRIME MINISTER**

“एक-एक दिन, जीवन का प्रत्येक क्षण, शरीर का प्रत्येक कण, मातृभूमि के लिये  
जीना ही आज़ादी के दीवानों को हमारी सच्ची श्रद्धांजलि होगी।”

“Dedicating every minute of our life and every ounce of our energy for  
our motherland is the true tribute to our freedom fighters.”



D.O. No. 42-22/261/2023-AKAM

September 01, 2023

Dear Shri Sandhu,

This is in continuation of our DO letter No. 42-22/261/2023-AKAM dated 7<sup>th</sup> August 2023 wherein details for implementation of Meri Maati Mera Desh Campaign were conveyed.

2. In this regard, kindly note the following timelines for implementation of Amrit Kalash Yatras.


- i. **1<sup>st</sup> – 30<sup>th</sup> September 2023:** - At Village level, following activities are to be undertaken –
  - a. Collection of mitti or rice in Amrit Kalash from each house in every village. During collection of mitti and rice in Amrit Kalash, the group shall be accompanied by the people playing Dhol, Nagadas & other musical instruments as per local traditions.
  - b. People may be encouraged to take Panch Pran Pledge at the time of collection of Mitti & rice.
  - c. Similar nature programs may be undertaken at Ward Levels in Urban Areas during this time period.
- ii. **1<sup>st</sup> – 13<sup>th</sup> October 2023:** - At the Block level, following activities are to be undertaken –
  - a. Amrit Kalash containing mitti & rice from all households in villages will be brought to an identified location.
  - b. This mitti and rice will be poured into large Kalash, thus bringing together symbolically the offering from all households. During mixing of mitti, a festive environment may be created.
  - c. Felicitation of Bravehearts at Block level.
  - d. Organization of Cultural Programmes at block level in honor of bravehearts with active involvement of volunteers of NSS, NYKS, NCC, Hindustan/ Bharat Scouts & Guides, Anganwadi Workers and other youth volunteers with special emphasis on women participation.
  - e. Similar programs may be undertaken in Municipal Corporations, Municipalities, City Councils and other Urban Local bodies in Urban areas during this time period, where the mitti/ rice collected from Wards is similarly collected and poured into large Kalash.

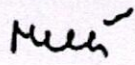
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- iii. 22<sup>nd</sup> – 27<sup>th</sup> October 2023: - At Capitals of States & Union Territories, following activities are to be undertaken –
- Amrit Kalash from all blocks of the State/UT will be collected at a designated place at the State capital.
  - A grand cultural event to be held in the presence of the Chief Minister, Deputy Chief Minister, Leader of Opposition, MPs at the State capital before sending Amrit Kalash for National level event at Delhi.
  - Arrangements to be made for special trains for the volunteers who will carry these Amrit Kalash for the National Level Event at New Delhi. These trains will be welcomed by the volunteers in a befitting manner at main railway stations to promote Jan Bhagidari.
- iv. 28<sup>th</sup> – 30<sup>th</sup> October 2023: - At National level, following activities will take place at New Delhi –
- The Amrit Kalash from different corners of the country will be carried and transported by the volunteers to New Delhi.
  - Traditionally dressed volunteers celebrating 75 years of freedom will march on the Kartavya Path with Amrit Kalash with them.
  - The mitti from these Amrit Kalash will be used in the Amrit Vatika created at Delhi in honour of our great bravehearts.
  - A memorial dedicated to the memory of the people who sacrificed their lives for the country will be established near the Kartavya Path.
3. It is requested that all State/UTs may initiate these programmes, as per the above guidelines, and ensure the successful implementation of the Amrit Kalash Yatras.

With regards,

Yours sincerely,

  
(Govind Mohan)  
Secretary  
Ministry of Culture

  
(Meeta Rajivlochan)  
Secretary  
Department of Youth Affairs

Dr. Sukhbir Singh Sandhu,  
Chief Secretary,  
Government of Uttarakhand,  
Dehradun