



स्वातंत्र्याचा अमृत महोत्सव



प्रो. (डॉ.) सदानंद भोसले
एम्.ए., पीएच्.डी.
संचालक (अतिरिक्त कार्यभार)

सावित्रीबाई फुले पुणे विद्यापीठ

(पूर्वीचे पुणे विद्यापीठ)

राष्ट्रीय सेवा योजना

गणेशखिंड, पुणे - ४११ ००७



कार्यालय क्र. : ०२०-२५६२२६८८/८९
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संदर्भ : रासेयो/२०२३-२४/१२६

दि. ०२/०६/२०२३

प्रति,
मा.प्राचार्य/संचालक,
रासेयो संलग्नित सर्व महाविद्यालये परिसंस्था,
पुणे, अहमदनगर व नाशिक जिल्हा,
सावित्रीबाई फुले पुणे विद्यापीठ.

विषय : “आजादी का अमृत महोत्सव” अतर्गत “मेरी माटी मेरा देश अभियान” राबविण्याबाबत

महोदय,

मा. क्षेत्रीय संचालक, क्षेत्रीय संचालनालय, युवा व क्रीडा खेल मंत्रालय, भारत सरकार, पुणे यांच्या पत्रानुसार “आजादी का अमृत महोत्सव” अतर्गत “मेरी माटी मेरा देश अभियान” राबविण्यात यावे, असे निर्देशित करण्यात आले आहे. त्यानुसार आपल्या महाविद्यालयाच्या दत्तक गावामध्ये हे अभियान राबविण्यात यावे. या अभियानाकरिता आपल्या महाविद्यालयातील १० रासेयो स्वयंसेवकांची निवड करावी.

तसेच या अभियानाचे स्वरूप, नियमावलीकरिता सोबतच्या पत्राचे अवलोकन करावे. सदर १० स्वयंसेवकांची माहिती <https://forms.gle/CmWgcMAViAQrEjBA8> या गुगल फॉर्म मध्ये दि. ०६ जून २०२३ पर्यंत कळवावी. कळावे, ही विनंती.

संचालक
राष्ट्रीय सेवा योजना

अधिक माहितीकरिता : मा. क्षेत्रीय संचालक, क्षेत्रीय संचालनालय, युवा व क्रीडा खेल मंत्रालय, भारत सरकार, पुणे यांचे पत्र

भारत सरकार
युवा कार्य एवं खेल मंत्रालय
रा.स.यो. क्षेत्रीय निदेशालय, पुणे
(महाराष्ट्र एवं गोवा)



Government of India
Ministry of Youth Affairs & Sports
Regional Directorate of NSS, Pune
(Maharashtra & Goa)

F.No. 29/1/NSS/RD-Pune/2023-24/MMMD/ 47-104

19-05-2023

To

The NSS Program Coordinator of
Maharashtra & Goa States.

URGENT / by e-mail

Sub : Azadi Ka Amrut Mahotsav – Special Campaign 'Meri Mati Mera Desh' – Participation of NSS Volunteers – reg.

Sir / Madam,

I am to refer to Hon'ble Secretary's (Youth Affairs) directions in the National meeting and to the Directorate of NSS, New Delhi letter No. 32-1/NSS/DTE/2023 dated 18th May, 2023 on the subject and to state that both Nehru Yuva Kendra Sangathan and National Service Scheme under Ministry of Youth Affairs & Sports organizing a Special Campaign '**Meri Mati Mera Desh**' which starts at each Panchayat in 26th May and culminates at National level on 9th August, 2023.

In this regard, you are requested to direct all your NSS Program Officers to select 10 NSS Volunteers at all Panchayats from the Colleges/Hr.Sec.Schools located in nearby Panchayats/Blocks under your University jurisdiction and submit their details viz name, mobile number, Institution name etc. to the concerned District Youth Officer, Nehru Yuva Kendra Office located at each district, **latest by 22nd May, 2023** for participation in this prestigious campaign which will be launched on 26th May. Please find attached (1) Booklet on MMMD including 75 days Countdown Schedule (page #10), (2) Constitution of various Organising Committees and (3) Directorate's letter referred above.

Further, a consolidated list of Volunteers at your University level shall be submitted to this office for onward submission to the Ministry. Few photos from the spot during program may kindly be sent to this office for uploading in the Ministry's Social Media.

Your kind cooperation and immediate action in this regard will be highly appreciated.

Yours faithfully,

Encl : As above.


(**D. CARTHIGUEANE**)
Regional Director-NSS

Copy to :

1. The Director, NSS, Directorate of NSS, New Delhi-1 – for kind information.
2. The State Director, NYKS, Mumbai – for kind information.
3. The State NSS Officer for Maharashtra, Mumbai.
4. The Director, Directorate of Sports & Youth Affairs, Goa.



MERI MATI MERA DESH

Together towards Amrit kaal with Yuva Shakti

ABSTRACT

Draft of Brief Proposal on Meri Mati Mera Desh Campaign cum Mega Event

NEHRU YUVA KENDRA SANGATHAN

Department of Youth Affairs Ministry of
Youth Affairs & Sports, Government of India

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BACKGROUND

The nation has completed 75 years of its Independence and is all set to march towards Amrit Kaal in the spirit of PanchPran.

In order to mark the beginning of a new era, a nationwide campaign on remembering Unsung Heroes of Freedom Struggle and Martyrs in the National Cause as well as preparing

the masses for Amrit kaal by sensitising them on PanchPran of the Hon'ble Prime Minister, the program of Meri Mati MeraDesh is proposed.

This National Level Campaign covering every Gram Panchayat of the country shall be topped with a Mega Event proposed to be held at New Delhi in August involving participation of 75,000 youths from across the country.

The festive atmosphere of positivity, patriotism, gratitude towards freedom fighters and martyrs will motivate the youth population of the country to take the oath of PanchPran to channelize their Yuva Shakti during Amrit Kaal towards the vision India@ 2047- as Jagatguru.

PROGRAM COMPONENTS

The core activities under the proposed program consists of two components:

1. Campaign across all the districts of the country

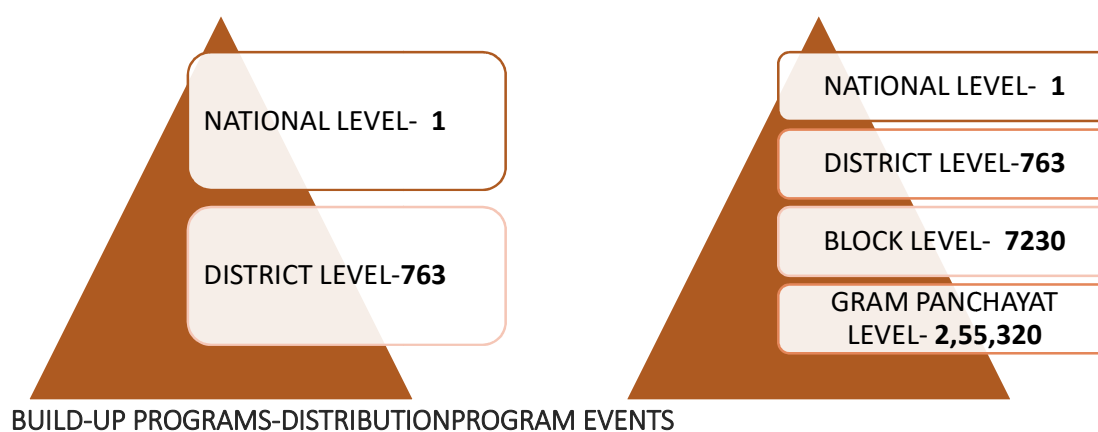
- Soil & Water Collection from Gram Panchayats
- Awareness on Amrit Kaal
- Collation of Soil & Water at Block and District Levels
- Remembering Unsung Heroes and Martyrs of the locality
- Adoption of PanchPran Pledge
- National Website cum Dashboard documenting the campaign

2. Mega Event during 8th and 9th August

- Creation of statue of Swami Vivekananda at Delhi with representative soil& water samples from across the country.
- EktaUdyan at Kartavya Path, Delhi to mark the commencement of Amrit Kaalon 8th August, 2023.
- Simultaneous creation of EktaPrateekUdyans across all districts, blocks and Gram Panchayats of the country on 8th August 2023.
- Mega rally of 75000 youth at Delhi to celebrate commencement of Amrit Kaal.
- Uniform mobilization pattern suggested for mobilization of 75,000 youth.
 - 60000 Youth- from NCR region
 - 15000 Youth- from 7230 blocks of the country

OVERVIEW OF THE PROGRAM

BUILD-UP	PROGRAM	POST-PROGRAM
<ul style="list-style-type: none"> • Announcement of Program- PM • Press Conference & Launch • Kit Distribution Functions <ul style="list-style-type: none"> • -National Level • -District Level • Committee Formations 	<ul style="list-style-type: none"> • Gram Panchayat Programs (<i>voluntarily</i>) • Block Programs • District Programs • Train Travel- Youth with Soil & Water • Delhi Event- Vivekananda Statue & Sapling Plantation -Ekta Udyaan 	<ul style="list-style-type: none"> • Reception & experience sharing at District & Villages • Local Media Coverage • Special Programs- Interviews AIR, DD, FM. • Social Media Coverage post event- on unsung heroes and Experience sharing.



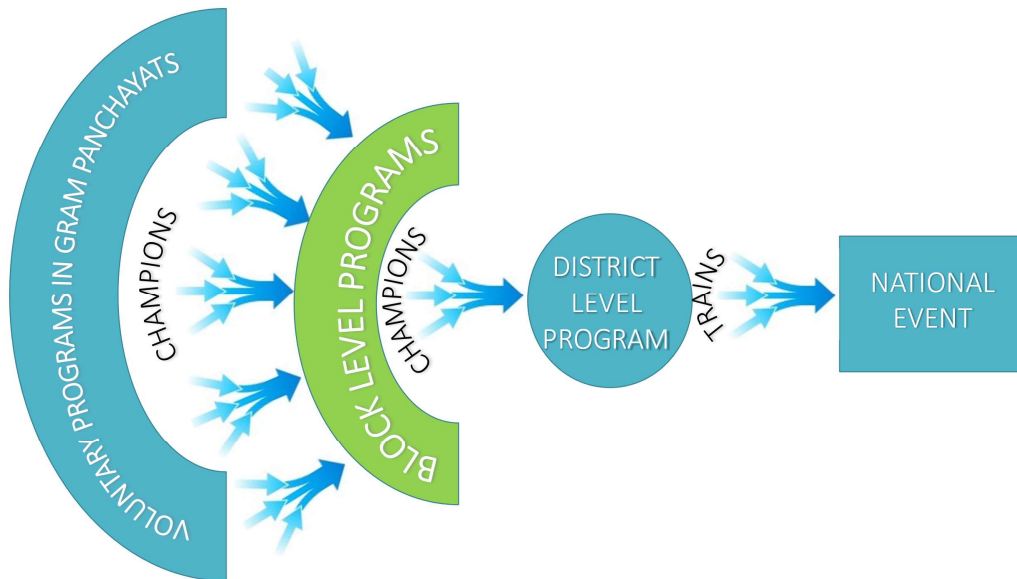
BUILD-UP PROGRAMS AT A GLANCE

- 1. Announcement of the program**
 - PM- Mann Ki Baat announcement
 - Social Media Announcement- Tweet, Instagram, Facebook etc by other Ministries, Youth Icons, Celebrities.
- 2. Press Release Launch**
 - Press Conference by Hon'ble Minister, YAS & Launch of Theme Song, Posters, Logo, Promo Video, Website etc.
 - Online registration by volunteers.
- 3. Committee Formation**
 - Constitution of National Level Steering Committee & executive Committee
 - Constitution of State Level Committee
 - Constitution of District Level Committee
- 4. Symbolic Distribution of soil and water collection Kits**
 - National Level from Delhi
 - District Level at District HQs.

PROGRAM SEQUENCE AND DETAILS

1. PROGRAMS UP TO DISTRICT LEVEL

Commissioning of containers and Bottles for soil & water collection by the DYO shall be done before the beginning of the program at the district level. Identification Of 2 Champions (NYVs, willing Youth Awardees, Award winning Club representatives etc.) per Block to collect soil & water from all Gram Panchayats of the Districts shall be done according to the local situation.



a. Gram Panchayat Level Program

- The Champions identified shall visit all the Gram Panchayat Offices and apprise the Pradhans on the program.
- Under the leadership of the Gram Panchayats Pradhans, site for collection of water and soil may be identified.
- A Gram Panchayat level meeting with the soil and water samples may be held where by the local heroes of freedom struggle, martyrs etc may be remembered along with the history of freedom struggle in the village.
- During the program oath on PanchPran will also be administered among the participants.

b. Block Level Program

- Representatives of all Gram Panchayats in the Block shall participate in the block level program, carrying with them samples of soil and water from their respective Panchayats.
- The soil & water brought from all the panchayat shall be collected and representative sample of the Block shall be handed over to the Champions during the function.
- The program shall have a session to share the stories of Unsung heroes of freedom struggle and martyrs from the block

- Sapling plantation using the left over soil samples may be undertaken in remembrance of the sacrifices made by the freedom fighters and martyrs.
- PanchPran Pledge shall be administered to the participants at the program.

c. District Level Program

- All the block level champions shall carry the soil and water samples from the blocks to the district program
- The soil & water brought from all the blocks shall be consolidated at district level program.
- From the mixed sample of the district, Plantation of Unity Tree shall be done to celebrate the unity in diversity of the country- preferably a plant that is native to the district/state tree of the state. (NYKS will coordinate with the District Administration/Forest Deptt. in this regard)
- PanchPran Pledge shall be administered to the participants at the program.

2. NATIONAL LEVEL EVENT-

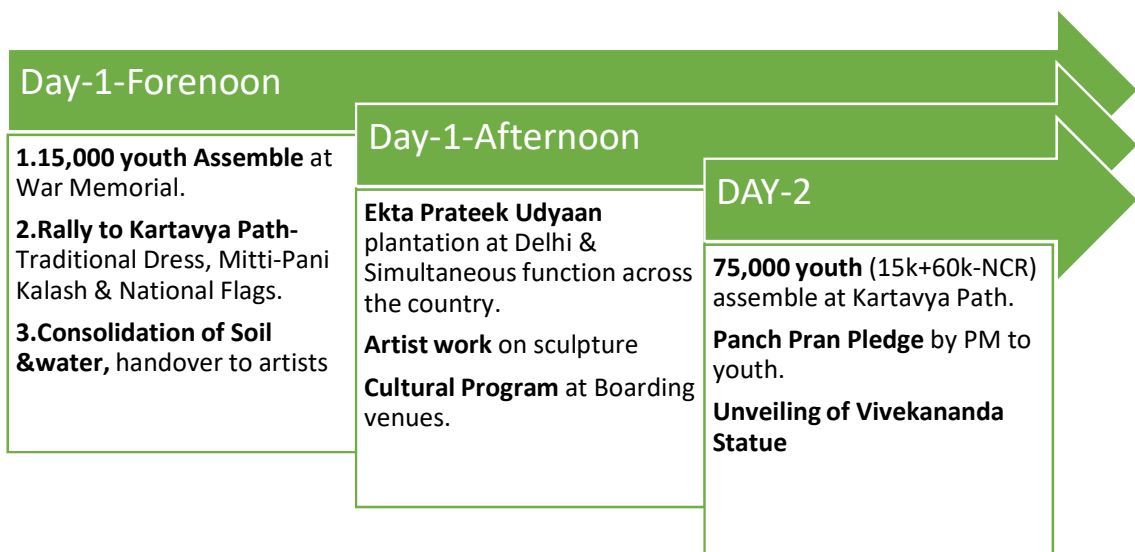
The national level event is proposed to be held during 8-9th August, 2023 with the participation of 75,000 youth participation. The split up of the same is illustrated below:

Mobilization plan – 60,000 from NCR Region

CONTINGENT DETAILS (Delhi & around) 9th Aug		
Name of State	No of Districts	Participation
Uttar Pradesh - A	25	21000
Delhi-A	9	12000
Rajasthan-A	6	6000
Haryana-A	19	18000
Madhya Pradesh-A	4	3000
Total	63	60000

Mobilization plan- 15,000 from all the blocks

CONTINGENT DETAILS (All of India) 8th & 9th Aug		
No Of Blocks	Number of Districts	Total Participation (~2 per block)
7230	763	15000



- Rally contingents to showcase traditional costumes-** Diversity up to the block levels may be captured
- Location. Area, type of plants and layout** of EktaPrateekUdyaanof 75 plants/saplings proposed to mark the commencement of Amrit Kaal.
- Artist and/or agency** for quick-set concrete sculpture may be identified, frame of sculpture of Vivekananda of 12ft (min.) proposed to be prepared in advance.Consolidated soil sample may be mixed into the sculpture mix.
- Creation of EktaPrateekUdyaan simultaneously across 763 district HQson 8th August.**

MASS INVOLVEMENT EXPECTED AT VARIOUS LEVELS

PROGRAM	ACTIVITIES	ENGAGEMENT
National Level- Handing over Kits	Audio-visual experience-theme-song, video	500
District Level Handing over Kits	Audio-visual experience-theme-song, video	100
Gram Panchayat- Collection	honour those who have contributed to the nation before and after independence, collection of mitti and pani	250* (10 NSS & 5 NYKS volunteers)
Block- Collection	Consolidation of samples, PanchPran Pledge, Veergatha& Unsung heroes of Freedom Struggle	2000*
District- Function	Consolidation of samples, Ektavriksh plantation, PanchPran Pledge, Sending off Champions to Delhi	1000*
National Mega Event	2 days program- Vivekananda Statue, Ekta Prateek Udyan, Rally followed by Oath taking ceremony	75000

NB: 1. No budgeting is done for Gram Panchayat Level Programs, participation of 15 (10 NSS +5 NYKS volunteers) is mandated, rest through local mobilization of participants and resources.

2. Budgeting is done for only 250 participants at Block level Program, the remaining participants may be mobilized by NSS, local bodies and through other stakeholders at the local level.

3. Similarly budgeting done only for 500 participants at the district level Program. Remaining participants may be mobilized by NSS units in the districts.

POST-PROGRAM ACTIVITIES

The following activities may be conducted for post program buzz and carrying the spirit of PanchPranand Amrit kaal to the grassroot level.

- Reception & experience sharing at District & Villages by the participants
- Local Media Coverage for the returnee participants.
- Special Programs- Interviews AIR, DD, FM with regards to experience at Delhi.
- Social Media Coverage post event- on PanchPran, unsung heroes and Experience sharing.
- Shramdaan and other voluntary activities under the leadership of returning Youth.

ORGANIZING COMMITTEES

Organization of the event may be handled by committees constituted at each level for close Coordination and planning of the program. The following committees are proposed:

- 1. National Level**
 - a. Steering Committee of Hon'ble Ministers
 - b. Executive Committee of Higher Officials
- 2. State Level**
- 3. District Level**
- 4. Block Level**
- 5. Gram Panchayat Level**

The proposed composition of committees is annexed as **Annexure-A**.

BRANDING

- Branding shall be done centrally to ensure uniformity of the events held across the country.
- The standardized branding for soil collection boxes and bottles for water collection shall be prepared and distributed in advance.
- Meri Mati MerDeshbranded T shirts and Kits to be provided to the 75,000 participants of the Delhi Event.

- **A dedicated website cum dashboard with details of all panchayats, soil & water sources and photographs on Meri Mati MeraDesh.**
- Materials including standardized Hon'ble PM photos, Hon'ble MoYAS photo, other participating Cabinet/Minister's photos, Standees design, entrance gates design, arches and banners shall be prepared for all distribution programs at Vigyan Bhavan and programs at district and block levels.
- Dedicated Music/Jingle for Meri Mati MerDesh shall be prepared with the support of Ministry of Culture.

MEDIA & PUBLICITY PLAN

- **Meri Mati MeraDesh:** Continuous social media activity through Live streaming of events, photo posts, Online polls, online short quizzes etc. for engagement maximum number of youths online to be ensured.
- **Formal Publicity:** Press Releases, pre and post Press Meet etc. shall be organized to ensure extensive Media publicity through TV Channels, Newspapers and Radio and regional media outlets for all programs including the local level programs.
- **Using the Hashtags-** #MeriMatiMeraDesh extensively in all social media activity.
- **Twitter posts by Participants** –All Participants of the Mega Program may be requested to post about Meri Mati MeraDesh with taglines such as “I am excited to participate in the Meri Mati MeraDesh Program”, selfies of participants in Delhi, and tag above mentioned Twitter accounts.
- **Pique interest with teaser posts** – All State Offices /District NYKs may create teaser posts about Meri Mati MeraDesh in form of short videos, creative, or short videos of local influencers with a message to youth to participate in the movement.
- **Buzz Creation**–District NYKs may involve local social media influencers, and public representatives to create buzz about the Meri Mati MeraDesh Program after its announcement.

75 DAYS COUNTDOWN: TENTATIVE SCHEDULE

DATES	DURATION	DETAILS
th 26 May, 2023	1 DAY	Launch of the Program: National Level Kit Distribution
th 5 June, 2023	1 DAY	Kit Distribution Event- District level
th st 6 June- 21 June, 2023	15 DAYS	Voluntary Program- Panchayat Level
nd nd 22 June- 22 July, 2023	30 DAYS	Block Level Programs-Consolidation
rd st 23 July- 1 August 2023	8 DAYS	District Level Programs- Events
th 8 August, 2023	1 DAY	Rally, Water &Mitti consolidation &EktaPrateekUdyaan- 15,000 youth
th 9 August, 2023	1 DAY	Pledge & Mega event- 75,000 youth

PARTNER MINISTRIES

1. **Ministry of Youth Affairs & Sports- Nodal ministry**
2. **Ministry of Information & Broadcasting- Branding, Promo Music, Buzz creation, IEC activity, program coverage**
3. **Ministry of Home Affairs- for general law & order and smooth conduct**
4. **Ministry of Panchayati Raj- to help in organizing Gram Panchayat functions**
5. **Ministry of Rural Development- to mobilize Self Help Groups for participation**
6. **Ministry of Forest, Environment and Climate Change- Sapling plantations & Ekta Prateek Udyan across the country.**
7. **Ministry of Railways- Travel and logistics for the participants**
8. **Ministry of Textiles- to help in organizing jute bags/potli for soil collection**
9. **Ministry of Education- Dissemination of Information & mobilization of volunteers**
10. **Ministry of External Affairs- International Outreach to Meri Mati MeraDesh**
11. **Ministry of Jal Shakti, Department of Drinking Water and Sanitation**
12. **Ministry of Health and Family Welfare**
13. **Ministry of Posts and Telecommunications**