

संजय कुमार, भा.प्र.से
सचिव

Sanjay Kumar, IAS
Secretary



सत्यमेव जयते

भारत सरकार
शिक्षा मंत्रालय
स्कूल शिक्षा और साक्षरता विभाग
Government of India
Ministry of Education
Department of School Education & Literacy



D.O. No. 02-02/2023-IS.14-Part(4)

13th September, 2023

Dear Colleagues,

This is in continuation of this Ministry's D.O. letter dated 3rd August, 2023 regarding the implementation of 'Meri Mati Mera Desh' campaign.

Meri Maati Mera Desh (MMMD) is the finale programme of Azadi Ka Amrit Mahotsav Commemoration. It envisages paying tributes to all those veers and viranganas who have made the supreme sacrifice for the country.

In the first phase of MMMD different events held across rural and urban India. These included following:

1. Construction of memorial plaques with names of locals bravehearts (2 lakh+ constructed already)
2. Felicitation of bravehearts and their families
3. Planting of saplings (2 crore+) and creation of 2lakh + local Amrit Vatikas.
4. Taking of Panch Pran pledges (about 4 crore uploads on MMMD website)
5. Singing of Rashtragaan and hoisting of National Flag at events held.

In the second phase of MMMD mitti is being collected from each household of India as a symbolic contribution and expression of people's participation towards the creation of an Amrit Vatika in Delhi. Where mitti is not available people can contribute a grain of rice. The Amrit Vatika along with an AKAM Memorial will be a lasting legacy and permanent reminder of the entire commemoration of Azadi Ka Amrit Mahotsav and the spirit of valour and sacrifice of our veers who made our freedom and progress a reality.

The overall timelines for this phase of the programme are as follows.

Starting Date	Ending Date	Activities
1 st September	30 th September	Mitti Collection at local level: Villages and Wards
1 st October	13 th October	Programmes at Blocks and Municipal Corporation, Municipalities, City Councils etc. Mitti from the villages/ wards is brought here to be mixed.
22 nd October	27 th October	Movement of Kalash from blocks & urban local bodies to the State Capital. Ceremonial send-off programmes.
28 th October	1 st November	Programme in Delhi

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Overall planning related to Amrit Kalash Yatras which includes dates, routes, logistical requirements, manufacturing and procuring of Kalash etc. are being coordinated by the respective District Collectors/ District Magistrates/ Deputy Commissioners. The DCs /DMs are also coordinating the events at block / Urban Local Body (ULB) levels in consultation with Panchayati Raj Institutions (PRIs), and other relevant stakeholders.

Select Central Government Ministries / Departments through their different entities have been mapped to all the districts of the country to augment and support efforts of the State under this campaign.

The details of Central Government Ministries / Departments, in terms of mapping of their entities to different districts of the country, is available at this link - <https://drive.google.com/drive/folders/1aIAJnaeKidfT8KEeN20hDqVIMCxm0Ta5>

Schools are advised to work with the State representatives and field level units of the Central Government Ministries / Departments to enhance their outreach efforts and ensure successful implementation.

2. In this context, it is requested to kindly note the following action points and timelines for implementation of Amrit Kalash Yatras:

A. 1st - 30th September 2023: - At school level, on any particular day during 1st to 30th September, following activities are to be undertaken:

- i. **Prabhat Pheries** to be organized by all schools (Government/ Aided/ Private/KVs/NVs) in their villages, defined by the catchment area.
 - a. Prabhat pheries to be conducted with National Flag, pictures of local veers, charts and printouts of Panch Pran Pledge, pictures of local shilaphalakam that may have been put up in your locality etc. National Flags may be purchased from local post offices.
 - b. During Prabhat Pheries, the participants to play Dhol, Nagadas & other musical instruments as per local traditions to create a festive atmosphere.
 - c. Patriotic songs to be sung and Mitti Anthem created by the Ministry of Culture to be played during Prabhat Pheries. Listen and download the Mitti Anthem from this link: <https://www.youtube.com/watch?v=IltUvtO32QQ>
 - d. Students will also disseminate information on rationale of Amrit Mahotsav, National and local heroes, contribution and sacrifice for attainment of independence during prabhat pheries.
 - e. The Prabhat Pheries may finally return back to school and/or converge at a nodal school wherein parents and community influencers and members will also be invited to participate and discuss about the importance of Meri Mati Mera Desh, Azadi Ka Amrit Utsav, Panch Pran, Bravehearts (Veers), etc., and felicitate the "Veers".
- ii. **Competitions** such as Essay Writing, Art & Rangoli Making, Patriotic Song Singing, Skits, Story Telling etc. specially focusing on patriotic themes and local veers to be conducted.

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- iii. **Messages from School Principals** on messaging groups on this campaign, theme, activities being undertaken by the schools etc.
- iv. **School Principals to invite local and regional media** to cover student initiatives being undertaken under this campaign.
- v. **Special Features in School Magazines** on Meri Maati Mera Desh to be written by students.
- vi. **Host a talk cum presentation** by the local District Collector/District Magistrate/ Panchayat Members and/or other Government Officials directly involved with the campaign in your region. Encourage students to hold a question answer session post the talk.
- vii. **Participate in local Amrit Kalash Yatras** being held by synergizing efforts with local representatives and joining existing yatras being held in your locality.
- viii. **Panch Pran Pledge:** During school assembly, students, community members and all the participants will take a solemn pledge covering Panch Pran of the Hon'ble Prime Minister, affirming their commitment to the country.
 - a. The pledge given below to be **translated into local languages** and administered.

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.
 - b. Pledge taking **selfies may be uploaded on yuva.gov.in**. In case students do not have phones in school they can go home and upload a selfie.
- ix. **Shilaphalakam:** A fundamental aspect of the program has been the 'Dedication of Shilaphalakam (memorial)', to express heartfelt gratitude to the brave hearts (Veers) who have made the supreme sacrifice. Shilaphalakams can be made part of the school programmes in the following way
 - a. Families of veers whose names are on local shilaphalakams may be invited to the school for felicitations.
 - b. Students can create their own tributes to veers whose names are on the shilaphalakam and few students along with a teacher or principal can visit a local veers' family and hand over the same.
 - c. Students may be taken to the spots where shilaphalakam has been erected and stories of valour and courage of veers shared.
 - d. In case there is an existing shilaphalakam in your school – floral tributes to be paid, skit prepared on the local veers whose names are part of the plaques, birth and death anniversaries of local veers commemorated etc.
- x. This a great opportunity to create awareness among the students and community regarding Azadi ka Amrit Mahotsav (AKAM) and the contributions of National and local heroes. Therefore, a proper Social Media Plan for wide scale dissemination may be prepared. The activities of Prabhat Pheri, Assembly, Pledge taking of Panch Pran, etc., may be shared through different media platforms i.e., official portal/websites, twitter (X) handle, Facebook, Instagram page, etc. The photo/videos may be shared with #MeriMaatiMeraDesh; #AmritKalashYatra.

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B. 1st – 13th October 2023: - At the Block level, following activities would to be undertaken:

- i. District Collectors/ District Magistrates are coordinating the events at block / Urban Local Body (ULB) levels in consultation with Panchayati Raj Institutions (PRIs), and other relevant stakeholders.
- ii. Teachers and students to participate in these programs via cultural programs, patriotic singing, support in stage decoration, anchoring, audience management etc. in the spirit of jan bhagidari and collaboration.
- iii. Local Youth Volunteers from NYKS may be contacted to establish synergies. **List enclosed.**
- iv. **It is suggested that the nodal school or the bigger schools can reach out to the local administration and offer the school playground, auditorium, hall etc. as the official venue for the local programme to be held at the block/urban local body where mitti from different kalash is to be mixed. This way the outreach programme being held in the school can become the official event for that locality.**

C. 22nd - 27th October 2023 (Activities at Capitals of States & Union Territories):

- I. All the kalash from the blocks and local urban bodies will be brought to the capital of the State/ UT and a ceremonial sendoff programme is planned to be organized by the local administration.
- II. Programmes are expected to be led by Hon'ble Chief Minister, H.E. the Governor/Lt. Governor and/or other dignitaries as deemed fit.
- III. Education department of states/UTs may ensure participation in those activities at state/UT level via support and participation in cultural programmes, stage decoration, patriotic singing, invite & poster design, audience management and large presence of students and teachers.
- IV. Approximately 3-4 people from each block / local urban body in the State/UT are expected to travel to Delhi for the National Programme. Schools may reach out to local authorities in each block/ urban body to ensure representation of few teachers and students as part of the overall contingent for the State coming to Delhi

3. Further, to ensure smooth implementation of the programme, it is requested to nominate a nodal officer and the details (Name, Mobile, Email ID) may be shared at is14moe@gmail.com. A Google tracker has been created for this purpose which would need to be updated on a daily basis. The link is as follow:

https://docs.google.com/spreadsheets/d/13bjaZ3xgzsz_xcqQw8F62JVKhOcvdSd3R5DRYyETNc/edit?usp=sharing

4. For smooth effective implementation of the programme, necessary coordination by state/UT education department may be done with the Ministry of Culture and the Department of Youth Affairs. A copy of the letter (Issued jointly by Ministry of Culture & Dept. of Youth Affairs) shared with all States/UTs with the detailed guidelines is enclosed.

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5. I look forward to your support and cooperation for the successful implementation of the Amrit Kalash Programme.

Respectfully

Yours sincerely

Encls: As above

13/9/2023
(Sanjay Kumar)

To

The ACS/Principal Secretary/Secretary (School Education) of all States/UTs

List of Regional Directors in NYKS (as on 13-09-2023)

Sl. No.	State	Place of posting	Directors	Contact No.	Office Landline No.	Email ID	Remarks
1	Assam	Guwahati (S D Office) (PAO)	Inkhuanguang	9435555950 6002143480	0361-2332987	rdnyksghy2021@gmail.com	SD of Arunachal Pradesh Holding additional charge of Assam RD
2	Delhi	Alipur (S D Office) (PAO)	Ruchitra Narayan Tyagi	8839586413	011-27204804	rdofficealipurdelhi@gmail.com	SD of Uttarakhand, Holding additional charge of RD- Alipur
3	Karnataka	Bangalore (S D Office) (PAO)	M N Nataraj	9480000000	080-23118454	rdnyksblr@gmail.com	SD of Karnataka Holding additional charge of Karnataka RD
4	Odisha	Bhubaneswar (S D Office)	Honey Sinha (OSD)	9471315175	0674-2555982 0674-2558313 0674-2558352	rdnyksbbsr2021@gmail.com	SD of Jharkhand Holding additional charge of RD Odisha
5	Rajasthan	Jaipur (S D Office)	Bhuwanesh Jain	9414493920	0141-2232665 0141-2232147	sdnyksrajasthan@gmail.com	Director of Hqtrs Holding addl chrg of RD Rajasthan
6	Uttar Pradesh	Lucknow (S D Office)	Srikant Pandey	7999466182	0522-3586773	rdnykslkoup2021@gmail.com	SD of Chhattisgarh Holding additional charge of UP RD

List of State Directors in NYKS (as on 13-09-2023)

Sl. No.	State	Place of posting	State Directors	Contact No.	Email ID	Remarks
1	Andhra Pradesh	Guntur (S D Office)	A R Vijaya Rao	9440591696	sdnyksap@gmail.com	State Director (i/c) of Telangana, Holding additional charge of Andhra Pradesh
2	Arunachal Pradesh	Itanagar (S D Office)	Inkhuanguang	943555950 6002143480	zonyksitanagar@gmail.com	
3	Assam	Guwahati (S D Office)	Inkhuanguang	9470644855 9366014495	zdneyksguwahati@gmail.com	SD of Arunachal Pradesh, Holding additional charge of SD- Assam
4	Bihar	Patna (S D Office)	Ansuman Prasad Das	9437505290	sdnyksbihar@gmail.com nyks_2006@yahoo.co.in	
5	Chhattisgarh	Raipur (S D Office)	Srikant Pandey	7999466182	nyks_raipur2262674@yahoo.com	
6	Delhi	Alipur (S D Office)	Ruchitra Narayan Tyagi	8839586413	sdnyksdelhi@gmail.com	SD of Uttarakhand, Holding additional charge of SD- Alipur
7	Gujarat	Gandhi Nagar (S D Office)	Manisha J Shah Ms	9825297089	nykswz@gmail.com	
8	Haryana	Gurugram (Haryana)	Krishan Lal (SD i/c)	9810548945	nyksharyana@gmail.com	DD of NYK-Gurugram holding additional charge of SD (i/c)- Haryana
9	Himachal Pradesh	Shimla (S D Office)	Ira Prabhat (SD i/c)	9418818512	zdneykshp@gmail.com	
10	Jammu & Kashmir	Jammu (S D Office)	Nisar Ahmed Bhutt (SD i/c)	7006638390	sd.jk.nyks@gmail.com	DD of NYK-Jammu, Holding additional charge of SD (i/c)- J&K
11	Jharkhand	Ranchi (S D Office)	Honey Sinha	9471315175	zdneyksjhar@gmail.com	

12	Karnataka	Bangalore (S D Office)	M N Nataraj	9480392655	sdnykskar@gmail.com	
13	Kerala	Trivandrum (S D Office)	Anil Kumar M (SD i/c)	9447632362	keralazone2013@gmail.com	
14	Madhya Pradesh	Bhopal	Surendra Kumar Shukla Dr (SD i/c)	9425009194	zdnyks.bhopal@yahoo.com	
15	Maharashtra	Mumbai (S D Office)	Prakash Kumar Manure	9425042477	zdnyksmaha@gmail.com	
16	Manipur	Imphal (S D Office)	Atul J Nikam	9422242269	zdstatemanipur16@gmail.com	State Director of Meghalaya, Holding additional charge of Manipur
17	Meghalaya	Shillong (S D Office)	Atul J Nikam	9422242269	sdnyksmeghalaya@gmail.com	
18	Mizoram	Aizawl (S D Office)	Atul J Nikam	9422242269	zdnyksmzm@gmail.com	State Director of Meghalaya, Holding additional charge of Mizoram
19	Nagaland	Kohima (S D Office)	Inkhuanguang	9435555950 6002143480	zd_nyksngld@yahoo.com	State Director of Arunachal Pradesh, Holding additional charge of Nagaland
20	Odisha	Bhubaneswar (S D Office)	Honey Sinha	9471315175	zdnyksbhu@gmail.com	State Director of Jharkhand, Holding additional charge of Odisha
21	Punjab	Mohali (S D Office)	Paramjit Singh	9855111034	zdpzcchd@gmail.com	DD of NYK-SAS Nagar, Punjab, Holding additional charge of SD-Punjab
22	Rajasthan	Jaipur (S D Office)	Mahendra Singh	9460122545	sdnyksrajasthan@gmail.com	DD of NYK- Jaipur, Holding additional charge of SD-Rajasthan
23	Sikkim	Gangtok (S D Office)	Dr Kavita Shrivastava (SD i/c)	9382251056 8130706699	sdsikkimnyks2022@gmail.com	

24	Tamil Nadu	Chennai (S D Office)	Kunhammed K	9155199179	zdneyksch@hotmail.com sdneykstn@gmail.com kunhammednest@yahoo.in	
25	Telangana	Hyderabad (S D Office)	A R Vijaya Rao (SD i/c)	9440591696	sdneykstelangana29@gmail.com	
26	Tripura	Agartala (S D Office)	Jaba Chakraborty Mrs	9774449762	sdneykstripura2019@gmail.com	
27	Uttar Pradesh	Lucknow (S D Office)	Srikant Pandey	7999466182	sdneyksuttarpradesh@gmail.com	SD of Chhattisgarh Holding additional charge of UP State Director
28	Uttarakhand	Dehradun (S D Office)	Ruchitra Narayan Tyagi	8839586413	sdneyksuttrakhand@gmail.com	
29	West Bengal	Calcutta (South) S D Office	Rajib Majumdar	9907676145/ 9903907793	zdneykskol@yahoo.co.in sdneykswb@gmail.com sdneykswb@yahoo.com	DD of NYK- Uttar Dinajpur, Holding additional charge of SD- West Bengal