

Meri Maati Mera Desh

Mitti Ko Naman, Veeron Ka Vandan

*A nationwide people led 'Jan Bhagidaari' initiative to commemorate
75 years of independence*

(Ministry of Culture)

November 3, 2023

"The 'Meri Maati-Mera Desh' campaign is going to further strengthen our spirit of unity and integrity. I am confident that under this, the soil collected from across the country will create such a nectar garden by which One India will realize the vision of 'Shrestha Bharat'. Let us ensure our active participation in this 'Amrit Kalash Yatra'."

-Prime Minister Narendra Modi

Art and Culture form an important part of India's rich and diverse heritage. Speaking on the rich heritage of India in the 103rd episode of Mann ki Baat, the Prime Minister announced '**Meri Maati Mera Desh**' campaign. The campaign, launched on August 9, 2023, is the culmination of Azadi ka Amrit Mahotsav.¹ It is a tribute to those who have made the supreme sacrifice for the country.

Meri Maati Mera Desh has envisioned a unified celebration of India's soil and valour, commemorating the nation's journey of freedom and progress. By connecting with the land and honouring our heroes, this campaign instils a sense of national pride and inspires the future generations to protect India's cherished heritage.²



¹ <https://www.pib.gov.in/PressReleaseDetail.aspx?PRID=1944779>

² <https://amritmahotsav.nic.in/meri-maati-mera-desh-hi.htm>

Events under 'Meri Maati Mera Desh' Campaign

The campaign consists of many activities and ceremonies that have been conducted across the country at Panchayat/Village, Block, Urban Local Body, State and National level:³

Dedication of *Shilaphalakam* (Memorial)

A fundamental aspect of the program has been to express heartfelt gratitude to all the bravehearts (*Veer* and *Veeranganayen*) who have made the supreme sacrifice. On the *Shilaphalakam*, names of the bravehearts have been inscribed. These names include freedom fighters, Defence personnel, personnel of Central Armed Police Forces and the State Police who laid down their lives in the line of duty. *Shilaphalakam* have been erected locally within Panchayats/Villages as well as urban sites— near Amrit Sarovars or local schools or other prominent locations.



'Panch Pran' Pledge

At the memorial sites, people took a solemn pledge covering *Panch Pran* of the Prime Minister, affirming their commitment to the country. The pledge is given below:

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

³ <https://amritmahotsav.nic.in/meri-maati-mera-desh-hi.htm>



During the ceremony, people were encouraged to either individually or collectively take a selfie while taking the pledge with soil or *mitti ka diya* in the hand and upload it to the dedicated website <https://yuva.gov.in>



Vasudha Vandhan

Panchayats/villages/urban local bodies replenished Mother Earth by planting 75 saplings of indigenous species and develop the '*Amrit Vatika*'.



Veeron Ka Vandan

Felicitation ceremonies were held for honouring the freedom fighters and the families of deceased freedom fighters. These ceremonies also honoured the retired personnel from Defence, CAPF and the State Police as well as the families of the bravehearts from these forces who have sacrificed their lives in the line of duty. Felicitation has been done as per the local traditions and customs.



Rashtragaan

Hoisting of the National Flag and singing of Rashtragaan was undertaken at the sites.



Amrit Kalash Yatra

Youth volunteers and other people from all corners of the country collected *Mitti* from Panchayats/Villages and brought it to the Block level. Similarly, *Mitti* collected from smaller urban bodies was brought to larger Municipalities/urban local bodies. Subsequently, *Mitti Kalash* having the soil from the Panchayats/Villages/urban areas, has been brought to the National Capital.



Phases of 'Meri Maati Mera Desh' Campaign



Phase – 1 | August 9, 2023 – August 15, 2023⁴

Meri Maati Mera Desh campaign has proven to be a phenomenal success with widespread reach and enormous public participation.

- More than **2.33 lakh Shilaphalakam** have been built across 36 States/UTs
- Almost **4 crore Panch Pran pledge selfies** have been uploaded on website
- **2 Lakh+ Braveheart felicitation programmes** have been organized across the country
- Under the Vasudha Vandan theme, more than **2.36 crore indigenous saplings** have been planted and **2.63 lakh Amrit Vatika have been** created



Phase – 2 | September 1, 2023 – October 30, 2023⁵

1st September, 2023 marked the start of the 2nd phase of *Meri Maati Mera Desh* campaign with *Amrit Kalash Yatra* held across the country. As a pan India outreach campaign, its aim was to touch every household of the country. *Mitti* and rice grains were collected from over 6 lakh villages in rural areas and from wards in urban areas

⁴ <https://pib.gov.in/PressReleaseIframePage.aspx?PRID=1957573>

⁵ <https://pib.gov.in/PressReleaseIframePage.aspx?PRID=1957573>

across India. In rural regions, it has been combined at the block level to create block-level *kalash*. After a ceremonial send-off from the State capital, these *kalash* have been brought to Delhi for the National Programme. In urban areas, *mitti* has been being collected from wards and brought to larger urban local bodies for mixing and transportation to Delhi through the State capital.

It is expected that more than 8500 *kalash* will arrive in Delhi by the end of October for the final program. The soil collected from all corners of India will be placed in the *Amrit Vatika* and *Amrit Memorial*, creating a legacy to commemorate the *Azadi Ka Amrit Mahotsav*.

Union Home Minister and Minister of Cooperation, Shri Amit Shah, launched the Amrit Kalash Yatra as part of the 'Meri Maati Mera Desh' campaign in New Delhi on 1st September 2023, celebrating India's 75 years of Independence.



Phase – 3 | October 30-31, 2023⁶

The finale event of 'Meri Mati Mera Desh' Campaign saw vibrant participation from all 36 States and Union Territories of the nation, embodying the true spirit of ***Ek Bharat Shrestha Bharat***. Over 25,000 Amrit Kalash Yatri from 7000 blocks of 766 districts of the country marched on Kartavya Path/Vijay Chowk with songs of patriotism and beautifully choreographed cultural dance presentations. Representatives from every State and Union territory poured soil and rice from their State/UT Amrit Kalash into one giant Amrit Kalash embodying the unity in plurality of our great nation.⁷



⁶ <https://pib.gov.in/PressReleaseIframePage.aspx?PRID=1968332>

⁷ <https://www.pib.gov.in/PressReleaseDetail.aspx?PRID=1973104>

The Prime Minister, Shri Narendra Modi also participated in the programme marking the culmination of *Meri Maati Mera Desh* campaign's *Amrit Kalash Yatra* at Kartavya Path in New Delhi. The programme also marked the closing ceremony of *Azadi Ka Amrit Mahotsav*. During the program, the Prime Minister laid the foundation stone of *Amrit Vatika* and *Amrit Mahotsav Memorial* and launched '**Mera Yuva Bharat**' - **MY Bharat** platform for youth of the country.

Shri Modi also presented the *Azadi Ka Amrit Mahotsav Awards* to the top 3 performing States or Union Territories as well as Ministries or Departments. The top 3 performing states or union territories are Jammu and Kashmir, Gujarat and Haryana and Rajasthan for the joint third position, while the top 3 performing ministries are Ministry of External Affairs, Ministry of Defence, and Ministry of Railways and Ministry of Education for the joint third position.⁸



This remarkable journey of honouring the soil of our motherland and the valour of its bravehearts with the involvement of millions of citizens, has ignited a deep sense of national pride. As the campaign advanced through its phases with its conclusion in a grand celebration at Kartavya Path, it promises to leave an enduring legacy that will continue to inspire generations, forging a profound connection between the people and the cherished essence of the nation's history and diversity.

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⁸ <https://www.pib.gov.in/PressReleaseDetail.aspx?PRID=1973478>

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