

**‘Meri Mati Mera Desh’ campaign culminates on the National Unity Day  
Kartavya Path resonates with spirit of Ek Bharat Shreshth Bharat**

The ‘Meri Mati Mera Desh’ campaign, which ranks among the largest Jan Bhagidari initiatives, culminated at New Delhi’s Kartavya Path, with volunteers pouring ‘mati’ or soil brought from across India into the Amrit Kalash, amidst grand cultural extravaganza. The event also marked the conclusion of Azadi Ka Amrit Mahotsav.

More than 20,000 volunteers from 7,000 blocks who had brought the soil and rice collected from over 6 lakh villages of India, congregated in New Delhi for the two day Grand Finale on October 30 and 31. Kartavya Path resonated with the spirit of Ek Bharat Shreshth Bharat, as participants, many of them dressed in traditional robes of their respective states, marched along with Kalash in hand.

**Meri Maati Mera Desh Campaign**

Meri Maati Mera Desh campaign is a tribute to the Veers and Veeranganas (bravehearts) who have made the supreme sacrifice for the country. The campaign, which was launched on the August Kranti Divas on August 9, 2023, included various activities like dedication of Shilaphalakams with names of bravehearts inscribed. They included freedom fighters, defence personnel, personnel of the Central Armed Police Forces and State Police, who laid down their lives in the line of duty. Other activities included taking the Pledge of Panch Pran, building Amrit Vatikas by planting saplings of indigenous species and felicitation and honouring of freedom fighters and the families of deceased freedom fighters (Veeron ka Vandan), among others.

The campaign became a mass movement with over 2.3 lakh Shilaphalakams built in 36 States/UTs; nearly 4 crore Panch Pran pledge selfies uploaded; 2 Lakh plus ‘Veeron ka Vandan’ programs nationwide; more than 2.36 crore indigenous saplings planted; and 2.63 lakh Amrit Vatikas created under the Vasudha Vandan theme across the country.

In the spirit of Jan Bhagidari, many activities and ceremonies were conducted across the country at Panchayat/Village, Block, Urban Local Body, State and National levels.

‘Meri Maati Mera Desh’ campaign also included the Amrit Kalash Yatra, which has brought the soil from across India to the national capital.

The **Amrit Vatika** in New Delhi will be built near the National War Memorial with the soil collected from every part of the country.

*Some Images (High resolution images are available at [www.pib.gov.in](http://www.pib.gov.in) Photo Gallery)*

