

Fwd: My Soil, My Country Campaign (मेरी माटी, मेरा देश अभियान) Mobilization of NSS Volunteers at every Bock level and Panchyat Under your Districts-reg

Directortias <directortias@tecnia.in>

Sat, May 20, 2023 at 5:55 PM

To: Nss Tecnia <Nss@tecnia.in>, Dean Academics <deanacademics@tecnia.in>, TIAS-Website <tecniawebsite@tecnia.in>, Fit India Youth Club <Fitindia youth@tecnia.in>, Ruchi Srivastava <tiasevent@rediffmail.com>

----- Forwarded message -----

From: **GGSIU NSS Cell** <nsscell@ipu.ac.in>

Date: Sat, May 20, 2023 at 5:53 PM

Subject: Fwd: My Soil, My Country Campaign (मेरी माटी, मेरा देश अभियान) Mobilization of NSS Volunteers at every Bock level and Panchyat Under your Districts-reg

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Dear Sir/Madam,

Kindly find the attachment with a request to kindly take appropriate action at your end and submit the desired information to us without failure.

Kindly do it on a priority basis, On monday, compile data of nominated nss volunteers will be shared with NSSRD.

With Warm Regards,

Prof. Varun Joshi

NSS Program Coordinator,

Professor, USEM

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Date: Fri, May 19, 2023 at 6:53 PM

Subject: My Soil, My Country Campaign (मेरी माटी, मेरा देश अभियान) Mobilization of NSS Volunteers at every Bock level and Panchyat Under your Districts-reg

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Sir/Madam

Kindly find the attachment with a request to kindly take appropriate action at your end and submit the desired information to us without failure.

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With best regards---

(जैंगजिलॉग / Jangjilong)

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4 attachments

 मेरी माटी, मेरा देश अभियान.docx
17K

 _Meri Mati Mera Desh abhiyaan_ Data collection format.xlsx
60K

 13th May-MERI MATI MERA DESH.docx
1634K



Annexure-A Committee Constitution.docx
28K

MERI MATI MERA DESH

Formation of Organizing Committees at various levels:

i. National Level Steering Committee

- Hon'ble Home Minister- Chairperson
- Hon'ble Minister, Youth Affairs & Sports, Member Secretary
- Hon'ble Minister, Panchayati Raj
- Hon'ble Minister, Rural Development
- Hon'ble Minister, Culture
- Hon'ble Minister, Forest, Environment and Climate Change
- Hon'ble Minister, Railways
- Hon'ble Minister, Education
- Hon'ble Minister, Education

ii. National Level Executive Committee:

- Secretary, Home Affairs - Chairperson
- Secretary, Urban Development- Member
- Secretary, Rural Development-Member
- Secretary, Panchayati Raj
- Secretary, Forest
- Secretary, Sports
- Secretary, Youth Affairs- Members Secretary
- Director General, NYKS
- Police Commissioner of Delhi

Note: In addition, **five members** maybe nominated by Hon'ble Minister, Youth Affairs & Sports.

iii. State Level Organizing Committee:

- Chief Secretary – Chairperson
- Director (Youth Affairs and Sports)- Member
- Director-Language and Culture- Member
- Director- Public Relation-Member
- Director-Health and Family Welfare-Member
- Director-Panchyati Raj-Member
- Representatives of State Level NGOs- Member
- Professional Groups –Member
- State Director, NYKS as Member -Secretary

iv. District Level Organizing Committee:

Ex-officio Members

- Deputy Commissioner/DM – Chairperson
- District Youth Officer as Member -Secretary.
- District Public Relation Officer-Member
- District Forest Officer-Member
- NSS Program Coordinator

Non Official Members (any five , list below indicative)

- Members from Zila Parishad- Member
- Representatives of Professional Groups- Members
- Representatives of NGOs, Community Based Organizations and civil societies i.e. Rotary Club, Lion's Club, VyaparMandals, SHGs, Farmer Producer Organisations- Member

v. Block Level Organizing Committee:

- Block Development Officer – Chairperson
- Secretary of Block Level Panchyat - Member
- Inspector, Cooperative Societies-Member
- NSS Program Officer
- National Youth Volunteers of NYKS as Member Secretary.

Non Official Members (any five, list below indicative)

- Representatives of CBOs,- Member
- NSS Volunteers- Member
- Ex- Youth Volunteer of NYKS-Member
- President, Sports/ Cultural Clubs-Member
- Representatives of NGOs as members and

vi. Panchayat Level Organizing Committee:

- Panchyat Pradhan/Sarpanch/Mukhia – Chairperson
- Secretary, Gram Panchayat
- Chairperson, Panchayat Standing committee on Youth
- Ward Member- Member
- President of Youth Clubs - Member Secretary.

Non Official Members (any five, list below indicative)

- President Mahila Mandal- Member
- NSS Volunteer- Member
- President of SHG- Members,
- Anganwari Worker- Member
- President, Parent Teachers Association-Member
- Panchyat Level Opinion Makers (retired Teacher/retd. Army Man)- Member

vii. Formation of Various National Level Committee:

- Registration Committee- arrival and registration of participants.
- Reception Counters-at Railway and Bus Stands
- Accommodation Committee
- Food Committee
- Transport Committee
- Programme Committee- Briefing of participants
- VIP Protocol Committee
- Finance and Resource Mobilization Committee
- HealthCommittee
- Parade Committee-
- Exhibition/Stall Committee
- Other Committee as and when required



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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 Panch Pran.

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 Panch Pran of the Hon'ble Prime Minister, the program of Meri Mati Mera Desh 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 Panch Pran 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

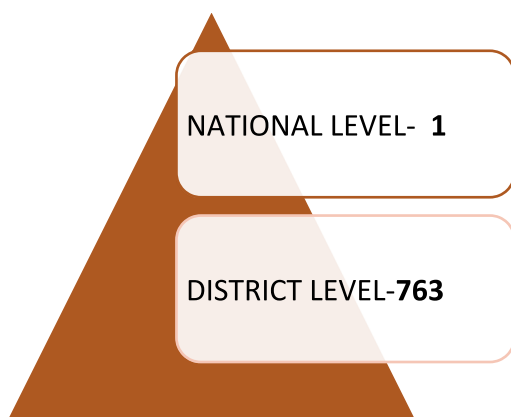
- Soil & Water Collection from Gram Panchayats
- Awareness on Amrit Kaal
- Collation of Soil & Water at Block and District Levels
- Remembering Unsung Heroes and Martyrs of the locality
- Adoption of Panch Pran Pledge
- National Website cum Dashboard documenting the campaign

2. Mega Event during 8th and 9th August

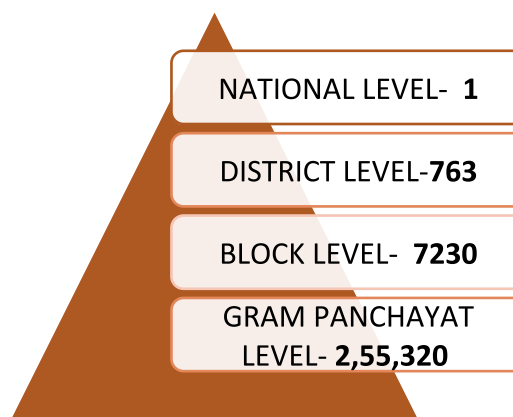
- Creation of statue of Swami Vivekananda at Delhi with representative soil & water samples from across the country.
- Ekta Udyan at Kartavya Path, Delhi to mark the commencement of Amrit Kaal on 8th August, 2023.
- Simultaneous creation of Ekta Prateek Udyans across all districts, blocks and Gram Panchayats 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
Announcement of Program- PM Press Conference & Launch Kit Distribution Functions -National Level -District Level Committee Formations	Gram Panchayat Programs (voluntarily) Block Programs District Programs Train Travel- Youth with Soil & Water Delhi Event- Vivekananda Statue & Sapling Plantation -Ekta Udyaan	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-DISTRIBUTION EVENTS



PROGRAM

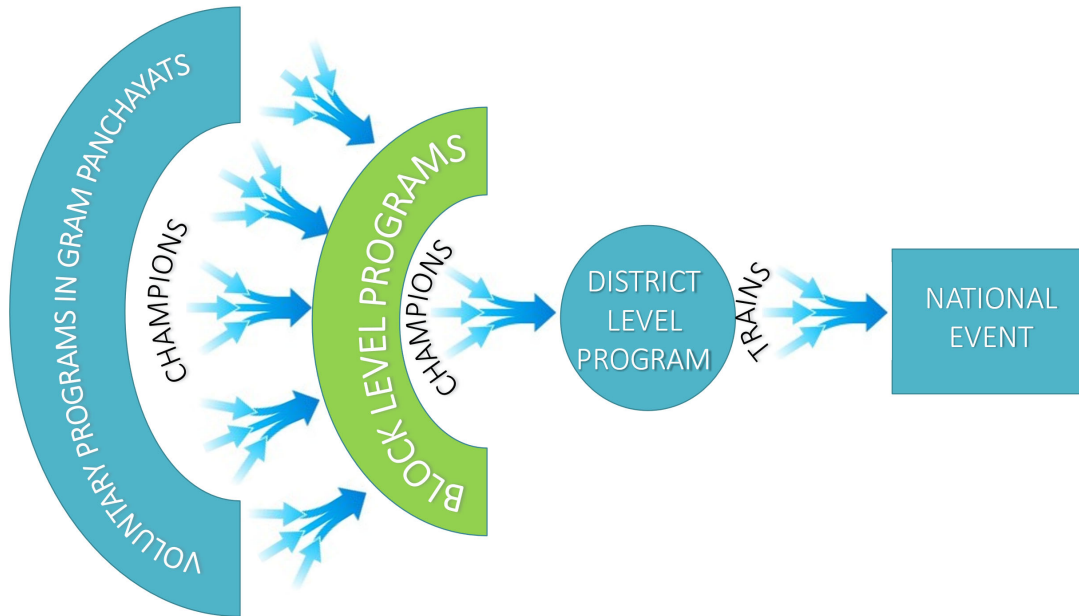
BUILD-UP PROGRAMS AT A GLANCE

- 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 Panch Pran 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.

- Panch Pran 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)
- Panch Pran Pledge shall be administered to the participants at the program.

2. NATIONAL LEVEL EVENT-

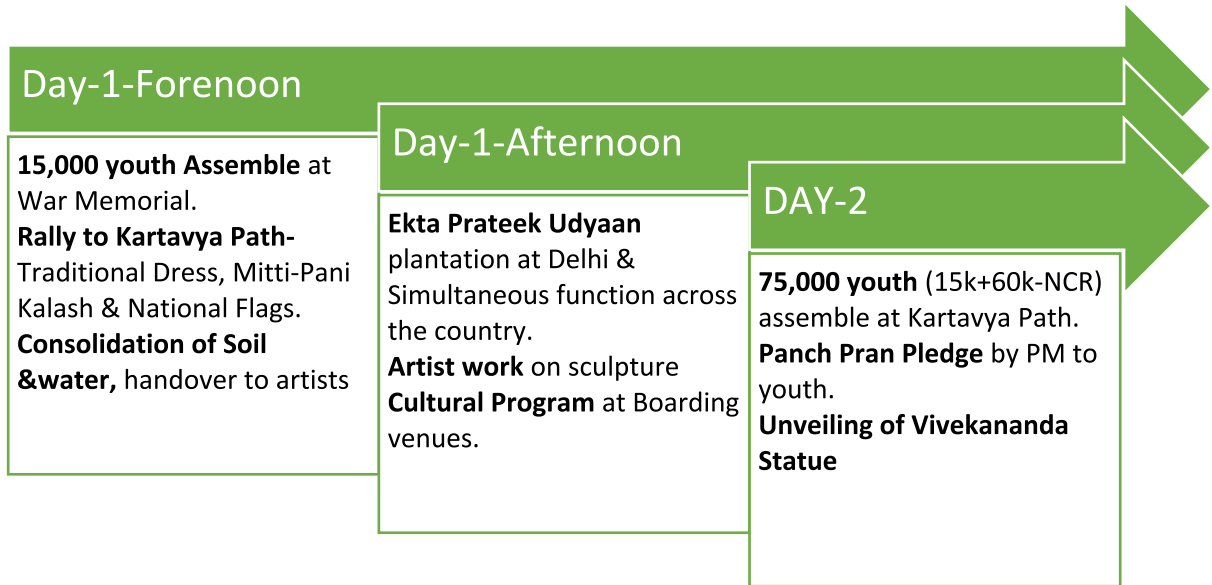
The national level event is proposed to be held during 8-9th August, 2023 with the participation of 75,000 youth participation. The split up of the same is illustrated below:

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 Ekta Prateek Udyaan of 75 plants/ saplings proposed to mark the commencement of Amrit Kaal.

- c. **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.
- d. **Creation of Ekta Prateek Udyaan simultaneously across 763 district HQs on 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, Panch Pran Pledge, Veergatha & Unsung heroes of Freedom Struggle	2000*
District- Function	Consolidation of samples, Ekta vriksh plantation, Panch Pran 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 maybe 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 Panch Pran and 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 Panch Pran, 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 Mer Desh branded 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 Mera Desh.**
- 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 Mer Desh shall be prepared with the support of Ministry of Culture.

MEDIA & PUBLICITY PLAN

- **Meri Mati Mera Desh:** 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 Mera Desh with taglines such as “I am excited to participate in the Meri Mati Mera Desh 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 Mera Desh 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 Mera Desh Program after its announcement.

75 DAYS COUNTDOWN: TENTATIVE SCHEDULE

DATES	DURATION	DETAILS
26 th May, 2023	1 DAY	Launch of the Program: National Level Kit Distribution
5 th June, 2023	1 DAY	Kit Distribution Event- District level
6 th June- 21 st June, 2023	15 DAYS	Voluntary Program- Panchayat Level
22 nd June- 22 nd July, 2023	30 DAYS	Block Level Programs-Consolidation
23 rd July- 1 st August 2023	8 DAYS	District Level Programs- Events
8 th August, 2023	1 DAY	Rally, Water & Mitti consolidation & Ekta Prateek Udyaan- 15,000 youth
9 th 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 Mera Desh
11. Ministry of Jal Shakti, Department of Drinking Water and Sanitation
12. Ministry of Health and Family Welfare
13. Ministry of Posts and Telecommunications

MOST IMPORTANT

F.No.P-20/NSS/RDD/2023-24
Government of India
Ministry of Youth Affairs and Sports
Regional Directorate of NSS
Shivaji Stadium, New Delhi: 110001

19.05.2023

To,

The State NSS Officers,
Delhi, Haryana and Jammu & Kashmir.

2. The Programme Coordinators NSS,
Delhi, Haryana, Jammu & Kashmir and Ladakh.

Sub:- My Soil, My Country Campaign (मेरी माटी, मेरा देश अभियान) Mobilization of NSS
Volunteers at every Block level and Panchyat Under your Districts-reg

Sir/Madam,

I am to refer to the subject above and to inform that the nation has completed 75 years of Independence and moving towards Amrit kaal by the spirit of Panch Pran announced by the Hon'ble Prime Minister of India. In this connection a National Level Campaign covering every Gram Panchayat/ Block Level of the country has been planned from 26th May,2023 to 9th August, 2023.

In this regard, it is requested to inform all the NSS Programme Officers mandatorily under your jurisdiction nominate 10 NSS volunteers from the Schools/Colleges under your university/Directorate to the nearby each panchayat/ Block level of your jurisdictional districts. The selected volunteers will participate in the Amrit Kaal Awareness Activities under the guidance of NYKS District Youth Officer which includes collection of soil & water from the village, awareness on unsung freedom fighters, pledge taking on Panch Pran, etc. in that particular Panchyat & Block Level.

This list of 10 NSS volunteers from each Panchayat/Block Level of the NSS unit has to be furnished as per the attached excel format. The NSS Coordinators can compile the college list and send the consolidated list in excel format to this office email nssrcdelhi@gmail.com and also to NYKS District Youth officer in the concerned districts on or before 23.05.2023. You may also extend all possible support to the NYKS District officers to your district. The detailed guidelines of the programme and the details of constitution committee at Block level & Panchyat are attached for your kind information.

Yours faithfully,

(Jangjilong)

Regional Director

Encl: As above.

Copy to for information:-

1. The Director NSS, Directorate of NSS, Directorate of NSS, Ground Floor, Shivaji Stadium, New Delhi.
2. The State Director, NYKS, Delhi, Haryana and Jammu & Kashmir for kind information.

