



Fwd: IMPORTANT: Meri Maati Mera Desh Timeline and Write-up for necessary guidance of all NSS units.

GGSIU NSS Cell <nsscell@ipu.ac.in>

Tue, Aug 8, 2023 at 2:13 PM

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Dear All,

Please find enclosed and act accordingly.

With Warm Regards,
Prof. Varun Joshi
NSS Program Coordinator,
Professor, USEM

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

From: **NSSRC_DELHI** <nssrcdelhi@gmail.com>

Date: Tue, Aug 8, 2023 at 1:39 PM

Subject: IMPORTANT: Meri Maati Mera Desh Timeline and Write-up for necessary guidance of all NSS units.

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Dear Esteemed NSS Functionaries,

Greetings to all! The "Meri Maati Mera Desh" campaign is set to unfold from the 9th to the 30th of August, 2023 and we believe that NSS units under your jurisdiction are all geared up for the MMMD campaign. **PARTICIPATION OF ALL NSS UNITS ARE MANDATORY AND IS MONITORED FROM THE REGISTRATION AND UPLOADING OF ACTIVITIES ON <https://merimaatimeradesh.gov.in/> WEBSITE.**

Our nation's strength lies in its people, and as NSS functionaries, you are at the forefront of shaping this strength. The campaign is a call to honor our motherland by engaging in a series of meaningful activities that echo the spirit of patriotism, unity and environmental consciousness.

By actively participating in the "Meri Maati Mera Desh" campaign, you contribute to a collective movement that not only commemorates our history but also shapes our future. Your actions serve as an inspiration to millions and promote the ideals of service, unity and patriotism.

Let us stand united as NSS functionaries, lending our hands to this noble cause. Together, we can make a difference that resonates across communities and generations.

For any queries or assistance, feel free to reach out to us.

Let's make "Meri Maati Mera Desh" an unforgettable success.

The timeline of the MMMD campaign along with a brief write-up is shared for necessary guidance of all.

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With best regards---

(जैंगजिलाँग / Jangjilong)

क्षेत्रीय निदेशक / Regional Director,

रासेयो, क्षेत्रीय निदेशालय / Regional Directorate of NSS,

युवा कार्यक्रम और खेल मंत्रालय, भारत सरकार / Ministry of Youth Affairs & Sports, Government of India

भू-तल, एनेक्सी भवन, शिवाजी स्टेडियम / Ground Floor, Annexe Building, Shivaji Stadium

नई दिल्ली / New Delhi- 110001,

दूरभाष / Phone No. 011-23362991



IMPORTANT TIMELINES FOR MERI MAATI MERA DESH CAMPAIGN from 09th to 30th August.pdf

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IMPORTANT TIMELINES FOR MERI MAATI MERA DESH CAMPAIGN from 09th to 30th August, 2023

A. Activities for NSS Units from 09th to 15th August, 2023:

The following activities will be organised on any day from 9th to 15th August at every NSS units.

- 1) Dedication of Shilaphalakam/Memorial/Monolith - Installation of nameplate of Veers wherever possible;
- 2) Taking the Panch Pran Pledgem (Pledge also available at <https://merimaatimeradesh.gov.in/downloads>)
- 3) Vasudha Vandan—Creation of Amrit Vatika by planting 75 saplings of indigenous trees/species;
- 4) Veeron Ka Vandan- honoring freedom fighters/braves, retired personnel of Defence, CAPF and State forces who laid down their life protecting the nation and families of braves;
- 5) Hoisting of National Flag and singing of National Anthem.

B. Har Ghar Tiranga Campaign from 13th to 15th August, 2023:

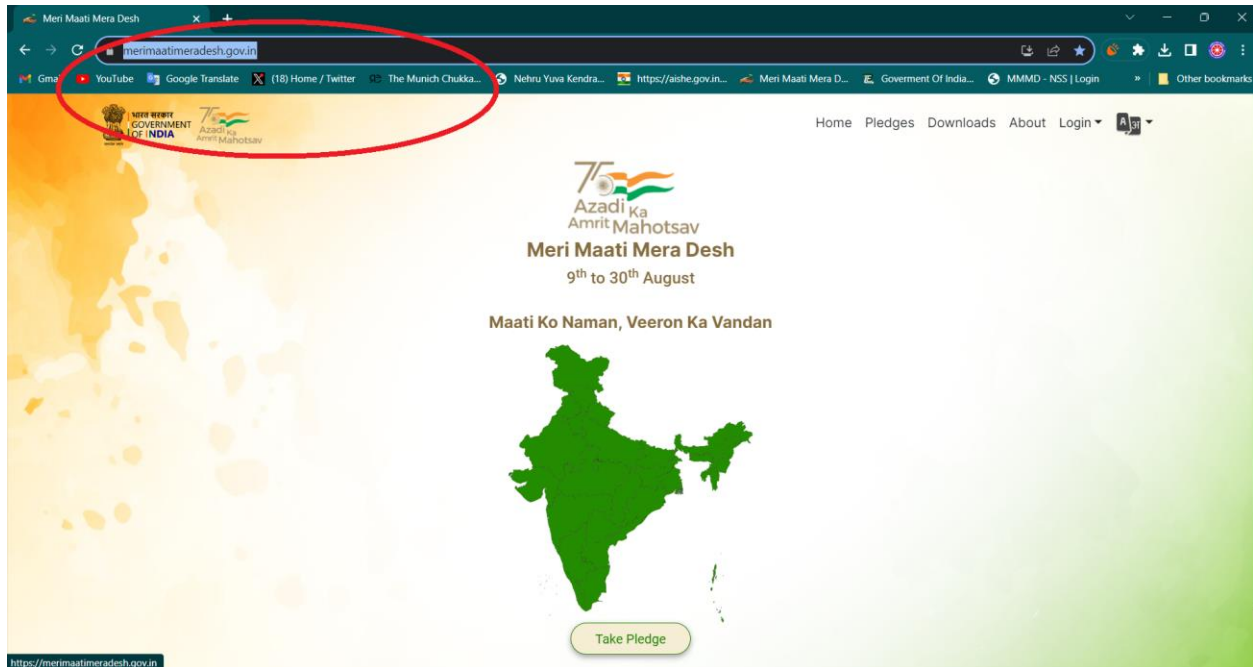
As done last year, the Har Ghar Tiranga campaign will be organized encouraging the people to celebrate India's Independence Day from 13th to 15th August, 2023 where people from all walks of life may be encouraged to take a selfie with Tiranga and upload it to the website <https://harghartiranga.com/> .

C. Activities for NSS Units from 16th to 20th August, 2023:

Prabhat Pheris (Morning Walk) may be organized (from 16th to 20th August) in each institution in coordination with the nearest Block/Urban local body (ULB) between 16th– 20th August, 2023 wherein the —Maati (Soil) collected from all institutions or Panchayats may be taken by taking out a rally by holding a tricolour flag in one hand and Maati on the other hand to the identified location at the nearest Block/ULB for plantation of saplings. These events may be organized in close coordination with State Govt/NYKS of your region.

- Use tagline or Hashtags #Maatikonaman, #Veeronkavandan in social media handle posts by NSS units and amplify the reach of Meri Maati Mera Desh campaign in all social media platforms.
- After the end of those events, the NSS PC/POs and NSS volunteers will visit the dedicated MMMD website <https://merimaatimeradesh.gov.in/> and perform the following tasks for the successful organization of the MMMD campaign.
- The NSS volunteers and their family members and all NSS Functionaries can take an online pledge & upload a selfie by planting a plant or holding a Maati (Soil) by visiting this website (<https://merimaatimeradesh.gov.in/>)
- Video of participation of POs and NSS volunteers in various events like Prabhat Pheri, pledge taking, etc undertaken from 09th to 20th August, 2023 will be uploaded by the NSS Program Officer after logging on through Login -> Institutional Organizer tab on the dedicated website created by this Ministry at – <https://merimaatimeradesh.gov.in/> as shown below.

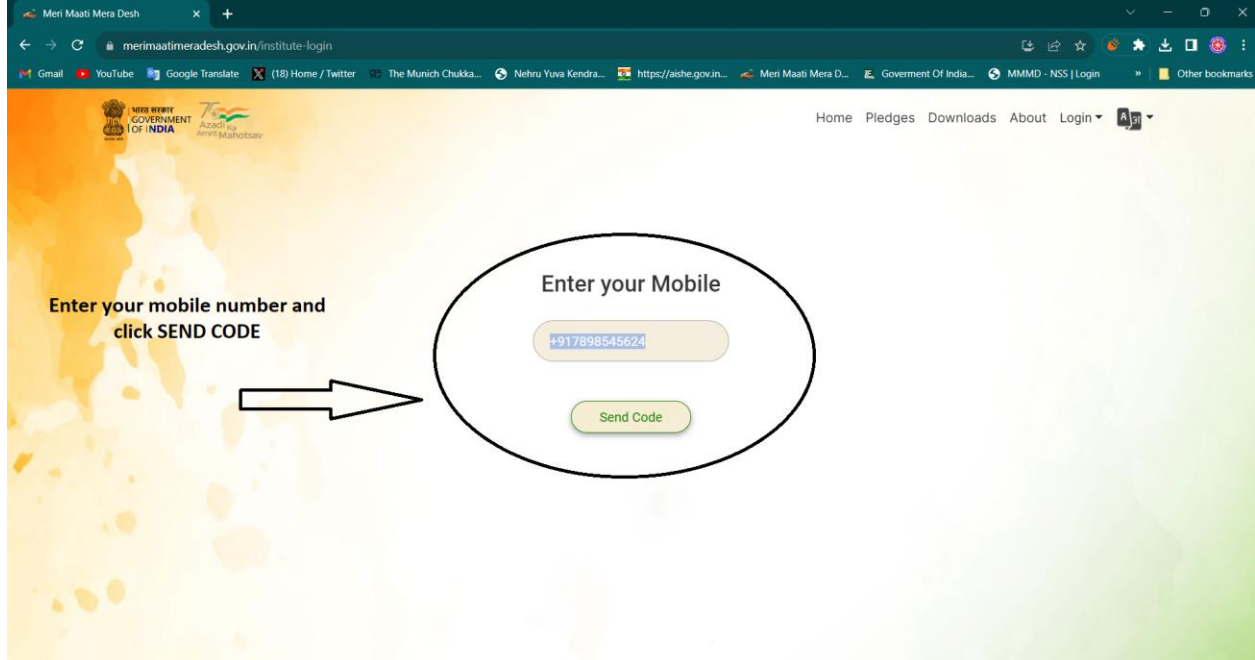
Step 1 : Visit <https://merimaatimeradesh.gov.in/>



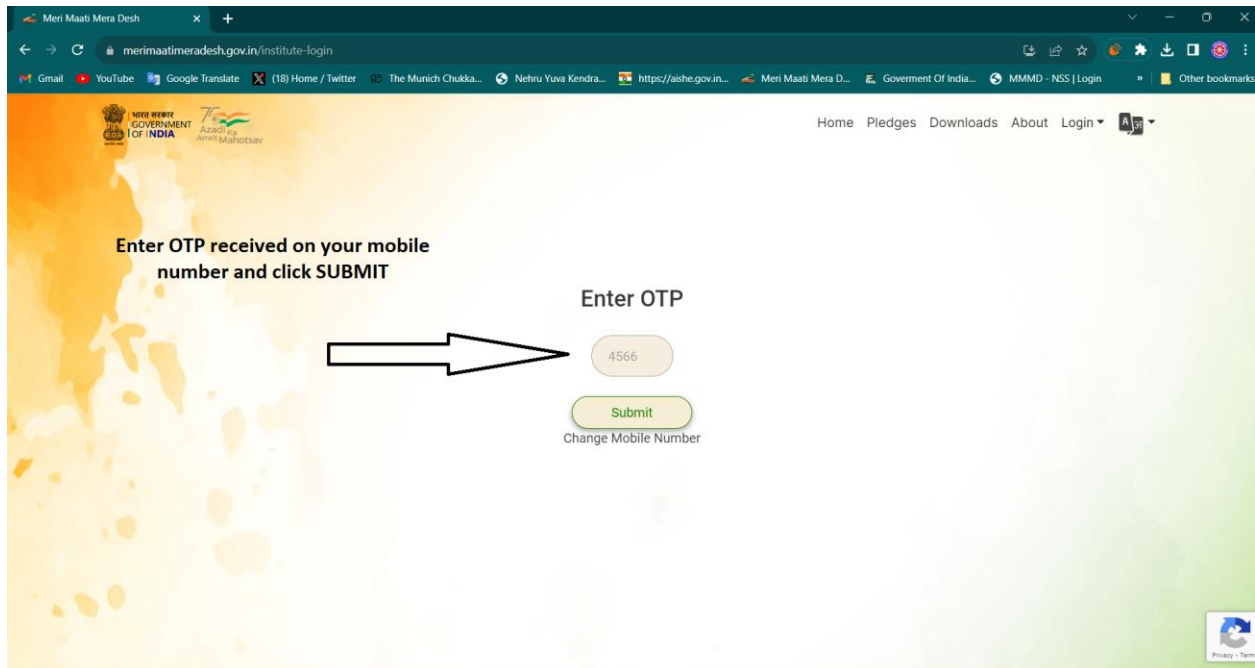
Step 2 : Click on Login > Institutional Organiser



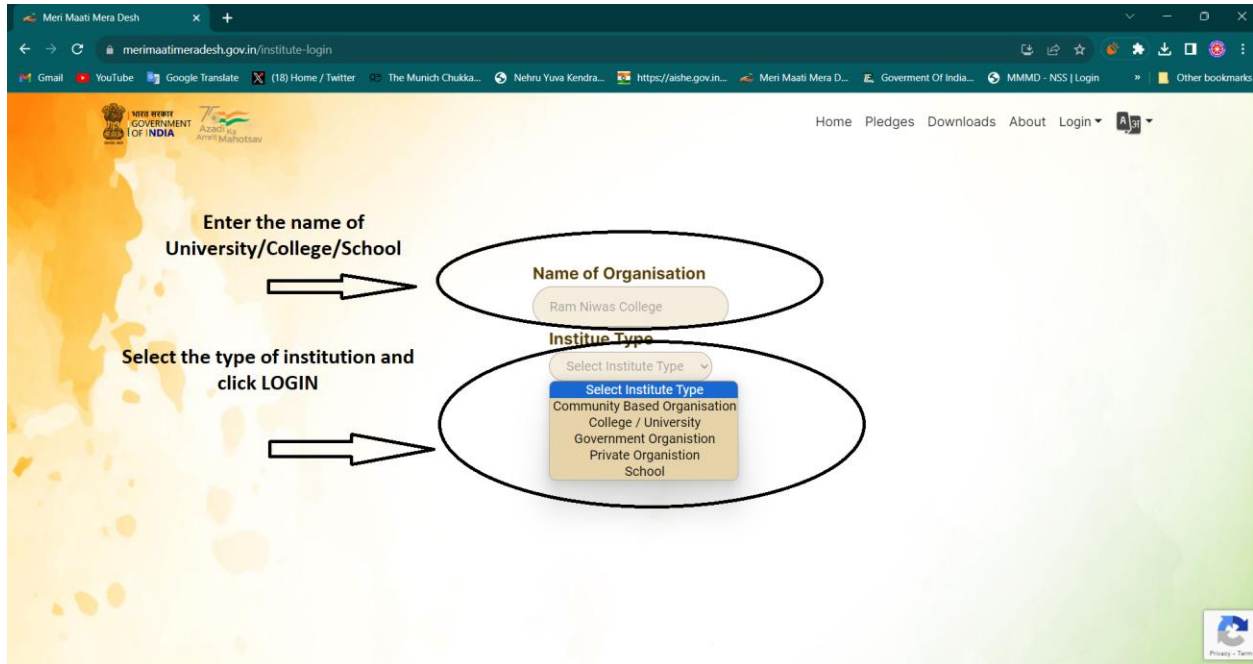
Step 3 : Enter Mobile Number



Step 4 : Enter OTP received on your mobile number.



Step 5 : Fill NSS Institution details and click Login



Step 6 : Upload media of event

