



ज्ञान-विज्ञान विमुक्तये

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सचिव

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Secretary



सत्यमेव जयते



विश्वविद्यालय अनुदान आयोग
University Grants Commission

(शिक्षा मंत्रालय, भारत सरकार)
(Ministry of Education, Govt. of India)

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27th July, 2023/05 श्रावण, 1945

Subject: Participation in the "Meri Maati Mera Desh" Campaign

Respected Madam/Sir,

As you are aware, the Ministry of Education has been actively involved in the grand celebration of our nation's 75 years of independence through the Azadi Ka Amrit Mahotsav (AKAM) initiative. As part of this momentous occasion, the "Meri Maati Mera Desh" campaign is set to culminate in August, aiming to pay tribute to our beloved 'Motherland' and the courageous 'Veers' who have made the supreme sacrifice for our nation.

In line with the spirit of Janbhagidari (public participation), the campaign will be conducted across the country through dedicated events and programs to honor our 'Motherland' and the brave souls who fought for our freedom. The letter from the Ministry of Culture provides further details about the planned programs, including the administration of the 'Panch Pran' Pledge and Vasudha Vandhan (**enclosed**).

Several initiatives have been taken previously under the EK Bharat Shreshtha Bharat (EBSB) Programme to instill the values of 'Strength in Unity' and 'Pride in Legacy,' both integral elements of the Panch Pran. Additionally, the Ministry of Education has requested activities to promote Mission LiFE, encouraging an environmentally conscious lifestyle through sustainable practices. The objective is to plant over a crore saplings during the ongoing monsoon season.

To ensure the success of the "Meri Maati Mera Desh" Campaign, we seek the active participation of your esteemed Institution. You are requested to support in raising awareness among your students through your university/college websites and other social media platforms. By encouraging full-fledged participation in activities and events related to the campaign, we can amplify its impact across the nation.

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CONTINUATION SHEET

The following suggestive activities may be considered promoting among your students:

- Planting saplings under Mission LiFE: Engage students in tree-planting drives to foster an environmentally conscious mindset.
- Pottery and sculpture making, and mud work artisanry: Encourage students to express their respect and admiration for 'Meri Maati Mera Desh' through art forms representing various states' cultural heritage under the EBSB initiative.
- Honoring freedom fighters (Veeron Ka Vandan): Organize discussions, extempore speeches, and debates on unsung heroes to instill a deep sense of patriotism among the students.
- Pledge-taking ceremonies with mud/mitti diyas: Encourage students to take pledges to serve the nation and contribute positively to society.
- Singing the Mitti Anthem during assemblies: Reinforce the sense of unity and pride in our nation's identity by singing the Mitti Anthem together.

Through these initiatives, we can truly pay homage to those who sacrificed their lives for our freedom and foster a profound sense of love and respect for our country. Your cooperation and support are crucial to the success of this noble campaign.

With kind regards,

Yours sincerely



(Manish Joshi)

Encl: As above

To
The Vice-Chancellors of all Universities
The Principals of all Colleges