

Government of Jammu and Kashmir
Directorate of Colleges
Higher Education Department
(SP College Campus, Srinagar)

The Nodal Principal,
Amar Singh College,
Srinagar.

The Nodal Principal,
GCW Parade,
Jammu.

All Principals,
Colleges of UT of J&K

No. DC-HE/K/MMMD/1352/2023
Sub Action Plan regarding "Meri Maati Mera Desh".

Dated: 08-08-2023

Sir/Madam,

In continuation ~~to~~ this Department's earlier communications regarding "Meri Maati Mera Desh" programme, it is to inform that further communication has been received from Department of Culture, Civil Secretariat, J&K, forwarded by Director Planning, Higher Education Department, along with the action plan for the implementation of "Meri Maati Mera Desh" campaign.

Accordingly, I am enclosing herewith the same for further necessary action at your end.

Sincerely Yours


Director, Colleges
Higher Education Department

Copy to the:

1. P.S to Principal Secretary to Government Higher Education Department, Civil Secretariat Kashmir/Jammu.
2. Office file/Master file.




Government of Jammu and Kashmir
Department of Culture, Civil Secretariat Jammu/ Srinagar
 email ID: departmentculture123@gmail.com

No: Cul-Adm0Estt/8/2023-01
 Dated:- 04 -08-2023

Subject:- Action Plan regarding "Meri Maati Mera Desh".

The undersigned is directed to invite kind attention of the Financial Commissioner/Addl. Chief Secretary /Principal /Commissioner/Secretary to Government, _____ towards the subject cited above and to enclose herewith the copy of Action Plan regarding "Meri Maati Mera Desh" for information and immediate appropriate/necessary action.

This issues with the approval of the competent authority.


 (Dr. Mehd Maqbool Bhat)
 Deputy Director (P&M)
 Department of Culture, J&K

Financial Commissioner/Addl.Chief Secretary/
 Principal/Commissioner/ Secretary to Government,

 All Departments

Encl- 10 pgs
 Copy to the:-

1. Private Secretary to Chief Secretary JK for kind information of Chief Secretary.
2. Private Secretary to CEO, Mission Youth J&K for information of /necessary action by the CEO.
3. Private Secretary to Secretary to Government, Department of Culture for kind information of the Secretary.

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आज़ादी का
अमृत महोत्सव

Government of Jammu & Kashmir
Department of Culture
Action Plan
for

**Meri Maati, Mera Desh-
Mitti ko Naman, Veroon ko Vandan**



THE PROGRAM

The nation is celebrating Azadi Ka Amrit Mahaotsav and in this direction, year 2022 was dedicated to National Flag and the current year 2023 is dedicated to Soil of our nation. This August entire nation is scheduled to pay homage to the motherland through specially conceived events and programs dedicated to the soil of the motherland- **Meri Maati, Mera Desh- Mitti ko Naman, Veroon ko Vandan.**

In tandem with the intent and spirit of the program, the program is structured to encourage all citizens living in J&K to recognize the sacrifices of national heroes (veers) and to homage to the soil of our motherland. The vision is to instill spirit of patriotism and veneration for martyrs in the hearts of people, in general, and youth in particular. The program is structured with following key components:

1. **SILAPHALAKAM:**

Special program shall be organized across all Panchayats and Urban Wards for remembering bravehearts/ veers/ martyrs of the nation. Memorial plaques, with specific pre-approved design, shall be erected in every Panchayat/ Municipal Ward in the honour of martyrs/ heroes of the nation.

2. **PANCH PRAN PLEDGE:**

Taking the Panch Pran (5 Promises) pledge is another important component of the program. Under this component, special events shall be organized in every office including government & private educational institutions to take a pledge



to commit to nation building by all possible means. The selfies/ photographs of pledge taking ceremony with clay lamp (mitti ka diya) in hand shall be uploaded on campaign website by all departments/panchayats/ educational institutions/ employees/ citizens.

The ledge shall be taken as under:

I/ We solemnly take the pledge to commit myself/ ourselves:

- i. To make India a developed nation.
- ii. To Remove any trace of the colonial mindset;
- iii. To Take pride in our legacy;
- iv. To strengthen our national unity;
- v. To fulfill the duties of citizens with honesty.

The Pledge ceremony shall be followed by collection of handful of soil (Muthi bar Mitti) by youth volunteers at every panchayat and Municipal ward. The soil so collected shall be assembled at respective block / Town in an earthen pot (kalash) for further onward journey to New Delhi for construction of memorial at Kartavya Path, New Delhi.

3. VASUDHA VANDAN:

Recognizing the need and importance of sustainability of resources for inclusive and enduring development, the program shall also be focused towards Renewing & Replenishing the environmental contours of our motherland by planting minimum 75 saplings in every village/ town/ ward.

4. VEERON KA VANDAN:

Special events shall also be organized in every Panchayat/ educational institutions for Honoring defense personnel/ CAPFs and State police personnel/ Freedom Fighters/Veer/ Families of bravehearts by way of presenting mementoes as a token of respect and veneration.

5. **RASHTRA DHVAJ AAROHAN & RASHTRAGAAN:** The program will culminate at panchayat level/ municipal ward level with flag hoisting ceremony and singing of National anthem.

THE DETAILED ACTIONABLE ACTIVITIES ARE AS UNDER:

1. **Nomination of Nodal Department and Nodal Officers**

The **Department of Culture** shall be responsible for overall interdepartmental **coordination and monitoring of the program at Apex level.**

The Rural Development Department/ Urban Development Department shall be the Nodal Departments for the program for their respective domains. Besides, every department associated with the program, Divisional Commissioners and Deputy Commissioners shall designate an officer from their respective departments/ offices as **Single Point of Contact** for ensuring effective coordination during the program.

General Administration Department shall issue specific orders in this regard.

The nomination of Nodal Officers (Single Point of Contact) may be completed by **3rd August 2023.**

Moreover, **IT Department/ NIC** shall program all departmental websites by **5th August 2023**, to display the information about the program in prominent manner.

4. Supply of National Flag, Clay Lamps and Earthen pots:

Rural Development Department/ Urban Development Department, through respective Deputy Commissioners, shall ensure availability of National Flags, Clay Lamps and Earthen pots at every Panchayat/ municipal ward latest by **7th August 2023**.

5. Identification of martyrs/ veers to be Honoured (Names to be scripted on Memorial plaque)

Divisional Commissioners/ Deputy Commissioners shall ensure Panchayat-wise identification of martyrs/ veers whose names shall be inscribed in the memorial plaque.

The Identification Process shall be completed by **3rd August 2023**

6. Identification of Spot for erecting Memorial plaque In view of constrained timelines, the identification of suitable spots for erecting the memorial plaques in the honour of Martyrs/ brave hearts shall be completed immediately across all Panchayats and Urban wards by concerned **Deputy Commissioners**.

The Identification of the spots shall be completed by **3rd August 2023**

7. Construction of memorial Plaque:

All Deputy Commissioners shall ensure construction of memorial plaques in every Panchayat and municipal ward, with or without names as the case may be, at the identified spots. The funds required for construction of these memorials shall be made available out of MGNREGA and Local Body Development funds, as the case may be. For the sake of clarity, **Rural Development/ Urban Development Department** shall issue specific guidelines in this regard to concerned authorities.

The construction of memorial plaques across all Panchayats/ ULB wards may be completed by **7th August 2023**

8. Selection of Youth Volunteers

Participation of local populace, especially the youth is an important objective of the program. It shall be ensured by **Mission Youth, J&K and Youth Services & Sports Department** that the program witness a reassuring participation of youth, to the extent possible. The local youth (especially youth club members) be encouraged to organize **Mitti Yatra** on volunteer basis. The requisite support, including boarding & lodging, for all these volunteers may be funded by **Mission Youth, J&K** through concerned **Deputy Commissioners** under **Youth Volunteer Program**.

The Selection of Youth Volunteers shall be completed by **5th August 2023**.

9. Identification of Sapling Distribution Points.

Every Panchayat and Urban ward shall contribute towards the cause of replenishing & renewing of the environment by planting minimum 75 saplings in respective Panchayats/wards. Distribution of saplings at zero cost shall be ensured in every panchayat/ ward by **Forest Department** in coordination with respective **Deputy Commissioners**.

The Distribution Points & Dates shall be notified by all Districts by **5th August 2023**.

10. **Flag Hoisting Ceremony:**

➤ Hoisting of national flag and singing of national anthem is a mandatory component of the program. The flag hoisting ceremony shall be organized across all Panchayats /wards from **9th -13th of August**. The educational institutes shall follow schedule of respective wards/panchayats.

The sub-district offices (Block Offices/ Tehsils Offices/ Municipal Committees/ Councils etc) shall observe the program from **16th - 22nd August 2023**.

The grand ceremonial Panch Pran Pledge, along with Flag hoisting and singing of national anthem, shall be organized on **17th August 2023** and **18th August 2023** at Civil Secretariat Srinagar and Jammu respectively.

Panchyat wise /ward wise schedule shall be issued by **RDD/UDD** respectively by **5th August**.

The flag hoisting ceremony is done by the PRIs in presence of concerned **Prabhari Officer** in following order:

1. Hoisting of National Flag followed by singing of National Anthem.
2. Unveiling of Memorial Plaque.
3. PANCH PRAN PLEDGE with clay lamps in hand.
4. Collection of soil (Muthi bar Mitti) by Youth Volunteers in earthen pot (kalash)
5. The soil so collected shall be assembled at respective block / Municipality.

Prabhari Officers shall ensure uploading of all the relevant photographs/ information on campaign website on real-time basis.

11. **Ceremonial Event to Honor Brave Jawans (Living):**

Special ceremonial events shall be organized in all Panchayats/ Wards (Involving educational institutes) for honoring our Brave Jawans.

The identified Jawans shall be presented a memento with words (**Mitti ko Naman, Veroon ko Vandan**).

The list Veers/ Living Heroes and families of martyrs may be finalized by **5th August**.

The design and contents of the mementoes shall be decided/ finalized by Home Department in consultation with Culture Department. While as, the funds for mementos shall be provided by **Home Department** through concerned Deputy Commissioners. **School Education Department** shall issue specific directions to all the concerned for effective execution of the planned program.

The events under this component may be observed from **16th - 22th August 2023**

12. **Transport Arrangements**

The transport arrangements for Youth volunteers (one youth from each block /Municipalities) for travelling to New Delhi shall be provided by the **Transport Department** in coordination with concerned **Divisional/ Deputy Commissioners**.

13. **Boarding and Lodging arrangements**

The boarding and lodging arrangements for youth volunteers at New Delhi shall be arranged by **Hospitality & Protocol Department** and shall be funded by **Mission Youth**. The transport means (buses/ trains/ etc) and hotels for the identified youth volunteer may be booked by Hospitality and Protocol Department latest by **10th August 2023** and funds shall be released by Mission Youth in favour of Hospitality & Protocol Department, J&K

14. **Closing Ceremony:**

The Youth volunteers shall return J&K by **5th of September** and subsequently and interactive session shall be organized by **Mission Youth, J&K** and **Culture Department** for these volunteers at Srinagar/Jammu (one venue shall be virtually conducted). The program shall be honored by presence of **Hon'ble Lieutenant Governor, J&K**.