

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/ 1353 /2023

Dated: 08 -08-2023

Sub "Meri Mati Mera Desh" Timeline and Write-up for necessary guidance of all NSS Units.

Sir/Madam,

This office is in receipt of communication dated 08.08.2023 from Regional Director, Regional Directorate of NSS, Ministry of Youth Services and Sports, GOI, New Delhi regarding the subject cited above, wherein important timelines for "Meri Maati Mera Desh" campaign from 09.08.2023 to 30.08.2023 along with brief write-ups have been shared.

In this regard, I am enclosing herewith the same for further necessary action at your end.

Pertinent to mention that the Ministry has informed that **the participation of all NSS units is mandatory and is monitored from the registration and uploading of activities on <https://merimaatimeradesh.gov.in/> website**

For any queries or assistance, kindly contact [nssrcdelhi@gmail.com](mailto:nssrcdelhi@gmail.com)

Yours Sincerely

Sd/-

**Director Colleges**  
Higher Education Department

Copy to the:

1. Regional Director, Regional Directorate of NSS Ministry of Youth Affairs and Sports GOI, New Delhi
2. Office file/Master file.



**A. Activities for NSS Units from 09<sup>th</sup> to 15<sup>th</sup> August, 2023:**

The following activities will be organised on any day from 9<sup>th</sup> to 15<sup>th</sup> 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 13<sup>th</sup> to 15<sup>th</sup> August, 2023:**

As done last year, the Har Ghar Tiranga campaign will be organized encouraging the people to celebrate India's Independence Day from 13<sup>th</sup> to 15<sup>th</sup> 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 16<sup>th</sup> to 20<sup>th</sup> August, 2023:**

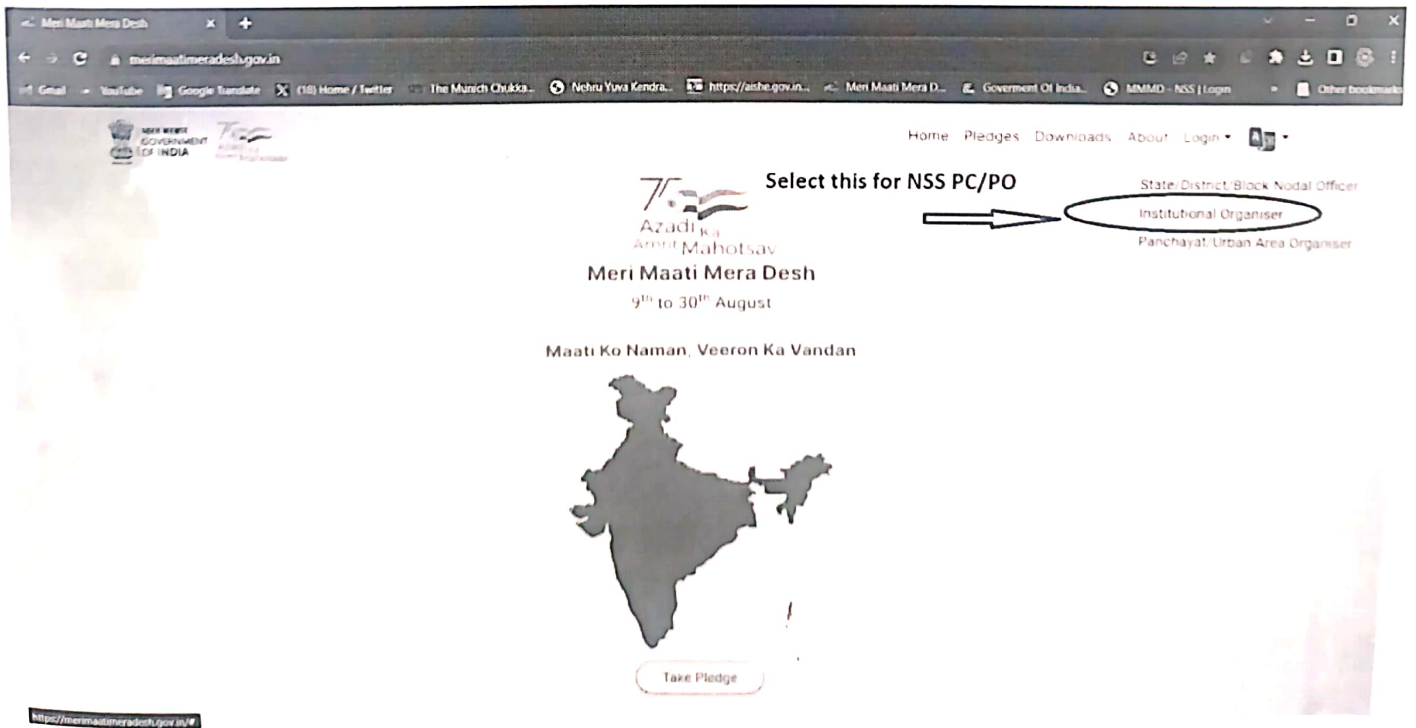
Prabhat Pheris (Morning Walk) may be organized (from 16<sup>th</sup> to 20<sup>th</sup> August) in each institution in coordination with the nearest Block/Urban local body (ULB) between 16<sup>th</sup>– 20<sup>th</sup> August, 2023 wherein the –Maati (Soil) collected from all institutions or Panchayats 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 09<sup>th</sup> to 20<sup>th</sup> 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

Enter your mobile number and click SEND CODE

Enter your Mobile

+91 9886454545

Send Code

The screenshot shows a web browser window with the URL merimaatimeradesh.gov.in/institute-login. The page header includes the Government of India logo and navigation links like Home, Pledges, Downloads, About, and Login. The main content area features a form titled 'Enter your Mobile' with a text input field containing the number '+91 9886454545' and a 'Send Code' button. An arrow points from the instruction text to the form.

# Step 4 : Enter OTP received on your mobile number.

Enter OTP received on your mobile number and click SUBMIT

Enter OTP

Submit

Change Mobile Number

The screenshot shows the same web browser window as in Step 3. The form now has a title 'Enter OTP' and a text input field. Below the input field is a 'Submit' button and a link labeled 'Change Mobile Number'. An arrow points from the instruction text to the form.

## Step 5 : Fill NSS Institution details and click Login

The screenshot shows the 'Institute Login' page on the Meri Maati Mera Desh portal. The page has a header with the government logo and navigation links. The main content area contains two primary input fields:

- Name of Organisation:** A text input field with a red 'Required' label. An arrow points to it with the instruction: "Enter the name of University/College/School".
- Institute Type:** A dropdown menu with a red 'Required' label. An arrow points to it with the instruction: "Select the type of institution and click LOGIN". The dropdown is open, showing options: "Community Based Organisation", "College / University", "Government Organisation", "Private Organisation", and "School".

At the bottom right, there is a "Login" button.

## Step 6 : Upload media of event

The screenshot shows the 'Organiser Profile' page on the Meri Maati Mera Desh portal. The page displays the user's profile information and a grid of six activity cards, each with an 'Upload Media' button. Annotations with arrows point to specific areas:

- Design of Shilaphalakam/memorial may be generated form here:** Points to the first card, "Design and Erect Shilaphalakam in Remembrance of Bravehearts".
- Common Name and Botanical Name of tree saplings planted to be filled here:** Points to the second card, "Add Plants".
- Photos of plantation and vatka creation to be uploaded here:** Points to the third card, "Creation of Aard Vatka".
- Photos of honoring Veers to be uploaded here:** Points to the fourth card, "Shreebhavali".
- Photos of Pledge to be uploaded here:** Points to the fifth card, "Take the Panch Pran Pledge with a fullful of soul in no three days".
- Flag holting and National Anthem photos to be uploaded here:** Points to the sixth card, "Hoist National flag and sing National Anthem".