

REPORT ON MERI MAATI MERA DESH – AMRIT KALASH YATRA (NATIONAL EVENT)

DATE: 29^H & 30TH OCTOBER, 2023.

LOCATION :- NEW DELHI, INDIA.

TOTAL PARTICIPANTS :- 2

INTRODUCTION

Meri Maati Mera Desh (MMMD) campaign was kickstarted on 9th August 2023 encouraging people to pay their tributes to the Veers and Veeranganas who dedicated and sacrificed their lives for the nation. The campaign unfolded at Panchayat/Village, Block, Urban Local Body, State and National levels inviting people from across the country to participate in Meri Maati Mera Desh campaign through various activities such as construction of Shilaphalakams, creation of Amrit Vatikas, tree plantation, Veeron ka Vandan, and Panch Pran ceremony.



After the huge success of phase one of MMMD, the second phase of MMMD campaign was launched on 1st September 2023 encouraging people from each District/Village to take part in Amrit Kalash Yatras. From 1st – 30th September, soil and rice from villages were collected in Amrit Kalash which were then sent to Blocks from 1st – 13th October. From the Block level, the Kalash travelled to the capital city of the respective State/UT from 22nd – 27th October. Furthermore, the Amrit Kalash from across the country was transported to Delhi from 28th – 30th October for the culmination of the campaign.



This pan India outreach initiative aims to reach every household in the country. In a significant collaborative effort, multiple Ministries, State governments, Nehru Yuva Kendra Sangathan, Zonal Cultural Centers, Central Armed Police Forces, Indian Post, Miety, and Coal, are actively engaged in the monumental task of collecting soil from every household in villages and block levels. This joint initiative underscores their dedication to achieving this ambitious goal, showcasing their commitment to community service and nation-building. The Ministry of Culture's zonal culture centers are organizing cultural programs in rural areas across the nation to create awareness about the campaign and for better outreach. More than 4419 blocks have already organized the Meri Matti Mera Desh program and participation of masses has been overwhelming.



Conclusion: The "Mera Matti Mera Desh" national event program in Delhi on October 30th and 31st, 2023, successfully achieved its goal of celebrating India's diversity and fostering a sense of pride and responsibility among its citizenS.