

केन्द्रीय विद्यालय संगठन (मुख्य०)

शिक्षा मंत्रालय भारत सरकार के अधीन स्वायत्त संस्थान
18संस्थागत क्षेत्र, शहीद जीत सिंह मार्ग, नई दिल्ली-110016.

KENDRIYA VIDYALAYA SANGATHAN (HQs)

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केन्द्रीय विद्यालय संगठन

F.110336/01/2023/KVS(HQ)/Acad/C- 20544/Misc Matter

Date:15.09.2023

The Deputy Commissioner
Kendriya Vidyalaya Sangathan
All Regional Office

Subject:- Amrit Kalash Yatras of Meri Maati Mera Desh(MMMD) Campaign under
Azadi Ka Amrit Mahotsav- reg

Madam/Sir,

As instructed by Ministry of Education vide letter dated 13.09.2023, it is to inform that 02nd Phase of "Meri Maati Mera Desh" Campaign is envisaged as a culminating event of Azadi Ka Amrit Mahotsav by Ministry of Culture. Under this programme Amrit Kalash Yatras will be organized from 01st to 30th September 2023. It involves paying tribute to all those "Veers" and Viranganas" who have made the supreme sacrifice for the country.

In the 02nd Phase of Meri Maati Mera Desh, Mitti is being collected from each household of India as a symbolic contribution and expression of people's participation towards the creation of an Amrit Vatika in Delhi. The Amrit Vatika along with an AKAM Memorial will be a lasting legacy and permanent reminder of the entire commemoration of Azadi Ka Amrit Mahotsv.

In this regard, it is also requested to conduct the following activities in KVs:

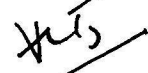
1. **Prabhat Pheries:** Prabhat Pheries by students with National Flag and local veers .
2. **Competition:** Essay writing, Art & Rangoli Making, Patriotic Song, Singing, Skits, Story Telling etc, specially focusing on patriotic themes and local veers to be conducted.
3. **Message from school Principals:** Messaging groups on this campaign, theme, activities being undertaken by the schools etc.
4. **School Principals to invite local and regional media:** To cover student's initiatives being undertaken under this campaign as per availability.
5. **Special features in School Magazines** on Meri Maati Mera Desh to be written by students.
6. **Host a talk cum presentation:** KVs may invite District Collector/District Magistrate and other Government Officials directly involved with the

campaign in your region. Encourage students to hold a question answer session post the talk.

7. **Participate in local Amrit Kalash Yatras:** As far as possible ,students may participate in local Amrit Kalash Yatras
8. **Panch Pran Pledge:** During school assembly, students, community members and all the participants will take a solemn pledge covering Panch Pran of the Hon'ble Prime Minister, affirming their commitment to the country.
9. **Shilaphalakam:** A fundamental aspect of the program has been the "Dedication of Shilaphalakam (Memorial) to express heartfelt gratitude to the brave hearts (Veers) who have made the supreme sacrifice. Shilaphalakams can be made part of the school programmes in the following ways :
 - a) Students can create their own tributes to veers whose names are on the Shilaphalakam and few students along with a teachers or principal can visit a local veers family and hand over the same.
 - b) Students may be taken to the sots where Shilaphalakam has been erected and stories of valour and courage of veers share.
 - c) In case there is an existing Shilaphalakam in your school- floral tributes to be paid, skit prepared on the local veers whose names are part of the plaques, birth and death anniversaries of local veers commemorated etc.
 - d) Families of veers whose names are on local Shilaphalakams may be invited to the school for felicitations.
10. The activities of Prabhat Pheri, Assembly, Pledge taking of panch Pran etc... may be shared through different social media platforms i.e official portal/ websites, twitter(X) handle, Facebook, instagram page etc. The photo/videso may be shared with MeriMatiMeraDesh, AmritKalashYatra.

Hence, it is requested to disseminate the information to all Kendriya Vidyalayas under the Region and inform KVs to conduct the activities as suggested to making this programme a great success.

Yours sincerely,



(Dr Ritu Pallavi)

Assistant Commissioner (Acad.)

Copy to :-

1. PS to Secretary, DoSEL, Ministry of Education, Shastri Bhawan, New Delhi for information please.
2. PS to Commissioner, KVS(HQ), New Delhi for information please.