

**GOVERNMENT OF TELANGANA  
MUNICIPAL ADMINISTRATION DEPARTMENT**

O/o Commissioner and Director of  
Municipal Administration, T.S.,  
Hyderabad.

**CIRCULAR**

**Roc.No. E- 368333/2023/H1,**

**Dt. 03/08/2023**

**Sub:-** Mpl Admn Department - Azaadi Ka Amrit Mahotsav (AKAM) - Meri Maati Mera Desh-Request for participation of ULBs - Certain Instructions issued - Reg.

**Ref:-** 1. D.O. Letter no. N-11025/03/2022-LSG, dt 27.07.2023 from Addl Secretary to Govt, MoHUA, Gol.

2. As per instructions given in Video Conference on Meri Maati Mera Desh held on 02-08-2023 by MoHUA .

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The attention of all the MCs (including GHMC) are invited to the subject and refs. cited, wherein the MoHUA has informed that they are conducting MERI MAATI MERA DESH under Azaadi Ka Amrit Mahotsav from **09<sup>th</sup> August to 30<sup>th</sup> August 2023** and requested to direct all the ULBs to participate in the "MERI MAATI MERA DESH" which is envisioned to pay tribute to the Veers who have made the supreme sacrifice for the country.

2. Further, MoHUA, Gol has designed a series of activities to be conducted at the ULB level in three stages viz.,

- Level-1: Programmes in smaller ULBs (ULBs with Pop < 1 lakh) from 09<sup>th</sup>- 16<sup>th</sup> August 23
- Level-2: Programmes in Large ULBs (> 1lakh Pop) from 16<sup>th</sup> -20<sup>th</sup> August 23 and Programmes at State level from 16<sup>th</sup>- 25<sup>th</sup> August 23
- Level-3: Final Event at New Delhi from 27<sup>th</sup> to 30<sup>th</sup> August 23

3. In this context, all MCs are hereby instructed to nominate a nodal officer at ULB level to conduct the activities mentioned below:

- Laying of a Shilaphalakam (memorial) of 5 ft X3 ft size in prominent location preferably near water body/ park/ any prominent location in the ULB.(Design will be communicated by 04-08-2023)
- Encourage elected representatives, Govt Staff and citizen to take a Panch Pran Pledge and upload the pictures with hand full of Matti or diva in hands and to be uploaded in the yuva website.(Pledge in Telugu language will be communicated by 04-08-2023)
- Plant 75 indigenous plants and developing an Amrit Vatika (within the premises of Education Institutions and Govt. Offices)
- ULBs may hold felicitation ceremonies for honoring the freedom fighters or families.
- Hoisting of the National Flag and Singing of National anthem, Vande Mataram at each of the programme location and encourage Youth volunteers and other people to collect Mitti from each ULB and bring them to large ULBs/corporation.

4. Further, all the MCs shall coordinate with District Sainik Welfare Board for list of Veers to be felicitated and District level Cultural Dept. for supply of National Flags as per the estimated requirement.

(PTO)



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5. Therefore, while enclosing the copy of the ref. 1<sup>st</sup> cited, all the MCs are hereby instructed to take necessary action and ensure large scale mobilization of Elected Representatives, students, youth and participate in MERI MAATI MERA DESH as a part of Azadi Ka Amrit Mahotsav (AKAM) and follow the Schedule of Activities as indicated in the ref. 1<sup>st</sup> cited.

Encl: Ref. 1<sup>st</sup> cited.

Sd/- C. Sudharsan Reddy,  
Commissioner & Director (FAC)

To

All the MCs .

Copy to Commissioner, GHMC for information and necessary action.

Copy to the RDMA's of Hyderabad and Warangal Regions for information and necessary action.

Copy to all the AC LBs for necessary action (except Mulugu and Hyderabad Districts)

Copy to all the Collectors and District Magistrates for information and necessary action (except Mulugu and Hyderabad Districts).

Copy submitted to the Special Chief Secretary to Government, MA & UD, Telangana State, Hyderabad for kind information.

V. Sarnath  
for Commissioner & Director





सतिंदर पाल सिंह  
SATINDER PAL SINGH  
अपर सचिव  
Additional Secretary



भारत सरकार  
आवासन और शहरी कार्य मंत्रालय  
निर्माण भवन, नई दिल्ली-110011  
GOVERNMENT OF INDIA  
MINISTRY OF HOUSING AND URBAN AFFAIRS  
NIRMAN BHAWAN, NEW DELHI-110011  
D.O. No.N-11025/03/2022-LSG  
Dated, the 27<sup>th</sup> July, 2023

Dear Sir/Madam,

Azadi Ka Amrit Mahotsav (AKAM) is being celebrated as a nationwide and people led initiative to commemorate 75 years of India's independence and the glorious history of its people, culture and achievements.

2. 'Azadi Ka Amrit Mahotsav' started on 12th March, 2021 with a march from Sabarmati to Dandi. In this over two years journey, AKAM programmes have witnessed massive Jan bhagidhari. Till the end of June, 2023 more than 1.9 lakh events were undertaken, out of which State and Union Territories have done 1.6 lakh recorded events. As on date, 9 AKAM related programmes are done every hour. This is the largest celebratory effort in the post-independence history of India dedicated to 75 years of freedom. This would not have been possible without the active support of the State/UT Governments.

3. "Meri Maati Mera Desh" campaign is envisaged as a culminating event of 'Azadi Ka Amrit Mahotsav'. It involves paying tribute to the 'Veers', who have made the supreme sacrifice for the country, by conducting ceremonies at local, State and National level both in rural and urban areas.

4. **There are three key stages to the "Meri Maati Mera Desh" programme in the Urban areas.** The first level of programmes will be held in the small Urban Local bodies, Notified Area Councils (NACs), Cantonment Boards and Town Panchayats. Second level programmes will be at bigger Municipalities and Municipal Corporations and the third level, i.e. the finale will be at the National Capital. The details of the programmes in urban areas are given in Annexure.

5. To encourage active participation, a dedicated website is being created ([https://yuva.gov.in/meri\\_maati\\_mera\\_desh](https://yuva.gov.in/meri_maati_mera_desh)), where among others, the Urban Local Bodies representatives can get the programme details, the communication material, take pledge and post selfies and thus amplify the digital traction of the programme.

6. "Meri Maati Mera Desh" envisions a unified celebration of India's soil and valor, commemorating the nation's journey of freedom and progress. By connecting with the land and honoring our heroes, this program will instill a sense of national pride and inspire future generations to protect India's cherished heritage. Through collective efforts and participation, "Meri Maati Mera Desh" will leave an indelible mark on India's history. It is therefore, requested to ensure an enthusiastic participation by all ULBs and to extend full co-operation and support for the successful implementation of this campaign.

With regards.

Yours sincerely,

(Satinder Pal Singh)

Principal Secretary/Secretary, Urban Development/Local Self Government, of all States/UTs

Municipal Commissioners/Commissioners/Executive Officers of all ULBs



## ANNEXURE

### "MERI MAATI MERA DESH" PROGRAMME IN THE URBAN AREAS: PROGRAMME DETAILS

**LEVEL 1: Programmes in Small Urban bodies/Cantonment Boards/Town Panchayats:** These programmes are to be conducted between 9<sup>th</sup> August - 15<sup>th</sup> August 2023. These would include:

- a. **Dedication of Shilaphalakam (memorial):** A fundamental aspect of the program is to express heartfelt gratitude to all the brave hearts (Veer) who have made the supreme sacrifice. On the Shilaphalakam, names of the Veers are to be inscribed. For this purpose, the Veers include freedom fighters, defense personnel, personnel of Central Armed Police Forces and State Police who laid down their lives in the line of duty. Shilaphalakam may preferably be erected near Amrit Sarovars or in the absence of Amrit Sarovar, some other appropriate water body. In case, no such water body is available, the Shilaphalakam may be constructed at some other prominent location. *(The design of the Shilaphalakam can be downloaded from the website [https://yuva.gov.in/meri\\_maati\\_mera\\_desh](https://yuva.gov.in/meri_maati_mera_desh)).* Events may be held at smaller ULBs from 9<sup>th</sup> August to 15<sup>th</sup> August, 2023 near the Shilaphalakam.
- b. **Panch Pran Pledge:** At the memorial site, people will take a solemn pledge covering Panch Pran of the Hon'ble Prime Minister, affirming their commitment to the country. The pledge is given below:

"I pledge to play my part in building a developed India,

I pledge to remove any trace of colonial mindset,

I pledge to take pride in promotion & preservation our rich cultural heritage

I pledge to strive for the unity and solidarity of the country

I pledge to fulfill my duties and responsibilities towards my nation I pledge to honour the sacrifice of our country's brave-heafts and devote myself to nation's defense & progress"

During the ceremony, people would either individually or collectively take a selfie while taking the pledge with soil in the hand and upload to the dedicated website. This would be a key public activation activity to ensure high janbhagidari.

- c. **Vasudha Vandhan:** Each small ULB will renew and replenish Mother Earth by planting 75 saplings of indigenous species and developing an Amrit Vatika.
- d. **Veeron Ka Vandan:** ULBs may hold felicitation ceremonies for honoring the freedom fighters and the families of the deceased freedom fighters. They may also honour retired personnel from Defence, CAPF and State Police and the families of the brave hearts of these forces who have sacrificed their lives in the line of duty. Felicitation may be as per local traditions and customs.
- e. **Hoisting of the National Flag and singing of Rashtragaan** may be undertaken at each of the programme sites.



Youth volunteers and other people would collect Mitti from each small ULB and bring them to larger ULBs/Corporations. From large ULB, Mitti-Kalash having the soil from all the ULBs would be carried to the National Capital. For better youth participation at the ULB level, the District Youth Officer of NYKS, Department of Youth Affairs may be associated with the campaign.

**LEVEL 2: Programmes at the larger Municipalities/Corporations:** These programmes are to be organized between 16<sup>th</sup> August and 20<sup>th</sup> August, 2023. The Mitti-Kalash are to be brought ceremoniously to larger Municipalities/Corporations. For better youth participation the District Youth Officer of NYKS, Department of Youth Affairs may be associated with the campaign.

**Program at the State Capital:** State Governments may like to organize State level ceremonial programmes dedicated to Meri Maati Mera Desh Campaign. These programmes may be held between 16<sup>th</sup> August to 25<sup>th</sup> August, 2023.

**LEVEL 3: Finale Event at New Delhi:** From 27<sup>th</sup> August to 30<sup>th</sup> August, 2023, the collected Mitti Kalash from the Municipalities will be transported to Kartavya Path, New Delhi. The Mitti from all parts of the country would be utilized to develop a unique garden, called Amrit Vatika, with plantation of the indigenous species. An AKAM Memorial dedicated to all the heroes who have contributed for the freedom, unity and integrity of the country would be erected.

#### Important Dates for the Meri Maati Mera Desh Campaign

Dates	Details
9 <sup>th</sup> August, 2023- 15 <sup>th</sup> August, 2023	<ul style="list-style-type: none"> <li>• Main launch event of the Campaign on 9<sup>th</sup> August, 2023</li> <li>• Programmes in Small Urban Local Bodies</li> <li>• Uploading of Selfies</li> </ul>
16 <sup>th</sup> August, 2023 – 20 <sup>th</sup> August, 2023	<ul style="list-style-type: none"> <li>• Programmes in bigger Municipalities/Corporations</li> </ul>
16 <sup>th</sup> August, 2023- 25 <sup>th</sup> August, 2023	<ul style="list-style-type: none"> <li>• State Level ceremonial programmes</li> </ul>
<b>Towards the Grand Finale Proposed at Kartavya Path- 30<sup>th</sup> August, 2023</b>	
27 <sup>th</sup> August, 2023 – 28 <sup>th</sup> August, 2023	<ul style="list-style-type: none"> <li>• Arrival of Youth delegates in Delhi and Preparation for the Finale</li> </ul>
29 <sup>th</sup> August, 2023 Or 30 <sup>th</sup> August, 2023	<ul style="list-style-type: none"> <li>• Finale programme with VVIP presence at Kartavya Path</li> </ul>

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