



टी. बोर्ड. भारत Tea Board India

14, बी.टी.एम. सरनी (ब्रेबोर्न रोड) कोलकाता 700001

14, B.T.M Sarani (Brabourne Road) Kolkata 700 001

www.teaboard.gov.in



P.O. Box No : 2172 :::::::::::::: STD Code : 033 :::::::::::::: Tel .No : 2235-1331

Ref. No.: 25(64)/Sectt/2019/Part-I/

Dated: 11th August, 2023

CIRCULAR

Subject: Implementation of “Meri Maati Mera Desh” campaign as a culminating event of Azadi Ka Amrit Mshotsav (AKAM)-regarding.

In terms of D.O. letter No.42-22/261/2023-AKAM dated 02.08.2023, issued by the Secretary, Ministry of Culture, Govt. of India (copy enclosed) and the letter of Department of Commerce, Ministry of Commerce and Industry, vide No. F.No.K-28023/33/2022-FT(Coord) dated 09.08.2023 (copy enclosed), Tea Board has to implement successfully the program of the “ Meri Maati Mera Desh” campaign as a culminating event of Azadi Ka Amrit Mahotsav (AKAM).

Accordingly, all the Board’s officers including Zonal/Regional/Sub-Regional are hereby requested to undertake appropriate initiative for successful implementation of the programme and send the report/videos to the Secretariat Branch at teaboardsectt2021@gmail.com to make grand success the objective “Meri Maati Mera Desh” program and also requested to bring the contents to this Circular to all subordinates under your jurisdiction for kind information and necessary action please. The relevant bi-lingual Pledge (Hindi & English) is enclosed.

(Dr. Rishikesh Rai)
Secretary I/c

Encl.: **As stated**

Distribution:

1	All HoD’s in H.O.	For necessary compliance please.
2	Executive Director, Tea Board, Coonoor	
3	Executive Director, Tea Board, Guwahati	
4	DDTD, Tea Board, Siliguri	
5	DDTD, Tea Board, Palampur	
6	Spl, Officer, NWI, Tea Board, New Delhi	
7	Secretary to Dy. Chairman	For kind information
8	Establishment Branch	Spare copy
9.	IT Cell	For uploading in the website of Tea Board

चाय पियो मस्त जियो !



No. K-28023/33/2022-FT(Coordination)
Government of India
Ministry of Commerce and Industry
Department of Commerce

Vanijya Bhawan, New Delhi
Dated 9th August, 2023

OFFICE MEMORANDUM

Sub: Implementation of “Meri Maati Mera Desh” campaign as a culminating event of Azadi Ka Amrit Mahotsav (AKAM)- regarding.

The undersigned is directed to forward herewith a D.O. No. 42-22/261/2023-AKAM dated 2nd August, 2023, received from Secretary, Ministry of Culture, New Delhi, on the above-mentioned subject. The “*Meri Maati Mera Desh*” campaign, envisaged as a culminating event of ‘Azadi Ka Amrit Mahotsav’, involves paying tribute to the ‘Veers’, who have made the supreme sacrifice for the country, by conducting ceremonies at Panchayat/Village, Block, Urban Local Body, State and National level.

2. As part of the campaign, all Divisions and Organizations under Department of Commerce are requested to carry out adequate outreach of this campaign, including through their field outreach activities, websites and through the various social media platforms of the Organisation.
3. Further, all employees of Department of Commerce and Organizations under Department of Commerce are requested to actively participate in the various events/activities scheduled to be held at Panchayat/village, Block, Urban Local body, State and National level as part of the campaign.
4. Also, all employees of Department of Commerce and Organizations under Department of Commerce are requested to take Panch Pran Oath and upload selfie with Mitti on www.merimaatimeredesh.gov.in.
5. An Action Taken Report (ATR) may be sent to FT(Coordination) Section at moc-ftcoord@nic.in by 31.08.2023.


(Lakshman Rao Athukuri)
Deputy Director (Coordination)
Tel.23039596
Email: lakshman.a@nic.in

To,

1. All ASs/JSs/EAs/DG(DGFT)/Addl. DGFTs/Jt. DGFTs/Directors/DSs/USs
2. All Sections, DoC
3. All Attached Offices/ Subordinate Offices/ PSUs/ Commodity Boards/ EPCs/ other Organizations of Department of Commerce.
4. GA, DoC, IT Cell, DoC and I&C Cell, DoC

D.O. No. 42-22/261/2023-AKAM

Dear Shri Barthwal,

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 of 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 Panchayat/Village, Block, Urban Local body, State and National level.

4. The details of the programmes under the campaign "Meri Maati Mera Desh" to be organized in the Rural and Urban Areas are as under:

A. **Programs in Rural Areas:** There are three key stages to the programme in the rural areas- Panchayat/Village level programme, Block level Programme and the Finale at the National Capital.

i. **Panchayat level programs:** - These programmes are to be organized between 9th August and 15th August, 2023. There are five elements of the Panchayat level programmes as detailed below:

a. **Dedication of Shilaphalakam (memorial):** A fundamental aspect of the program is to express heartfelt gratitude to all the bravehearts (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, defence 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 in the Panchayat building or local school or at some other prominent location. (The design of the Shilaphalakam is enclosed in the Annexure I). Events may be held at panchayat/Village from 9th August to 15th August, 2023 near 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.
(Panch Pran Pledge enclosed at Annexure II)
During the ceremony, people would either individually or collectively take a selfie while taking the pledge with soil in the hand and upload on the dedicated website. This would be a key public activation activity to ensure high jan bhagidari.
- c. **Vasudha Vandhan:** Each Gram Panchayat/village will renew and replenish Mother Earth by planting 75 saplings of indigenous species and developing an Amrit Vatika.
- d. **Veeron Ka Vandan:** Panchayats 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.

ii. **Block Level Programs:** Youth volunteers and other people would collect Mitti from each Panchayat/Village and bring them to the block level. From each Block, Mitti-Kalash having the soil from all the Panchayat/Village, would be carried to the National Capital. For better youth participation at Gram Panchayat/Village and Block level, the District Youth Officer of NYKS, Department of Youth Affairs may be associated with the campaign.

iii. **Finale Event at New Delhi:** From 27th August to 30th August, 2023, the collected Mitti-Kalash 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.

B. **Programs in Urban Areas:** There are three key stages to the 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, 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.

- i. **Programmes in Small Urban bodies/NAC/Cantonment Boards/Town Panchayats:** These programmes are to be between 9th August and 15th August 2023. In these areas, all the five elements detailed for the rural areas in para 4 (A)(i) may be conducted.
- ii. **Programmes at the larger Municipalities/Corporations:** These programmes are to be organized between 16th August and 20th August, 2023. The Mitti-Kalash are to be brought ceremoniously to larger Municipalities/Corporations.

- iii. **Finale Event at New Delhi:** From 27th August to 30th August, 2023, the collected Mitti-Kalash from the Municipalities will be transported to Kartavya Path, New Delhi.

C. **Program at the State Capital:** State Governments may like to organize State level ceremonial programmes dedicated to Meri Maati MeraDesh Campaign. These programmes may be held between 16th August and 25th August, 2023.

Important Dates for the Meri Maati MeraDesh Campaign

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

5. To encourage active participation, a dedicated website is being created (https://yuva.gov.in/meri_maati_mera_desh), where both general public and Gram Panchayat/Village/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. Further, the design of Shilaphalakam would be downloadable from the website.

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 encourage all employees under your administrative jurisdiction to participate in the program, take Panch Pran Oath and upload selfie with Mitti on www.merimaatimersdesh.gov.in. Adequate outreach of this campaign on various social media platforms should be encouraged.

With regards,

Yours sincerely,

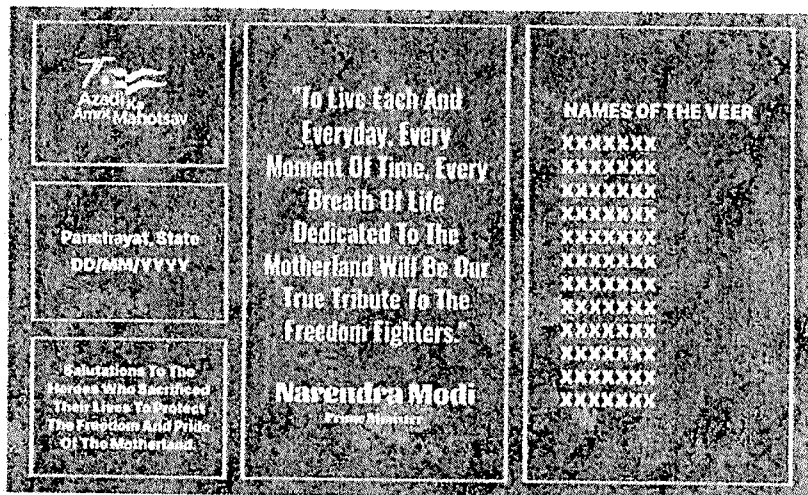


(Govind Mohan)

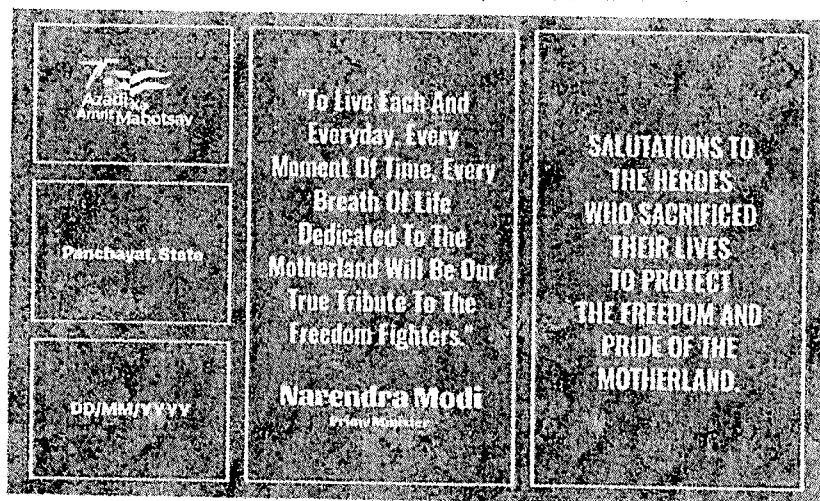
Shri Sunil Barthwal
Secretary
Department of Commerce
Ministry of Commerce and Industry
Udyog Bhawan, New Delhi-110001

ANNEXURE I

SILAPHALAKAM DESIGN - ENGLISH - For places with names of Veer




SILAPHALAKAM DESIGN - ENGLISH - For places without names of Veer




MENTION: It is requested to cross check with the campaign website for final artwork of shilaphalakam before execution. (merimaatimeradesh.gov.in)

ANNEXURE I

SILAPHALAKAM DESIGN - HINDI - For places with names of Veer

 आज़ादी का अमृत महोत्सव	“एक-एक दिन, समय का प्रत्येक क्षण, जीवन का प्रत्येक कण, मातृभूमि के लिए जीना और तभी आज़ादी के दीवानों को हमारी सच्ची श्रद्धांजलि होगी।”	वीरों के नाम XXXXXX XXXXXX XXXXXX XXXXXX XXXXXX XXXXXX XXXXXX XXXXXX XXXXXX XXXXXX XXXXXX XXXXXX
पंचायत, राज्य DD/MM/YYYY		
मातृभूमि की स्वतंत्रता और उसके गौरव की रक्षा के लिये बलिदान हुए वीरों को शत शत नमन।	नरेंद्र मोदी प्रधानमंत्री	

SILAPHALAKAM DESIGN - HINDI - For places without names of Veer

 आज़ादी का अमृत महोत्सव	“एक-एक दिन, समय का प्रत्येक क्षण, जीवन का प्रत्येक कण, मातृभूमि के लिए जीना और तभी आज़ादी के दीवानों को हमारी सच्ची श्रद्धांजलि होगी।”	मातृभूमि की स्वतंत्रता और उसके गौरव की रक्षा के लिये बलिदान हुए वीरों को शत शत नमन।
पंचायत, राज्य DD/MM/YYYY		
	नरेंद्र मोदी प्रधानमंत्री	

MENTION: It is requested to cross check with the campaign website for final artwork of shilaphalakam before execution. (merimaatimeradesh.gov.in)

Annexure- II

मैंने शपथ ली कि

भारत को विकसित देश बनाएँगे

गुलामी की मानसिकता को जड़ से निकाल फेंकेंगे

देश की समृद्ध विरासत पर गर्व करेंगे

एकता और एकजुटता के लिए कर्तव्यबद्ध रहेंगे

नागरिक के कर्तव्य निभायेंगे

देश की रक्षा करने वालों का सम्मान करेंगे

भारत को 2047 में विकसित देश बनाने का सपना साकार करेंगे

I pledge to

Make India a developed nation.

Root out all traces of a slave mindset.

Be proud of India's rich culture and tradition.

Work for the unity and integrity of India.

Fulfill the duties of citizens.

Honor those who defend the nation.

Work to fulfil the dream of a developed India in 2047.

No. K-28023/32/2022-FT(Coordination)

Government of India
Ministry of Commerce and Industry
Department of Commerce

Vanijya Bhawan, New Delhi

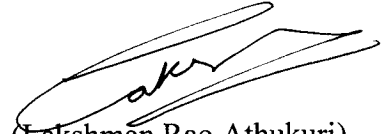
Dated 11th August, 2023

OFFICE MEMORANDUM

Sub: Implementation of “Har Ghar Tiranga” and ‘Meri Maati Mera Desh’ campaigns under the aegis of ‘Azadi Ka Amrit Mahotsav (AKAM)’ - regarding.

The undersigned is directed to refer to this section OMs of even no. dated 03.08.2023 & 09.08.2023 on the above mentioned subject, and all employees of Department of Commerce and Organisations under Department of Commerce are requested to Hoist Indian Flag between 13th to 15th August, 2023 in their household premises, upload selfie with tiranga on www.harghartiranga.com, change of display picture to Tiranga/picture with Tiranga on various social media platforms, taking PanchPran pledge and upload selfie with Mitti in hand on www.merimaatimeradesh.com between 9th to 15th August 2023. All employees of DoC are requested to collect the flags from General Administration.

2. The salient features of Flag Code of India, 2002 are enclosed herewith for information and compliance.



(Lakshman Rao Athukuri)
Deputy Director (Coordination)
Tel.23039596
Email: lakshman.a@nic.in

To,

1. All ASs/JSs/EAs/DG (DGFT)/Addl. DGFTs/Jt. DGFTs/Directors/DSs/USs
2. All Sections, DoC
3. All Attached Offices/ Subordinate Offices/ PSUs/ Commodity Boards/ EPCs and other Organizations of Department of Commerce.

Salient Features of Flag Code of India, 2002

1. The Indian National Flag represents the hopes and aspirations of the people of India. It is the symbol of our national pride and there is universal affection and respect for, and loyalty to, the National Flag. It occupies a unique and special place in the emotions and psyche of the people of India.
2. The hoisting/use/display of the Indian National Flag is governed by the Prevention of Insults to National Honour Act, 1971 and the Flag Code of India, 2002. Some of salient features of the Flag Code of India, 2002 are listed below for the information of the public:-
 - a) The Flag Code of India, 2002 was amended vide Order dated 30st December, 2021 and National Flag made of polyester or machine made Flag have been allowed. Now, the National Flag shall be made of hand spun and hand woven or **machine made**, cotton/**polyester**/wool/silk khadi bunting.
 - b) A member of public, a private organization or an educational institution may hoist/display the National Flag on all days and occasions, ceremonial or otherwise, consistent with the dignity and honour of the National Flag.
 - c) The Flag Code of India, 2002 was amended vide Order dated 19th July, 2022 and clause (xi) of paragraph 2.2 of Part-II of the Flag Code of India was replaced by the following clause:-

(xi) "where the Flag is displayed in open or displayed on the house of a member of public, it may be flown day and night;"
 - d) The National Flag shall be rectangular in shape. The Flag can be of any size but the ratio of the length to the height (width) of the Flag shall be 3:2.
 - e) Whenever the National Flag is displayed, it should occupy the position of honour and should be distinctly placed.
 - f) A damaged or dishevelled Flag shall not be displayed.

- g) The Flag should not be flown from a single masthead simultaneously with any other flag or flags.
- h) The Flag should not be flown on any vehicle except of the dignitaries mentioned in Section IX of Part III of the Flag Code, such as President, Vice-President, Prime-Minister, Governors etc.
- i) No other flag or bunting should be placed higher than or above or side by side with the National Flag.

Note:- For further details, the Prevention of Insults to National Honour Act, 1971 and the Flag Code of India, 2002 are available on Ministry of Home Affairs' website www.mha.gov.in.