



ज्ञान-विज्ञान विमुक्तये

प्रा. मनिष र. जोशी
सचिव

Prof. Manish R. Joshi
Secretary



सत्यमेव जयते



विश्वविद्यालय अनुदान आयोग
University Grants Commission
(शिक्षा मंत्रालय, भारत सरकार)
(Ministry of Education, Govt. of India)

D.O.No. 1-4/2022 (e.Gov/EBSS)

10th August, 2023 / श्रावण 19, 1945

Subject: Reminder reg.-Participation in the "Meri Maati Mera Desh" Campaign

Respected Madam/Sir,

This is in continuation of UGC letter dated 27th July, 2023 (available on the UGC Website: https://www.ugc.gov.in/pdfnews/1720001_Meri-Maati-Mera-Desh.pdf under Notices) regarding participation in the **Meri Maati Mera Desh Campaign**.

You are once again requested to ensure the success of the "**Meri Maati Mera Desh**" Campaign, we seek the active participation of your esteemed Institution. You are requested to support in raising awareness among your students through your university/college websites and other social media platforms. By encouraging full-fledged participation in activities and events related to the campaign, we can amplify its impact across the nation.

The letter from the Ministry of Culture provides further details about the planned programs, including the administration of the 'Panch Pran' Pledge and Vasudha Vandhan is enclosed for your ready reference. You are therefore, requested to kindly do the needful and apprise UGC to the action taken by filling up online form at UGC UAMP Portal <https://uamp.ugc.ac.in/>.

With kind regards,

Yours sincerely,

(Manish Joshi)

Encl: As above

To
The Vice-Chancellors of all Universities
The Principals of all Colleges

वसुधैव कुटुम्बकम्

ONE EARTH • ONE FAMILY • ONE FUTURE

गोविंद मोहन
सचिव
Govind Mohan
Secretary



75
आज़ादी का
अमृत महोत्सव

भारत सरकार
संस्कृति मंत्रालय
नई दिल्ली-110001
GOVERNMENT OF INDIA
MINISTRY OF CULTURE
NEW DELHI-110 001

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

July 23, 2023

Dear Sanjay:

Azadi Ka Amrit Mahotsav being celebrated as a nationwide and people led initiative 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 Janbhagidhari. Till the end of June 2023, more than 1.9 lakh events were undertaken. 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.

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 & 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 given below:

- 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 2023 to 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 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 includes 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 in the Panchayat building or local school or at some other prominent location. (The design of the Shilaphalakam is enclosed in the Annexure). Events may be held at panchayat/Village from 9th August 2023 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. 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-hearts 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 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 Defense, 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 2023 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 2023 to 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 2023 to 20th August, 2023. The Mitti Kalash are to be brought ceremoniously to larger Municipalities/Corporations.
 - iii. **Finale Event at New Delhi:** From 27th August 2023 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 Mera Desh Campaign. These programmes may be held between 16th August to 25th August 2023.

Important Dates for the Meri Maati Mera Desh Campaign

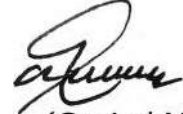
Dates	Details
9 th August 2023- 15 th August 2023	<ul style="list-style-type: none">• Main launch event of the Campaign on 9th August 2023• Programmes in Panchayats/Villages, Small Urban Local bodies• Uploading of Selfies
16 th August 2023- 20 th August 2023	<ul style="list-style-type: none">• Programmes 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. Your kind intervention is solicited for following to make program successful-
- i. Creation of Buzz through participation of college students.
 - ii. Panch Pran Pledge taking by students and selfies with mitti to be uploaded on website.
 - iii. To ensure active participation of students at Panchayat, Block, Urban local bodies and National level programmes

with regards,

Yours sincerely,



(Govind Mohan)

Shri K Sanjay Murthy
Secretary
Department of Higher Education
Ministry of Education
Shastri Bhawan, New Delhi - 110001

Annexure 1: Design of Silaphalakam

A. Overview of Silaphalakam

In each panchayat, a memorial plaque of approximately 5 feet x 3 feet is proposed to be erected. (In case any specific space considerations ratio of 5x3 may be maintained accordingly)

1. Memorial plaque to be constructed in/around Amrit Sarovar and other water bodies where available. In the places where water bodies are not available, memorial plaques should be constructed near Panchayat offices, schools, etc.
2. Work may be executed through the Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) leveraging local material and resources.
3. Base artwork to be available on the campaign website for reference.
4. The print file option would be auto-generated for download basis inputs. (Panchayat Name)

B. The design of Silaphalakam would include the following components:

1. AKAM Logo
2. Prime Minister's quote for Vision 2047
3. Name of Local Veers
4. Name of Panchayat
5. Date

(Conditions)

- Generic dedication is to be used at the places where Local Veers are not available/applicable
- The downloadable artwork should include AKAM Logo/AKAM 2047 Vision quote/Name of Panchayat and Date
- Downloadable open file should be made available
- Name of the local veers to be added locally

C. Definition of 'Veer' for the purpose of this initiative

The list of local 'Veers' would include:

- i. Freedom fighters;
- ii. Defense personnel (Army, Navy, Air Force); or
- iii. State Police Forces, Central Armed Police Forces personnel

i.e., people who have died in the line of duty.

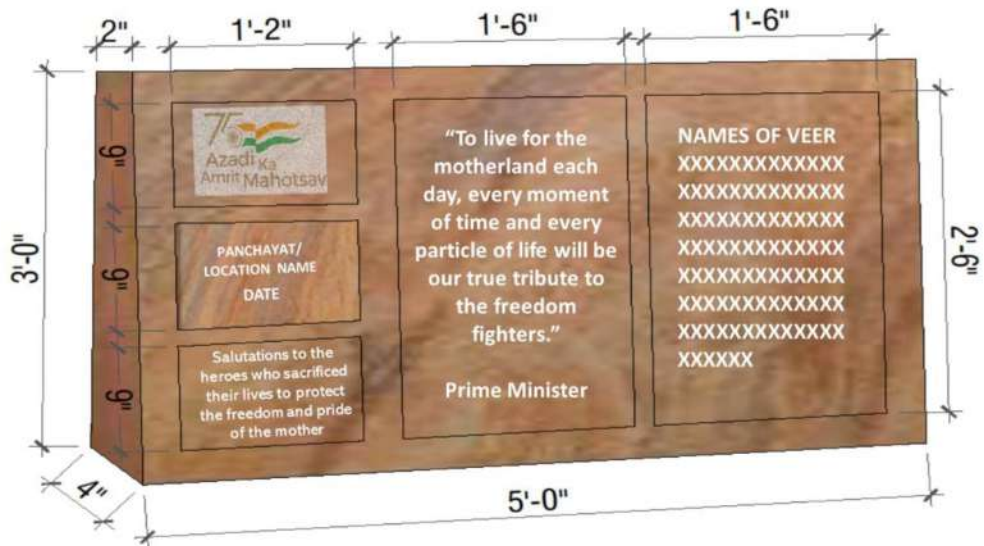
D. Hon'ble Prime Minister's quote for Vision 2047

- *"To live for the motherland each day, every moment of time and every particle of life will be our true tribute to the freedom fighters."*

Hon'ble Prime Minister Shri Narendra Modi

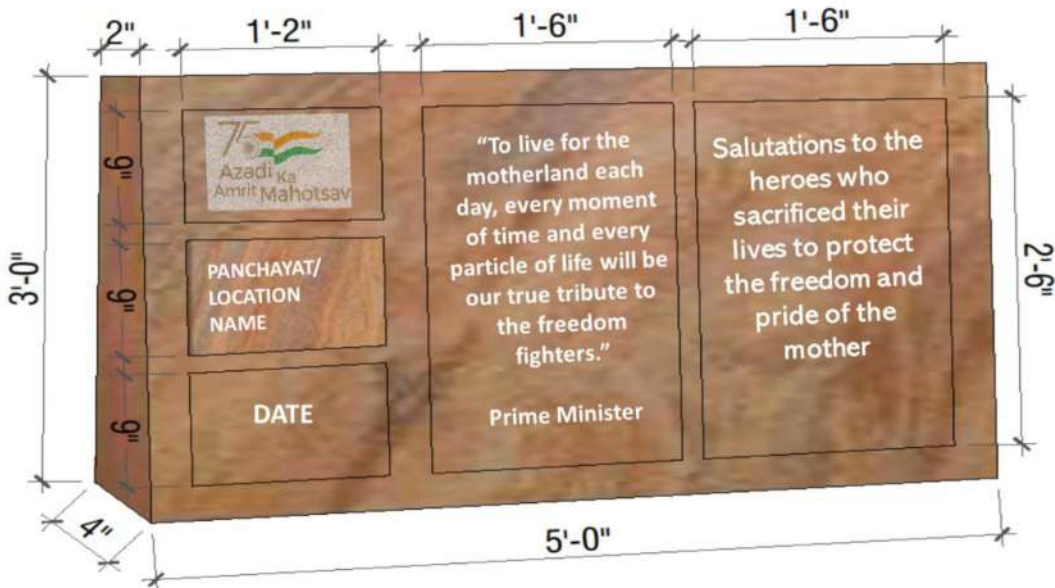
E. Generic dedication quotes

- *मातृभूमिकीस्वतंत्रताऔरउसकेगौरवकीरक्षाकेलियेबलिदानहुएवीरोंकोशतशतनमन।*
- *Salutations to the heroes who sacrificed their lives to protect the freedom and pride of the motherland.*



F. Design to be used (if Local Veers are available/applicable)

G. Design to be used (If Local Veers are not available/applicable)





MERI MATI, MERA DESH

MITTI KO NAMAN, VEERON KA VANDAN

21 July 2023

Setting the context



1. We owe our freedom to those people who gave up their today for our tomorrow.



2. Many of those people made the supreme sacrifice for the greater cause of the nation.



3. Our motherland is the blessed land which has given birth to the bravehearts/veer.



4. By virtue of being born unto this land we too are connected to this land & the spirit of patriotism that permeates the mitti & it's people

MITTI OF THE MOTHERLAND BINDS US ALL TOGETHER

This August INDIANS will pay
homage to the motherland through events
and programmes dedicated to the
MITTI OF THE MOTHERLAND



MERI MAATI MERA DESH
MITTI KO NAMAN VEERON KA VANDAN

PANCHAYAT LEVEL PROGRAMS

Every panchayat in India will join in offering
collective tribute to the MITTI OF THE MOTHERLAND (2.5 lakh+)

*Mandatory programs at all panchayats. Wishlist is to reach all villages to ensure maximum JANBHAGIDARI. Total Village Panchayats in India = 2,55,326. Source 'Local Government Directory' of the Ministry of Panchayati

MITTI YATRAS FROM PANCHAYAT-BLOCK- DELHI

Program at Kartavya Path in Delhi with 7500 Youth representing each block.

Elements of the panchayat level programme

Every panchayat in India will join in offering
collective tribute to the **MITTI OF THE MOTHERLAND**

1

Remembering
bravehearts/veer by
erecting veer patta .
(preferably near Amrit
Sarovars, water bodies)

**DEDICATION OF
SILAPHALAKAM**

2

Taking the panch pran
pledge promising to
commit to nation
building, uploading
selfies on campaign
website.

**PANCH PRAN
PLEDGE +
SELFIE**

3

Renewing &
Replenishing Mother
Earth by planting 75
saplings of longlasting
trees in each village of
India.

**VASUDHA
VANDAN**

4

Honoring defense
personnel/ CAPF and
State police personnel/
Freedom Fighters/Veer/
Families of bravehearts

**VEERON
KA VANDAN**

5

Hoisting of national flag
and singing of
Rashtragaan

**FLAG HOISTING
+ RASHTRAGAAN**

*Mandatory programs at all panchayats.

Mitti from nearby villages to be brought and made part of panchayat level programmes.

Deep Dive : Veer Patta / Silaphalakam

1



- In each panchayat VEER PATTAs of approx. 5 feet by 3 feet proposed to be erected.
- Veer Patta to be constructed in/around Amrit Sarovars, water bodies where available.
- In locations not near water bodies panchayat office, schools etc. may be chosen.
- Funded through MGNREGA. M/o Rural Development to write to panchayat heads.
- Cost per memorial to be decided by M/o Rural Development.
- Construction activity to generate work for locals.
- Base artwork to be available on campaign website for reference.
- Print file option would be auto generated for download basis inputs. (Panchayat Name)

Design of the silaphalakam would include following components...

AKAM logo

AKAM/ 2047
vision
(Quote)

Names of local
veers

Name of
panchayat

Date

- Where names of local veers are not available/ applicable - generic dedication to be used
- Downloadable artwork to include AKAM logo/ AKAM 2047 vision (Quote)/ Name of Panchayat and Date
- Names of veers to be added locally. Open file would be made available.

*“To live for the motherland each day,
every moment of time and every particle
of life will be our true tribute to the
freedom fighters.”*

Shri Narendra Modi, Prime Minister

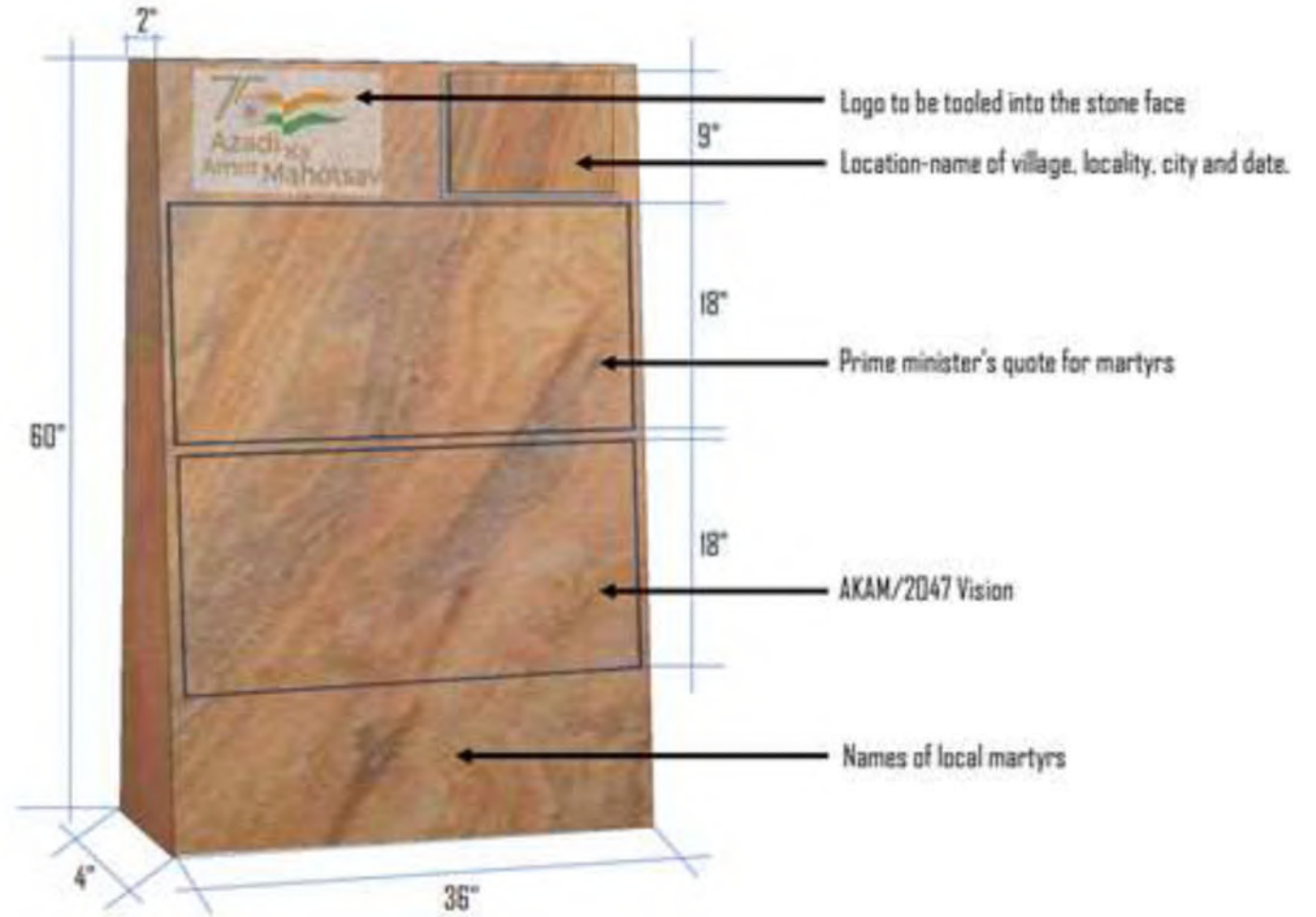
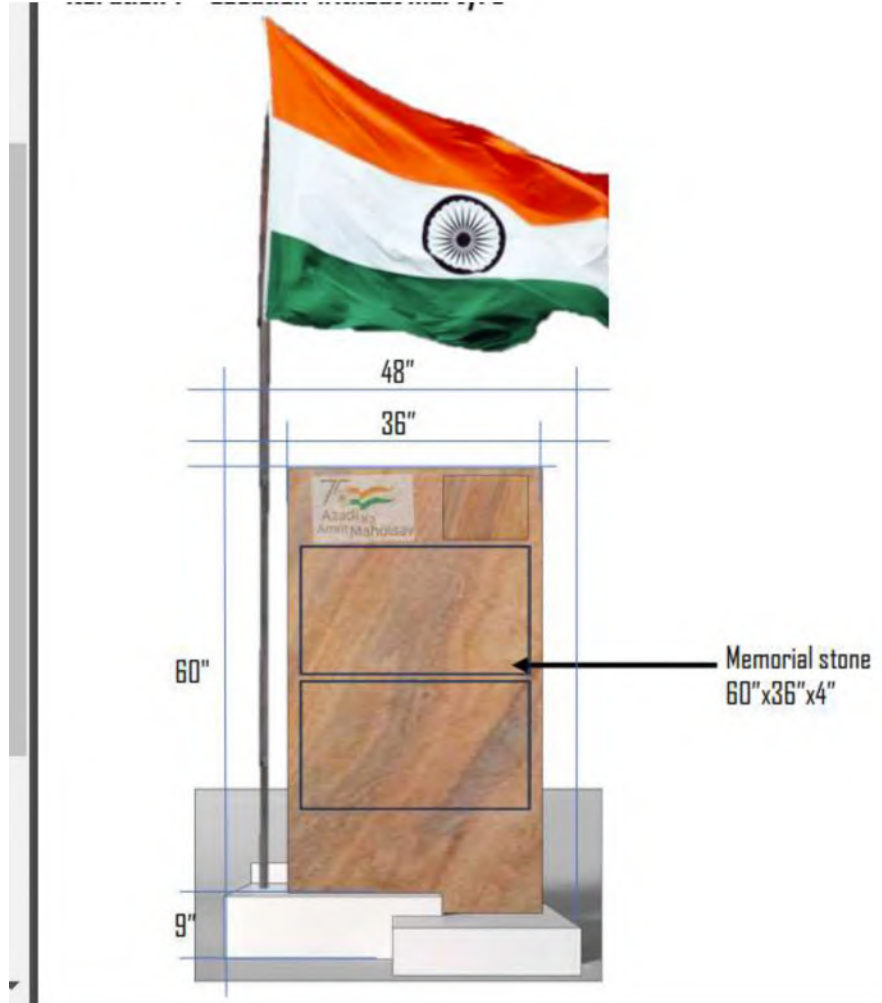


मातृभूमि की स्वतंत्रता और उसके गौरव की रक्षा के लिये बलिदान हुए वीरों को शत शत नमन।

Salutations to the heroes who sacrificed their lives to protect the freedom and pride of the motherland.



Design



Definition of VEERs who have made the ultimate sacrifice would include

▪ Freedom Fighters

▪ Defence Personnel (Army, Navy, Air Force)

▪ State Police Forces, Central Armed Police Forces personnel

▪ Officers from other categories

i.e. people who have died in the line of duty

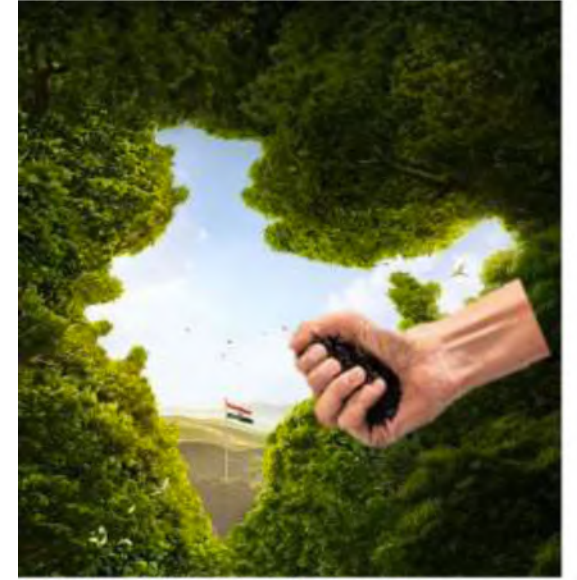
Deep Dive : Panchpran Pledge + Selfie 1

2

At each programme people will take the **PANCH PRAN PLEDGE**

The pledge may be taken holding mitti/ mitti diya in hand to integrate the Panch Pran idea and this year's focus of **MITTI KO NAMAN VEERON KA VANDAN**. Lit diyas may be put around **VEER PATTAS**.

Participants will be asked to upload **INDIVIDUAL SELFIE ON CAMPAIGN WEBSITE. DIGITAL CERTIFICATE** with social share prompt to be generated. Event pics to be shared on **social media**.



“

मैं शपथ लेता हूँ कि विकसित भारत के निर्माण में अपनी भागीदारी निभाऊंगा। मैं शपथ लेता हूँ कि गुलामी की मानसिकता से मुक्ति के लिये हर संभव प्रयास करूंगा।

मैं शपथ लेता हूँ कि देश की समृद्ध विरासत पर गर्व करूंगा और इसके उत्थान के लिये हमेशा कार्य करता रहूंगा। मैं शपथ लेता हूँ कि देश की एकता और एकजुटता के लिये सदैव प्रयासरत रहूंगा।

मैं शपथ लेता हूँ कि राष्ट्र के प्रति अपने कर्तव्यों और दायित्वों का पालन करूंगा। मैं शपथ लेता हूँ कि देश के गौरव के लिए प्राण देने वाले वीरों से प्रेरित होकर राष्ट्र की रक्षा, सम्मान और प्रगति के लिए समर्पित रहूंगा।

”



https://yuva.gov.in/meri_maati_mera_desh

▪A dedicated campaign page.

▪Yuva Portal to have a dedicated webpage to facilitate the registration & submission of activities by panchayats and individuals.

▪Website will be available in Hindi and English.

▪Campaign website 2 target groups : 1. Village / Panchayat Representatives and 2. Individual Citizens

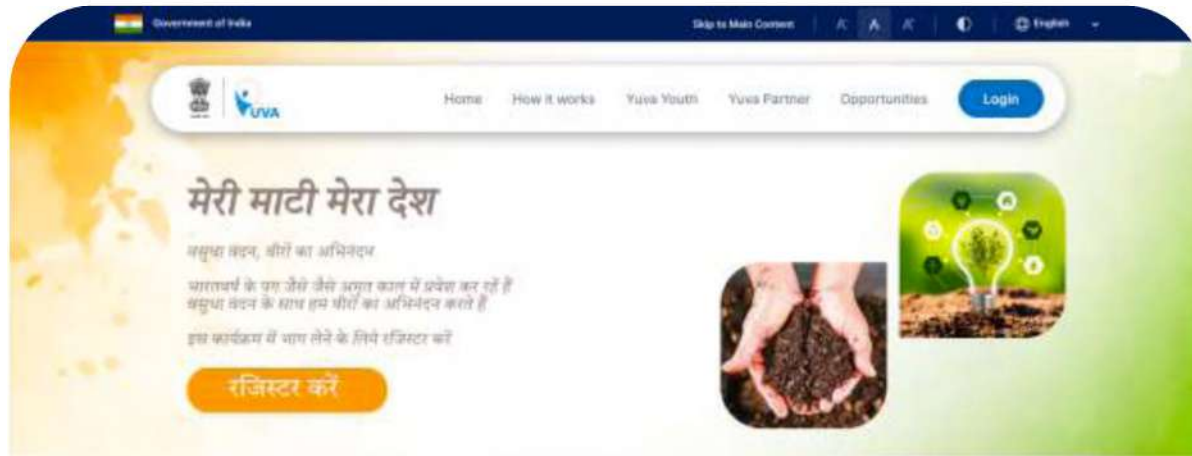
▪Logins for each village/panchayat to showcase work done (microsite)

Website to enable public participation towards the campaign by enabling features such as Post a Selfie/ Take mitti pledge - download certificate etc.

An interactive map feature will be integrated into the webpage, specifically designed to display the location of the Amrit Vatikas.

Campaign Website 2/2

https://yuva.gov.in/meri_maati_mera_desh



Register Now

रजिस्टर करें

- Website will have Download section
 - All branding collaterals - standees/hoardings/ banners/ backdrops etc.
 - AI based artwork generator for veer patta (with input for panchayat name.)
 - Artwork for scroll for felicitation.
 - Text for Pledge taking activity.
 - Guidelines for programmes to be held, draft anchor scripts etc.
 - Films if any to be played highlighting AKAM/Panch Pran etc, Mitti anthem audio and video
 - Translation of campaign name and tagline
 - Flag Code
- Main AKAM website will feature a link to campaign website.

Vasudha Vandhan (planting 75 saplings)

3



- 75 indigenous saplings to be planted at each event across 2.5 lakh + panchayats of India.
- Saplings to be provided by State forest/ horticulture departments.
- State Nodal - District collector to ensure sapling purchase centers identified locally in coordination with Forest/Horticulture departments.
- Amrit Vatika to be created.

4

- In each program local veers will be felicitated.
- These would include freedom fighters, serving and retired defence personnel from Army, Navy, Air Force, Central Armed Police Force and State Police Force personnel, Officers from other categories who are either serving or have died in the line of duty.
- Families of freedom fighters/ veers to be invited.
- Felicitations to be done as per local custom and tradition.



Hoisting of National Flag and Singing of Rashtragaan

5

- In each program to be held at gram panchayat the national flag would be hoisted and people would sing the RASHTRAGAAN.



Elements of the mitti yatras

VILLAGE

- Collection of mitti from villages to panchayats



BLOCK

- Youth from panchayats to take mitti to the nearest block



NATIONAL CAPITAL

- 1 youth per block to travel to Delhi with mitti kalash

Programmes at Village Panchayats.

Block level programmes to be done.

Finale Event at national level to be done.

Finale Programme at Kartavya Path



- A programme at Kartavya Path with HIGH JANBHAGIDARI with the participation of 7500 youth representing each block

Day-1-Forenoon

1.7,500 Youth Assemble.

2.7,500 Youth; one from each block of the country carrying sample of mitti, will reach Delhi to create Amrit Vatika at National Level.

3.Traditional Costume Parade - Traditional Dress

Day-1-Afternoon

Amrit Vatika Creation. (Location, area, type of plants and layout of Amrit Vatika to be finalized)

Cultural Program at Boarding venues.

DAY-2

7,500 youth assemble at Kartavya Path.

Panch Pran Pledge by Hon'ble PM to youth.

Inauguration of **Amrit Vatika**

Dedication of **AKAM Memorial**

Timeline of Activities

Dates	Details	Total no of programs/ participants
9-15 August 2023	<ul style="list-style-type: none"> • Programmes in Panchayats. • Main launch event : A programme in Uttar Pradesh to be led by Hon'ble Minister of Home Affairs and Cooperation. (9 August) <ul style="list-style-type: none"> • Launch of Mitti Anthem • Activation for public participation (Panch Pran pledge/ Selfie upload) 	2. Lakh +
12-20 August 2023	<ul style="list-style-type: none"> • Programmes in Blocks 	7500 +
Towards the GRAND FINALE PROPOSED AT KARTAVYA PATH - 30 AUGUST, 2023		
21-26 August 2023	<ul style="list-style-type: none"> • Space identification, memorial construction at Kartavya Path etc. 	1
27-28 August 2023	<ul style="list-style-type: none"> • Arrival of YOUTH delegates in Delhi and Preparation of Finale 	7500 youth
29 Or 30 August 2023	<ul style="list-style-type: none"> • Finale programme with VVIP presence at Kartavya Path 	1

Role of various Ministries 1

Ministry	Mandate
M/o Panchayati Raj & M/o Rural Development	<ul style="list-style-type: none">▪ To issue advisory for extension of support to State Govt. in conduct of event at panchayat level and to NYKS/NSS for events at block level.▪ To send messages about the program to Zilla Parishad/Panchayat Samiti/Gram Panchayat functionaries.▪ To help identify land in Villages to create Amrit Vatika in tandem with local administration.▪ To fund veer patta/ shilaphalakam
Ministry of Home Affairs	<ul style="list-style-type: none">▪ Pan India - Identify and send Serving employees and intimate retired employees of Central Armed Police Forces (CAPFs) to the villages for honoring them. Share list of personnel who have made supreme sacrifice.• In Delhi - Kartavya Path<ul style="list-style-type: none">• Security and law order for National event.• Logistics arrangement for parking of Buses and identification of route of the yatra.• Arrangements, approvals from Delhi Police for Hon'ble PM visit in the event.• General Law and order, Route/traffic clearance.• Fire tender in case big gathering.
M/o Environment & Forests	<ul style="list-style-type: none">▪ To coordinate and steer the tree plantation programme at gram panchayat and at Kartavya Path.▪ To identify and provide saplings for plantation for local event.
Ministry of I&B	<ul style="list-style-type: none">▪ Doordarshan, AIR, PIB, other print and electronic media channels to be channelized for coverage and amplification of the event.▪ Regional PIB for media publicity, branding etc.

Role of various Ministries 2



Ministry	Mandate
M/o Defence	<ul style="list-style-type: none"> ▪ Pan India : Identify and send Serving employees and intimate retired employees of Defense Forces to the villages for honoring them. Share list of bravehearts who have made supreme sacrifice. ▪ In Delhi - Participation of NCC cadets in the event. Help in holding the event at Kartavya Path. ▪ Outreach by pledge taking activities in all institutions/units of defence institutions.
Ministry of Railways	<ul style="list-style-type: none"> • Permission for Setting up kiosk at Railway stations for receiving the participants/ • Felicitation of Participants en-railway route. Help in Confirmation of Tickets of Participants • Outreach via announcements, branding and pledge taking activities at stations.
Ministry of Housing and Urban Affairs	<ul style="list-style-type: none"> • In Delhi - Identification of venue for the Amrit Vatika at Kartavya Path + AKAM Memorial, Identifying venue for parking of buses/cars • Pan India - Outreach via wall paintings, special pledge taking activities in Smart Cities network.
Ministry of Education: Department of School Education & Literacy & Department of Higher Education	<ul style="list-style-type: none"> ▪ Creation of Buzz through participation of school and college students and discussion over unsung heroes/Panch Pran etc. through their different agencies. ▪ Special assemblies dedicated to the topic. Leaflets to parents, ▪ Pledge taking by teachers and students etc.
M/o Culture	<ul style="list-style-type: none"> ▪ Branding collaterals, Social media outreach, Mitti Anthem, design of silaphalakam, support in website etc.

Phygital Activation & Call to Action for ALL

9- 15
AUGUST

- INDEPENDENCE DAY
: Call to action for
individuals

- This August, every Indian will offer a tribute to the MITTI OF THE MOTHERLAND
- Take mutthi bhar mitti and offer their respect by lighting a mitti diya* dedicated to bravehearts/ veer who made our freedom possible and upload mitti pranam selfies on campaign website.
- While uploading on website they would digitally take the Panch Pran pledge and promise to commit to nation building by just clicking on the 'I promise' button on the website. |



THANK YOU!

MERI MAATI, MERA DESH

MITTI KO NAMAN, VEERON KA VANDAN

क. संजय मूर्ति, सा.प्र.सं.
सचिव

K. SANJAY MURTHY, IAS
Secretary

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सत्यमेव जयते



भारत सरकार
Government of India
शिक्षा मंत्रालय
Ministry of Education
उच्चतर शिक्षा विभाग

Department of Higher Education
127 'सी' विंग, शास्त्री भवन, नई दिल्ली-110 001
127 'C' Wing, Shastri Bhawan, New Delhi-110 001

D.O. No. 5-54/2022-PN-II
Dated 03.05.2023

Dear

In the runup to World Environment Day on 5th June, 2023, Ministry of Environment, Forest & Climate Change envisages that all Ministries/Departments/Organisations/State Governments and UTs may organise major outreach and advocacy activities for mass mobilization on Mission LiFE. An illustrative list of activities that can be considered by the HEIs,, is at **Annexure**.

2. In this context, a review meeting was taken by the Cabinet Secretary on 28.04.2023, wherein it was decided inter-alia to lay emphasis on utilising the network of Institutions at grassroot level for creating awareness about the mission and inculcating sustainable consumption behaviour.

3. Also a Virtual meeting was organised by Ministry of Environment, Forest & Climate Change on 02.05.2023 regarding reporting and monitoring mechanism of the proposed activities starting from the month of May, 2023 till 5th June, 2023.

4. The creative for the mass mobilisation are available on the Mission LiFE Portal which can be downloaded from there. The activities once undertaken need to be uploaded on the same portal alongwith photos/videos. The mission LiFE portal can be accessed at <http://missionlife-moefcc.nic.in>.

5. I would therefore request you to kindly plan and organise activities starting from the month of May, 2023 till 5th June, 2023; upload detail plan of proposed activities; and subsequently upload geotagged photos/ videos of activities undertaken by your Institutions on mission LiFE Portal. Action Taken in the matter may also be intimated to this Ministry.

Yours sincerely,

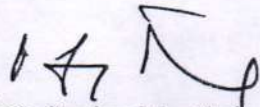
Encl: As above

(K. Sanjay Murthy)

Directors of IITs, IIITs, IIMs, NITs, IISERs, IISc, SPAs and other CFTIs

Vice Chancellors of CUs, NIEPA

Copy to:- All Bureau Heads of D/o Higher Education for appropriate follow-up


(K. Sanjay Murthy)