

## केन्द्रीय विद्यालय संगठन (मुख्य.)

शिक्षा मंत्रालय भारत सरकार के अधीन स्वायत्त संस्थान

18संस्थागत क्षेत्र, शहीद जीत सिंह मार्ग, नई दिल्ली-110016.

**KENDRIYA VIDYALAYA SANGATHAN (HQs)**

*An Autonomous Body under Ministry of Education, Govt. of India*

18, Institutional Area, S.J.S Marg, New Delhi-110016.

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केन्द्रीय विद्यालय संगठन

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

Date: 09.08.2023

The Deputy Commissioner  
Kendriya Vidyalaya Sangathan  
All Regional Offices

Subject: - Meri Maati Mera Desh Campaign under Azadi Ka Amrit Mahotsav- reg


Madam/Sir,

With reference to letter received from, Joint Secretary, DoSEL, Ministry of Education, dated 03.08.2023, regarding the subject cited above, it is to inform that **Meri Maati Mera Desh'** Campaign is envisaged as a culminating event of Azadi ka Amrit Mahotsav by Ministry of Culture from 9<sup>th</sup> August to 15<sup>th</sup> August 2023. It involves paying tribute to the "Veers" who have made the supreme sacrifice for the country, by conducting ceremonies at school by inviting stake holders. The key component of the programme is planting of 75 saplings of indigenous trees and establishing Amrit Vatika at School. Further it is also requested to conduct the following activities to make the programme successful.

1. Special assemblies dedicated to the topic and leaflets to parents.
2. Panch Pran Pledge by the students
3. Taking Selfies with Mitti to be uploaded in the dedicated website.

Hence, it is requested to disseminate the information to all Kendriya Vidyalayas under the Region and instruct the Principal to identify the location for establishment of Amrit Vatika with 75 saplings per school and also creating awareness and encourage the students during assemblies to promote the "**Meri Maati Mera Desh'**" campaign and conduct the suggested activities. Further, use social media handles for making this campaign a great success by using **#MeriMattiMeraDesh**.

Yours sincerely,



(Dr. Ritu Pallavi)

Assistant Commissioner (Acad.)

Copy to :

1. PS to Commissioner, KVS HQs, New Delhi for information.