

**GOVERNMENT OF NAGALAND  
DIRECTORATE OF INFORMATION & PUBLIC RELATIONS  
IPR CITADEL, NEW CAPITAL COMPLEX  
NAGALAND : KOHIMA**

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**'MERI MAATI MERA DESH'**

In light of the upcoming 'Meri Maati Mera Desh' campaign, aimed at fostering a sense of patriotism and environmental responsibility, we are taking significant steps to ensure its success.

**Pledge (Panch Pran) in Programmes:** During all events and programs conducted in villages and towns, it is mandatory for participants to take the pledge (panch pran). This pledge involves holding a fistful of soil (mini) as a symbolic representation of our deep connection with our homeland.

**Selfie with Soil and Pledge:** During the pledge ceremony, participants should take a selfie either individually or as a group, holding the fistful of soil while taking the pledge. The selfies must be uploaded to the dedicated website: [https://yuva.gov.in/meri\\_maati\\_mera\\_desh](https://yuva.gov.in/meri_maati_mera_desh), created by the Government of India.

The villages/towns programmes are proposed to be held between 9<sup>th</sup> August 2023 and 15<sup>th</sup> August 2023, the block level and larger urban local bodies/municipalities between 16<sup>th</sup> August 2023 and 20<sup>th</sup> August 2023, the State level programmes by 25<sup>th</sup> August 2023, and the Grand Finale at Kartavya Path, New Delhi on 29<sup>th</sup> or 30<sup>th</sup> August 2023.

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