



## **REPORT ON FLAG DISTRIBUTION AND PRABHAT PHERI**

### **UNDER THE UMBRELLA**

#### **‘MERI MAATI MERA DESH’ CAMPAIGN**

**Date:** 11 August 2023

**Venue:** KRMU Campus and Ghamroaj village, Sohna

**Event Type:** Extension Activity

**Mode of Activity:** Offline

**Target Group:** Students of KRMU and Villagers of Ghamroj

**Coordinators:** Dr Neeraj Kumari

**Organized by:** NSS, K R Mangalam University, Gurugram

**Participants:** 20 NSS volunteers

#### **Introduction:**

During 103<sup>rd</sup> Man Ki Baat, Hon’able Prime Minister Narendra Modi announced the **Meri Mati Mera Desh** campaign which starts from 9th August 2023 for honouring the martyred brave-hearts of the country. Under this, many programs like Prabhat Pheri, Pledge Taking ceremony, March past, National Flag Hoisting and many more programs will be organized across the country in memory of our immortal martyrs. 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.

Under the campaign, NSS, K R Mangalam University organized different programs from 11<sup>th</sup> August to 15<sup>th</sup> August at campus and in village.

#### **Objectives:**



The main objectives to organize the events was to give true value to its tagline ‘Mitti ko naman, veeron ka vandan.’ by recognizing courageous souls those who gave their lives in defense of the nation.

### **Content:**

**Flag distribution:** NSS-KRMU organized “Flag distribution and Prabhat Pheri” as a part of Meri Mati Mera Desh Campaign at Ghamroaj Village, Sohna on 11<sup>th</sup> August 2023.

The program was started by raising the slogans like “Vande Matram, Bharat Mata ki Jai” in presence of Registrar (K R Mangalam University, Gurugram), Dr. Anjana Singh (Dean Student Welfare), Dr. Neeraj Kumari (NSS Coordinator). First of all, NSS volunteers marched in the campus with banners and flags in hands. Then students visited Ghamroaj village where they spread the awareness in the people of village regarding Meri Mati Mera Desh, distributed flags, and marched rally with following slogans.

हर घर में तिरंगा लहरायेंगे,  
मेरी माटी, मेरा देश त्यौहार मनायेंगे!  
देश की माटी देश की जान,  
लाखों वीरों की है जान!  
भारत देश के वीर सपूतों को नमन,  
आजादी में है इनका अहम योगदान!

### **Conclusion:**

The event successfully instilled a sense of national pride and unity among students and villagers. It reminded everyone of the sacrifices made by India’s heroes and emphasized the importance of preserving the nation’s heritage through respect, gratitude, and active participation.

### **Event Outcome:**

The initiative inspired students and community members to express their patriotism and strengthened their emotional connection to the nation. It promoted civic responsibility, national



integrity, and community engagement, thereby aligning with the vision of *Meri Maati Mera Desh* to honor India's soil and the valor of its defenders.



Photo 1: Students during flag distribution



Photo 2: Students with villagers during flag distribution



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