

JAMMU & KASHMIR TRADE PROMOTION ORGANISATION

(A J&K Govt. Undertaking)

Industries & Commerce Department



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Dated: 14/08/2023

Subject: "Meri Maati, Mera Desh" Campaign

Circular

This is to inform about the "**Meri Maati, Mera Desh**" campaign initiated by the Government of Jammu and Kashmir, in collaboration with the Government of India. This campaign aims to honor the sacrifices of our brave heroes who have given their lives for our nation.

The campaign will include various activities, with a significant focus on creating an "**Amrit Vatika**" garden using soil from across the nation, to be established along the Kartavya Path in New Delhi.

The campaign will run from August 9th to August 30th, 2023, and aims to foster unity and pride among citizens.

It will involve activities like the installation of "**Sila-Phalakam**" to honor our heroes, a pledge of commitment, plantation of native saplings, recognition of freedom fighters, and hoisting of the National Flag.

All officers, officials, and educational institutions in the Union Territory of Jammu and Kashmir are encouraged to actively participate in the campaign.

The campaign holds great significance in honoring our nation's heroes and promoting patriotism. It is urged that all Officials and non-officials of this organization to actively engage in the events planned under the "Meri Maati, Mera Desh" campaign and contribute to this noble cause.


Managing Director
JKTPO

14/08/23

Copy to:

1. **Commissioner/Secretary to the Government, Industries & Commerce Department.**