

बीआईएस मुख्या./प्रशासन/परिपत्र(35)/2023

BIS HQ/ADMN/Circular(35)/2023

दिनांक: 21 अगस्त 2023

Date: 21 August 2023

भारतीय मानक ब्यूरो/BUREAU OF INDIAN STANDARDS
(प्रशासन विभाग/Administration Department)

परिपत्र/Circular

Subject: Meri-Maati Mera Desh Campaign from 09 Aug 2023 to 23 August 2023 and Celebration of National Sports Day from 21.08.2023 to 29.08.2023.

This has reference to DO Letter No. N-21/20/2023-P&C M/o Consumer Affairs, Food & Public Distribution, Department of Consumer Affairs, Government of India dated 21-08-2023 and received through e-mail from the Under Secretary (Parliament) DOCA, wherein it has been instructed to celebrate the National Sports Day in your organization from 21-08-2023 to 29-08-2023 as per the SOP suggested (copy enclosed).

2. As per the SOP, following competitive and fun games are suggested;

Sl.No.	Out-door Activities	Indoor Activities	Fun Activities
1.	Walk/Race	Badminton	Lemon-race/Sack race
2.	Volley-ball	Chess	Rope Jumping
3.	Hockey(penalty-shoot-out)	Basket-ball(3V3)	Kho-Kho
4.	Futsal/Mini football (3 VS 3)	Table-tennis	Lagori & Langadi
5.	Tennis Ball Cricket	Tug of War	Plank-challenge

**Office will be at Liberty to choose games for competition from any popular sports of the locality and availability of infrastructure.*

3. Accordingly following competitive and fun games are to be organised at BIS HQs, interested employees including contractual staff can send their entries at administration@bis.gov.in by 23rd August 2023 and Shri Yuvraj Singh Chauhan, Section Officer, who has been nominated as nodal officer.

Sl.No.	Out-door Activities	Indoor Activities	Fun Activities
1.	Walk/Race	Chess	Lemon-race/Sack race
2.		Table-tennis	Rope Jumping
3.		Tug of War	

4. On the same lines, all ROs/BOs/Labs/NITS are also informed to celebrate the National Sports Day in their offices from 21-08-2023 to 29-08-2023 as per the SOP suggested.

5. All the expenses may be incurred under Staff Welfare Activity Budget Head, if additional budget required, the same may be requested directly to DAC with proper justification.

6. In view of above, all HoDs of all ROs/BOs/Labs/NITS are requested to celebrate the National Sports Day in their offices from 21-08-2023 to 29-08-2023 as per the SOP suggested and send their report at administration@bis.gov.in by 30th August 2023.

7. This issues with the approval of Competent Authority.



(संदीप मीना)
निदेशक(प्रशासन)

Ref: ADMN/02/70/2023

Circulated to: All ROs/BOs/Labs/NITS including departments at BIS HQs through BIS Internet for information and strict compliance.

Email

ADMINISTRATION Admn

Fwd: Meri Maati Mera Desh Campaign from 9th to 30th August, 2023 and Celebration of National Sports Day from 21st August, to 29th August, 2023 regarding

From : Director Admin <dra@bis.gov.in> Tue, Aug 22, 2023 11:00 AM
Subject : Fwd: Meri Maati Mera Desh Campaign from 9th to 30th August, 2023 and Celebration of National Sports Day from 21st August, to 29th August, 2023 regarding  4 attachments
To : ADMINISTRATION Admn <administration@bis.gov.in>

From: "Kumar Shantanu" <ddga@bis.gov.in>
To: "Director Admin" <dra@bis.gov.in>
Sent: Monday, August 21, 2023 4:30:46 PM
Subject: Fwd: Meri Maati Mera Desh Campaign from 9th to 30th August, 2023 and Celebration of National Sports Day from 21st August, to 29th August, 2023 regarding

ले कर्नल कुमार शान्तनु
उप महानिदेशक (प्रशासन)

From: "BIS DG Secretariat" <dg@bis.gov.in>
To: "Kumar Shantanu" <ddga@bis.gov.in>
Sent: Monday, August 21, 2023 2:30:12 PM
Subject: Fwd: Meri Maati Mera Desh Campaign from 9th to 30th August, 2023 and Celebration of National Sports Day from 21st August, to 29th August, 2023 regarding

From: "US(P&C)" <uspc-ca@gov.in>
To: "adlmrrsl ca" <adlmrrsl.ca@gmail.com>, "Sunil Keshavrao Hiradiwale" <ahd-rrsl@nic.in>, "bsl konar" <bsl_konar@rediffmail.com>, "ddrrsl frd" <ddrrsl.frd@gmail.com>, ddrsl@gmail.com, "BIS DG Secretariat" <dg@bis.gov.in>, "Director General (NTH)" <dgnth-wb@nic.in>, "Rajeshwar Kumar" <dir-iilmr-jhr@nic.in>, mdnccf@nccf-india.com, "Registrar NCDRC" <ncdrc@nic.in>, "Dr Rakesh Joshi, Deputy Director" <rakesh.joshi74@gov.in>, "rrsl guwahati" <rrsl.guwahati@gmail.com>, "rrsl ahd" <rrsl_ahd@yahoo.co.in>, rrsbhubaneswar@gmail.com, rrsvar@gmail.com
Cc: "Aman Jain" <amanjain.ofb@nic.in>
Sent: Monday, August 21, 2023 1:47:55 PM
Subject: Meri Maati Mera Desh Campaign from 9th to 30th August, 2023 and Celebration of National Sports Day from 21st August, to 29th August, 2023 regarding

Sir/Madam,




Please find enclosed a letter dated 21st August, 2023 on the above subjects further necessary action.

With Regards,
Under Secretary(P&C)
Department of Consumer Affairs

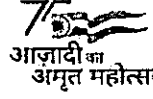
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egkfun'skd Ifpoky; @ Director General Secretariat
Hkkjrh; ekud C;wjks @ Bureau of Indian Standards,
ekud Hkou] 9] cgknqj'kkg tQj ekxZ @ Manak Bhawan, 9, B.S. Zafar Marg,
ubZ fnYyh 110002 @ New Delhi 110 002
nwjHkk"k @ Phone : 011 23237991/23236980



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-  **OM Meri mati mera Desh and Celebration of National Sports Day0001.pdf**
22 KB
 -  **Meri Maati Mera Desh0001.pdf**
199 KB
 -  **Celebration of National Sports Day0001.pdf**
113 KB
-

सुजाता चतुर्वेदी, भा.प्र.से
सचिव
Sujata Chaturvedi, IAS
Secretary



भारत सरकार
खेल विभाग
युवा कार्यक्रम और खेल मंत्रालय
Government of India
Department of Sports
Ministry of Youth Affairs & Sports

D.O. No.: 20-4/SAI/FIT/INDIA/2023

Dated: 11th August, 2023

Dear Secretary,

I am writing to you with reference to the National Sports Day which is celebrated every year on 29th August, the birthday of the Hockey legend Major Dhyan Chand, to commemorate India's deep-rooted tradition of Sports. We celebrate the National Sports Day by honouring nation's sports icons for their contribution and dedication towards bringing laurels to the country on the international stage. The National Sports Day in 2019 saw the grand launch of the Fit India Mission by the Hon'ble Prime Minister, which has led a mass movement to inculcate the culture of sports and fitness in the country.

2. With this background, it is proposed to celebrate the National Sports Day 2023 during the week beginning 21st August to 29th August, 2023 with pan-India sports events and engagement activities for people of various age groups and from all walks of life. The theme for this year celebration is "Sports as an enabler for an inclusive and fit society". The power and influence of sports to instil positivity and harmony in society is universally acknowledged and it is with the same spirit that this day is being celebrated.

3. May I request your support in this initiative to encourage mass participation in sports and fitness activities which may be organized under the aegis of your Ministry/Department from 21st to 29th August, 2023.

4. A suggested SoP for the celebration is enclosed for your kind reference. The Nodal Officer for this purpose from this Ministry is Smt. Ekta Vishnoi, Mission Director, Fit India, Sports Authority of India (+91 75881 81543).

I shall be grateful for your support in this regard.

With Best Regards,

Yours sincerely,

[Signature]
11/8/23
(Sujata Chaturvedi)

Encl.: As above

To- All the Secretaries, Government of India.

AS
[Signature]

SOP for National Sports Day (NSD) 2023 celebrations-

1. Organize any sporting event like athletics, contemporary sports, indigenous sports, etc. as deemed fit as per age groups on any one (01) day between 21st and 29th August 2023.

2. Salient features of the event:

- Week-long celebration with the organisation being free to choose the actual day of sporting events.
- Based on groups format instead of individual players to bring spirit of bonding, unity and inclusiveness,
- Competition may be based on a team-based point system where every member of team earns points for the teams irrespective of position in competition
- Acknowledging the local sports icons at the event in the celebrations.
- Staff to preferably come to workplace in sports attire. Sample t-shirt designs will be shared along with NSD branding.

3. Standard format of the event to be:

- Each organization to be divided into two, four or six teams depending on the number of participations maintaining gender equality.
- Medal tally for each team to be maintained. Highest points team will win Major Dhyan Chand Trophy.
- Organizations are at liberty to choose games for competition from any popular sports of the locality and availability of Infrastructure.
- Name of teams can be based on freedom fighters or prominent sportspersons of the country.

The list of suggested competitive and fun games is-

S.No.	Outdoor Activities	Indoor Activities	Fun Activities
1	Walk/Race	Badminton	Lemon Race/ Sack Race
2	Volleyball	Chess	Rope Jumping
3	Hockey (Penalty Shootout)	Basketball (3v3)	Kho-Kho
4	Futsal/Mini Football (3 vs 3)	Table Tennis	Lagori & Langadi
5	Tennis Ball Cricket	Tug of War	Plank Challenge

**Office will be at liberty to choose games for competition from any popular sports of the locality and availability of Infrastructure.*

4. **Fit India pledge:** All the stakeholders may be asked to organise a FIT India Fitness pledge event where organisations may take the FIT India Fitness pledge.

5. **Pre-event promotion:** Ensure pre-event promotion of the event to be organised from 18th August 2023 onwards followed by post event posts on social media.
6. The organizing department to release a press note two (02) days prior to the event informing about the event and schedule of activities.
7. Organizers to register their event on Fit India portal (<https://fitindia.gov.in/>) or Fit India Mobile App and upload details of participation, pictures & videos of the event.
8. Promote National Sports Day on their social media channels with #Sports4Unity and #NationalSportsDay through creatives, videos, write-ups, pictures of the events.
9. Adequate publicity for the program through social media, TV/Newspaper, etc.
10. Google Drive Link for branding design is- https://drive.google.com/drive/folders/19DQNF8SIQ8X76Jz0ekzhKbGKDZfhpX_o?usp=drive_link

Fit India Pledge

I take the pledge:

- TO LEAD AN ACTIVE AND A HEALTHY LIFESTYLE
- TO TAKEOUT 30 MINUTES EVERYDAY FOR MY FITNESS AND HEALTH
- TO ENCOURAGE MY FAMILY MEMEBERS, FRIENDS AND NEIGHBOURS TO STAY FIT AND HEALTHY
- TO TAKE THE FITNESS ASSESSMENT TEST ON THE FIT INDIA MOBILE APP REGULARLY

मैं प्रतिज्ञा करता हूँ:

- एक सक्रिय और स्वस्थ जीवन शैली जीऊँगा/जीऊँगी
- अपने फिटनेस और स्वास्थ्य के लिए हर दिन 30 मिनट का समय निकालूँगा/निकालूँगी
- अपने परिवार के सदस्यों, दोस्तों और पड़ोसियों को फिट और स्वस्थ रहने के लिए प्रोत्साहित करूँगा/करूँगी
- फिट इंडिया मोबाइल ऐप पर नियमित रूप से फिटनेस मूल्यांकन करूँगा/करूँगी

Email

ROHIT KUMAR SINGH

[Secy-goi] DO letter from Secretary, Department of Sports, Ministry of Youth Affairs & Sports, Government of India regarding celebration of the National Sports Day, 2023.

From : Sujata Chaturvedi <secy-sports@nic.in>
Subject : [Secy-goi] DO letter from Secretary, Department of Sports, Ministry of Youth Affairs & Sports, Government of India regarding celebration of the National Sports Day, 2023.
To : secy goi <secy-goi@lsmgr.nic.in>
Cc : Ekta Vishnoi <fitindia@gov.in>, Arun Kumar Gupta <ak.gupta82@gov.in>

Fri, Aug 11, 2023 02:06 PM

1 attachment

Sir/Madam,

Please find a copy of the letter on the above subject.

Kind regards,
Office of Secretary (Sports)
Ministry of Youth Affairs and Sports-
Department of Sports
Govt. of India
Shastri Bhawan, New Delhi
Tele No: 011-23388623
Tele Fax: 011-23388758



समृद्धि वृद्धयुक्तम्
ONE EARTH • ONE FAMILY • ONE FUTURE

Secy-goi mailing list -- secy-goi@lsmgr.nic.in
To unsubscribe send an email to secy-goi-leave@lsmgr.nic.in

DO Letter to All Secretary GoI.pdf
1 MB

गोविंद मोहन
सचिव
Govind Mohan
Secretary



75
Azadi Ka
Amrit Mahotsav

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

AS
/

August 2, 2023

Dear Shri Singh,

Azadi Ka Amrit Mahotsav (AKAM) is being celebrated as a nationwide and people led initiative to 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 of journey, AKAM programmes have witnessed massive Jan bhagidhari. Till the end of June, 2023, more than 1.9 lakh events were undertaken, out of which State and Union Territories have done 1.6 lakh recorded events. 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. This would not have been possible without the active support of the State/UT Governments.

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 and 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 under:

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 and 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 bravehearts (Veer) who have made the supreme sacrifice. On the Shilaphalakam, names of the Veers are to be inscribed. For this purpose, the Veers include freedom fighters, defence 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 I). Events may be held at panchayat/Village from 9th August to 15th August, 2023 near Shilaphalakam.

- iii. **Finale Event at New Delhi:** From 27th August 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 MaatiMeraDesh Campaign. These programmes may be held between 16th August and 25th August, 2023.

Important Dates for the Meri Maati MeraDesh 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. "Meri Maati Mera Desh" envisions a unified celebration of India's soil and valor, commemorating the nation's journey of freedom and progress. 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. Through collective efforts and participation, "Meri Maati Mera Desh" will leave an indelible mark on India's history. It is therefore, requested to encourage all employees under your administrative jurisdiction to participate in the program, take Panch Pran Oath and upload selfie with Mitti on www.merimaatimersdesh.gov.in. Adequate outreach of this campaign on various social media platforms should be encouraged.

with regards,

Yours sincerely,

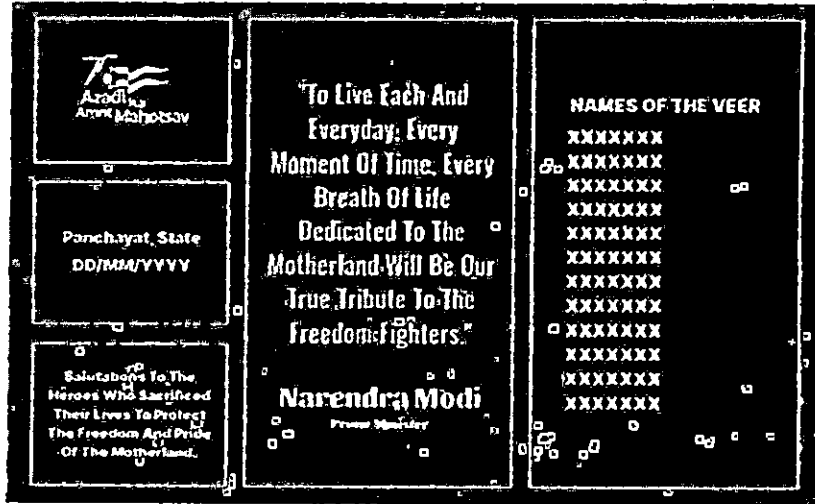


(Govind Mohan)

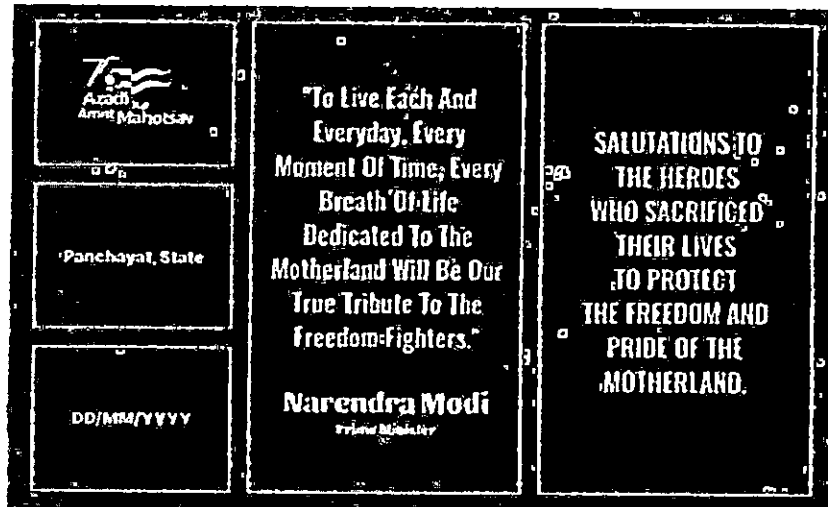
Shri Rohit Kumar Singh
Secretary
Department of Consumer Affairs
Ministry of Consumer Affairs, Food and Public Distribution
Krishi Bhawan, New Delhi-110001

ANNEXURE I

SILAPHALAKAM DESIGN - ENGLISH - For places with names of Veer




SILAPHALAKAM DESIGN - ENGLISH - For places without names of Veer




MENTION: It is requested to cross check with the campaign website for final artwork of shilaphalakam before execution. (merimaatimeradesh.gov.in)

ANNEXURE I

SILAPHALAKAM DESIGN - HINDI - For places **शिलालकम** names of Veer

 <p>आजादी अमृत महोत्सव</p>	<p>“एक-एक दिन, समय का प्रत्येक क्षण, जीवन का प्रत्येक कण, मातृभूमि के लिए जीना और तभी आजादी के दीवानों को हमारी सच्ची श्रद्धांजलि होगी।”</p> <p>नरेंद्र मोदी प्रधानमंत्री</p>	<p>वीरों के नाम</p> <p>XXXXXXXX XXXXXXXX XXXXXXXX XXXXXXXX XXXXXXXX XXXXXXXX XXXXXXXX XXXXXXXX XXXXXXXX XXXXXXXX XXXXXXXX XXXXXXXX XXXXXXXX XXXXXXXX</p>
<p>पंचायत, राज्य DD/MM/YYYY</p>		
<p>मातृभूमि की स्वतंत्रता और उसके गोदव की रक्षा के लिये वलिदान हुए वीरों को शत शत नमन।</p>		

SILAPHALAKAM DESIGN - HINDI - For places **शिलालकम** names of Veer

 <p>आजादी अमृत महोत्सव</p>	<p>“एक-एक दिन, समय का प्रत्येक क्षण, जीवन का प्रत्येक कण, मातृभूमि के लिए जीना और तभी आजादी के दीवानों को हमारी सच्ची श्रद्धांजलि होगी।”</p> <p>नरेंद्र मोदी प्रधानमंत्री</p>	<p>मातृभूमि की स्वतंत्रता और उसके गोदव की रक्षा के लिये वलिदान हुए वीरों को शत शत नमन।</p>
<p>पंचायत, राज्य</p>		
<p>DD/MM/YYYY</p>		

MENTION: It is requested to cross check with the campaign website for final artwork of shilaphalakam before execution. (merimaatimeradesh.gov.in)

Annexure- II

मैंने शपथ ली कि

भारत को विकसित देश बनाएँगे

गुलामी की मानसिकता को जड़ से निकाल फेंकेंगे

देश की समृद्ध विरासत पर गर्व करेंगे

एकता और एकजुटता के लिए कर्तव्यबद्ध रहेंगे

नागरिक के कर्तव्य निभायेंगे

देश की रक्षा करने वालों का सम्मान करेंगे

भारत को 2047 में विकसित देश बनाने का सपना साकार करेंगे

I pledge to

Make India a developed nation.

Root out all traces of a slave mindset.

Be proud of India's rich culture and tradition.

Work for the unity and integrity of India.

Fulfill the duties of citizens.

Honor those who defend the nation.

Work to fulfil the dream of a developed India in 2047.

IMMEDIATE

No. N-21/20/2023-P&C
Government of India
Ministry of Consumer Affairs, Food & Public Distribution
Department of Consumer Affairs

Krishi Bhawan, New Delhi-110001.

Dated: 21.8.2023

To

1. The Director General,
BIS, New Delhi.
2. The Director General,
NTH, Kolkata.
3. Registrar,
NCDRC, New Delhi
4. Managing Director,
NCCF, New Delhi.
5. The Director,
IILM, Ranchi.
6. All RRSL

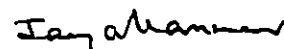
Subject: (i) Meri Maati Mera Desh campaign from 9th to 30 August, 2023; and
(ii) Celebration of National Sports Day from 21st August to 29th August,
2023 - regarding.

Sir/Madam,

I am directed to forward the copy each of D.O. Letter No. 42-22/261/2023-AKAM dated 02.08.2023 on the subject at (i) above received from the Secretary, Ministry of Culture and D.O. Letter No. 20-4/SAI/FITINDIA/2023 dated 11.8.2023 received from Secretary, Department of Sports on the subject at (ii) above, with a request to organise and ensure participation of all the employees of your organisation in the events as mentioned in the above D.O. Letters.

Encl: As above.

Yours faithfully,



(Jayalakshmi Kannan)

Under Secretary to the Govt. of India

Tele: 23381019