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National Unity Day

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Why is in news? On the auspicious occasion of National Unity Day, PM to participate in the programme marking the culmination of Meri Maati Mera Desh campaign's Amrit Kalash Yatra

Prime Minister Shri Narendra Modi will participate in the programme marking the culmination of Meri Maati Mera Desh campaign's Amrit Kalash Yatra at Kartavya Path on 31st October 2023. The programme will **also mark the closing ceremony of Azadi Ka Amrit Mahotsav**.

Prime Minister will lay the **foundation stone of Amrit Vatika and Amrit Mahotsav Memorial** during the programme.

During the programme, Prime Minister will also **launch 'Mera Yuva Bharat (MY Bharat) platform** for youth of the country.

National Unity Day:

National Unity Day is celebrated in India **on 31 October**. It was introduced by the Government of India in 2014.

The day is celebrated **to mark the birth anniversary of Sardar Vallabhbhai Patel** who had a major role in the political integration of India.

The official statement for National Unity Day by the Home Ministry of India cites that the National Unity Day "will **provide an opportunity to re-affirm the inherent strength and resilience of our nation to withstand the actual and potential threats to the unity, integrity, and security of our country**.

31 October is also celebrated as **Rashtriya Sankalp Diwas or National Pledge Day** as it **marks the day of assassination of Indira Gandhi**.

Several schools and colleges, especially in Congress-run states, organize rallies and programmes in remembrance of Indira Gandhi.

Meri Maati Mera Desh:

Meri Maati Mera Desh campaign is a **tribute to the Veers and Veeranganas** who have **made the supreme sacrifice** for the country.

In the spirit of Jan Bhagidari, the campaign comprises many activities and ceremonies conducted across the country at Panchayat/Village, Block, Urban Local Body, State and National levels.

The activities included **building of Shilaphalakam** (Memorial) to express heartfelt gratitude to all the bravehearts who have made the supreme sacrifice; **'Panch Pran' pledge** taking by the people at Shilaphalakam; planting of saplings of indigenous species and **developing 'Amrit Vatika' (Vasudha Vandhan)** and felicitation ceremonies for honouring the freedom fighters and the families of deceased freedom fighters (Veeron ka Vandan), among others.

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‘Meri Maati Mera Desh’ campaign **also includes the Amrit Kalash Yatra**, which comprises collection of mitti and rice grains from over 6 lakh villages in rural areas and from wards in urban areas, which is sent to block level and then to the state capital. The mitti from state level will be sent to the National Capital, accompanied by thousands of Amrit Kalash Yatris.

On 30th October, 2023, the Amrit Kalash Yatra will witness all the states and UTs represented by their respective blocks and Urban Local bodies putting mitti from their Kalash in one giant Amrit Kalash in the **spirit of ‘Ek Bharat Shreshtha Bharat’**. On 31st October, Prime Minister will address thousands of Amrit Kalash Yatris joining the programme from across the country.

The Amrit Vatika and Amrit Mahotsav Memorial, whose foundation stone will be laid by the Prime Minister, will be built from the soil collected from every part of the country.

Meri Maati Mera Desh campaign was **envisaged as a culminating event of 'Azadi Ka Amrit Mahotsav'**. Azadi Ka Amrit Mahotsav began on 12th March 2021 to celebrate the 75 years of India's independence. It has since witnessed **more than two lakh programmes organised throughout the country** with enthusiastic public participation.

MY Bharat:

'**Mera Yuva Bharat** (MY Bharat) is being established as an **autonomous body** to serve as a one stop whole-of-government platform for youth of the country.

In line with the Prime Minister’s vision to provide equitable opportunities to every youth of the country, MY Bharat will leverage technology to provide an enabling mechanism across the entire spectrum of the Government so that they can realise their aspirations and contribute in building of **‘Viksit Bharat’**.

The aim of MY Bharat is **to inspire youth to become community change agents and nation builders**, and enable them to act as the ‘Yuva Setu’ between the Government and the citizens. In this sense, ‘MY Bharat’ will provide a major boost to ‘Youth Led development’ in the country.