

Press Note - Sardar@150 Unity - Campaign Launch

Introduction

The Ministry of Youth Affairs & Sports, through *MY Bharat* is organizing the *Viksit Bharat Padyatras*, a initiative designed to foster national pride, deepen civic engagement, and strengthen the spirit of unity among youth through commemorative and participatory programmes. In line with the Hon'ble Prime Minister's vision of *Jai Bhagidari* in *Rashtraman*, this initiative brings together every stakeholder, from youth to veterans, in a shared act of remembrance. It reinforces the role of youth, especially the *Amrit Peddhi*, in nation-building and pays homage to the contributions of India's national leaders.

As part of this initiative, on October 6, 2025, the Ministry announced the launch of the **Sardar@150 Unity March**, a Government of India initiative led by **MY Bharat** to commemorate the **150th birth anniversary of Sardar Vallabhbhai Patel**, the Iron Man of India. This nationwide initiative aims to awaken the spirit of unity, patriotism, and civic responsibility among India's youth while honoring the legacy of the leader who united a fragmented India into One Nation. Through this campaign, young people are encouraged to adopt the ideals of **Ek Bharat, Atmanirbhar Bharat** in their everyday lives and civic engagement.

Launch	of	Digital	Phase:
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The campaign was digitally launched on October 6 by Hon'ble Union Minister for Youth Affairs & Sports, **Dr. Mansukh Mandaviya**. The digital phase includes **Social Media Reel, Essay-writing, Sardar@150 Young Leaders Program Quiz competitions**

Campaign Phases: The *Sardar@150 Unity March* will be held in following phases across the country:

1. District-level Padyatras (October 31 – November 15, 2025):

- 8-10 Km long padyatra will be undertaken for a period of 3 days covering all the districts in each parliamentary constituency.
- As a part of the pre-event campaign, activities such as Health camps, Lectures on Patel's life, debates, and a pledge for a drug-free India will be undertaken
- During the padyatra, tributes at Sardar Vallabhbhai Patel's statue or portrait, taking *Atmanirbhar Bharat* pledge, cultural performances on the theme of *Ek Bharat Atma Nirbhar Bharat* and a certificate distribution
- Youth Affairs Ministers at the State and UT level, along with Lok Sabha and Rajya Sabha MPs, will lead the padyatras in the districts of their respective parliamentary constituencies in association with the local district authorities, MY Bharat, and NCC officials, thereby ensuring strong leadership and active public participation at the grassroots.

2. National March (November 26 – December 6, 2025):

- A 152 km march from Karamsad (Sardar Patel's birthplace) to the Statue of Unity in Kevadia
- As a part of the pre-event, social developmental activities will be undertaken in all the villages enroute of the padyatra where MYB, NSS, Young leaders will take part
- 150 pit stops will celebrate the life of Sardar Patel through showcasing the diverse cultures of India.
- 150 young leaders will join the padyatra and walk alongside the Hon'ble Union Minister.
- Every evening, Sardar Garha sessions will be held where renowned scholars narrate the life and achievements of Sardar Patel.

All registrations and activities are being conducted via the **MY Bharat Portal:** https://mybharat.gov.in/upa_events. Youth across the country are encouraged to register and actively participate in this historic initiative.