



Nehru Yuva Kendra Sangathan
नेहरु युवा केन्द्र संगठन
साथ साथ
कल की ओर...



नेहरु युवा केन्द्र संगठन Nehru Yuva Kendra Sangathan

स्वायत्तशासी संस्था
युवा कार्यक्रम एवं खेल मंत्रालय
भारत सरकार

*an Autonomous Body under the
Ministry of Youth Affairs & Sports
Government of India*



आज़ादी का
अमृत महोत्सव

Ref.No. NYKS/Prog: IWD/2022/189

~~28th February 2022~~

03.03.2022

To : All State Directors, NYKS

From : Apoorva Shinde, Director (Prog.), NYKS Hq

Subject: Celebration of International Women's Day (IWD) on 8th March 2022 as part of Azadi Ka Amrit Mahotsav- regarding.

Please see the enclosed email dated 28.02.2022 of Sh. Rajiv Kumar Singh, US-CDN, DoYA regarding International Women's Day.

2. International Women's Day (IWD) is observed globally on 8th March every year for celebrating the social, economic, cultural and political achievements of women as well as to give renewed focus on women's issues and make a call to action for gender equality.
3. The UN Theme for International Women's Day 2022 is: "Gender equality today for a sustainable tomorrow"
4. Vide this office letter no. NYKS/Core Prog./2021-22/168 dated 8th February 2022, suggestive activities and list to celebrate the remaining days & weeks in a grand & befitting manner was shared. International Women's Day is one of the suggestive Days.
5. **Suggestive Programmes and Activities in the run up to IWD and on IWD itself:**

Each District NYK while celebrating the IWD, may undertake activities out of the following suggestive list with active involvement of NYVs and NYKS affiliated village based Youth Clubs:

- Discussions-cum-workshops on women based issues during the week.
- Photograph campaign with crossed arms (commit to **Breaking the Bias**) & uploading them on various social media platforms
- Showcasing of outstanding initiatives of women & felicitating them
- Theme based Seminars/Workshops
- Knowledge Competitions- Debate, Essay writing, Declamation, Painting competition

6. Coordination:

- a) NYKS Youth Club Members should be motivated to organize similar types of activities in their villages in coordination with Mahila Mandals, SHGs, Gram Panchayat and other Stakeholders.
- b) Wherever needed, activities should be held in coordination with State/District/other bodies.

7. Target:

National Youth Volunteers should be given target to motivate a minimum of 20 village based Youth Clubs in their respective blocks for conducting above mentioned activities.

8. Participation:

Participation of maximum number of people in general and youth in particular from all sections of society should be ensured.

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9. Resources:

The programme may be organized from the existing allocation of "Celebration of National and International Days and Week of Importance" as per guidelines of Annual Action Plan 2020-2021 and by mobilizing local resources.

10. Wide Coverage of the event:

- a) All the State Directors, Deputy Directors & District Youth Officers should mobilize local press and media, Tie up with Doordarshan Unit and Local Channel, and Print Media in their respective State/ Districts, issue press release and invite Media Persons during the programmes so as to have wider coverage and dissemination of messages.
 - b) Buzz creation on Social Media -Whatsapp, Facebook, Twitter with use of hashtags like #IWD2022, #InternationalWomensDay, #BreakTheBias, #AzadikaAmritmahotsav etc.
 - c) Activities photographs, Videos and Press Clippings should be sent to edpnyks2020@gmail.com for uploading on website and social media platforms.
11. **Reporting:** Progress Report of the above activities should be submitted in the enclosed proforma to Sh. Prabhat Kumar, Joint Director (Prog.) at coreprogrammenyks@gmail.com latest by 9th March, 2022 alongwith good quality action photographs and press clippings.
12. **Precautions:** While undertaking these activities, the youth should wear face mask, wash their hands on regular intervals, due care for personnel hygiene and maintenance of social distancing as well as while following the advisories and Guidelines issued by Government and District Administration. Further, as per local notifications, permissions for conducting activities may be sought from District Administration.

With best wishes


(Apoorva Shinde)

Encl: as above

CC:

- All RDs, NYKS
- PS to Director General, NYKS
- Sh. Rajiv Kumar Singh, US-CDN, DoYA in reference to your email dated 28.02.2022 on the subject
- AD, EDP