



नेहरु युवा केन्द्र संगठन  
Nehru Yuva Kendra Sangathan

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# 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



Ref. No. NYKS/NationalYouthDay/2024/353

Date: 02/01/2024

To: All State Directors, NYKS

**Subject: Organization of build-up Programmes leading to Mega Celebration of National Youth Day on 12<sup>th</sup> January 2024 as a part of Core Programme of Annual Action Plan 2023-24-regarding.**

Sir/Madam,

As a part of 161<sup>st</sup> birth anniversary of Swami Vivekanand Ji, NYKS is all set to organize series of build-up activities leading to organization of Mega Celebration of National Youth Day on 12<sup>th</sup> January 2024 as a part of core programme activities of Annual Action Plan 2023-24.

2.The upcoming celebration of Youth Day on 12<sup>th</sup> January 2024 is not just a daylong celebration but it has been decided to undertake series of activities which may culminate into mega celebration on 12<sup>th</sup> January 2024 and Youth Week.

3.The ten days build-up activities will commence from 2<sup>nd</sup> January 2024 and by conducting series of these activities will create massive build up and as a result of which besides youth, a large number of people are also expected to participate in an environment of festivity and euphoria.

4. These proposed activities are recognition and fitting tribute to youth power and their valuable and decisive contribution in making India Vishwa Guru during Amrit Kaal-India@2047. This is also commitment to the Youth centric development vision of Hon'ble Prime Minister Sh Narendra Modi Ji.

5. Following are the build -up activities to be undertaken

- **MYBharat-Viksit Bharat @2047 Declamation Contest at District Level**
- **Volunteer Enrolment Drive on MYBharat portal for National Road Safety Week**
- **Social Media Awareness Campaign on National Road Safety Week**
- **Training of Road Safety Volunteers in coordination with Traffic Police /Transport Deptt**

6. As mentioned, the above activities will lead to **Mega Programme on 12<sup>th</sup> January 2024 in all Districts of the country. The set up of this programme should be similar to the District Yuva Utsav and on a bigger scale.**

7. These above activities have been planned with the spirit of **Jan Bhagidari to Jan Andolan** in order to encourage and ensure maximum participation of various Deptts and Organizations. This will also facilitate participation of people particularly the youth from cross section of society through the programmes and interventions of other Deptts/Organizations. Accordingly, following partner Ministries/Deptts along with their indicative activities have been suggested:

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21/1/2024

- **Department of Sports-** Fit India Stalls with BMI, Diet and IEC on Youth Fitness
- **Ministry of Skill Development and Entrepreneurship (MSDE)-** Stalls facilitating enrolment of youth on PM-Kaushal Vikas Yojana, PM-Kaushal Kendra youth etc.
- **Ministry of Micro, Small and Medium Enterprises (MoMSME)-** District Industries Committee (DIC) & Khadi Village Industries Committee (KVIC) to set-up exhibition stalls on PM-Employment Guarantee Program and other Central Government Schemes for young aspiring entrepreneurs.
- **Ministry of Housing and Urban Affairs (MoHUA)-** Stalls facilitating Awareness on Svanidhi Scheme, SBM-Urban (Urban waste management) etc.
- **Ministry of Women and Child Development (WCD)-** Set-up stalls at the venue for Young Women specific IEC on female health & nutrition aspects, BMI, Female Specific Diet Requirements etc. may be covered.
- **Traffic Police/Transport Department-** Road Safety Awareness Stalls.
- **Ministry of Panchayati Raj –** Set up stalls to showcase various schemes.
- Sale Stalls of Products of KVIC startups and PMEGP beneficiaries.
- Games/Activities/Contests for visitors on their respective domains by all the above ministries

8. **These are suggestive and not exhaustive and therefore, DDs and DYO are at liberty to coordinate with other Deptts/Organizations and cooperate in the organization of their activities as part of the buildup programme for National Youth Day and also showcase them at the time of Celebration of Youth Day on 12<sup>th</sup> January 2024.**

9. Comprehensive guidelines have been prepared and enclosed with this communication for your information please. All State Directors are requested to go through the contents of the guidelines very minutely and share the same among DDs and DYO under their jurisdiction. This will enable them to conduct the activities as per the guidelines. As time is very short therefore, efforts and spade works are to be initiated forthwith.


10. It may please be noted that all the participants of above and other activities should be registered in MYBharat Portal and the events be created immediately (from 2<sup>nd</sup> January) as directed by Secretary, Youth Affairs and DG, NYKS on 29<sup>th</sup> Dec.2023 during a webinar.

11. Also as directed by the Secretary, Youth Affairs and DG, NYKS all DDs/and DYO should **immediately identify an appropriate venue** for the National Youth Day programme and the same may be updated in the google sheet by **3<sup>rd</sup> January 2024 positively.**

12. Programme wise funds details are given in the respective guidelines of each programme and the same have been released to the districts and therefore, all SDs are requested to ensure that highest level of financial prudence and transparency are maintained at District level by strictly following the prescribed GFR norms.

13. Regular and strict monitoring by SDs are required to ensure the success of the programme. Further, timely submission of reports is equally important.

14. This is again emphasized that the above-mentioned programme should be organized in such a way so as to become the talk of town, with enthusiastic public response in terms of their participation and cooperation. Reporting performa and other details (if required) will be shared

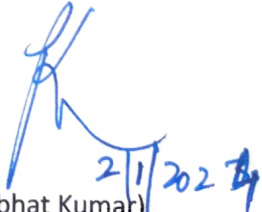
  
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shortly. Implementation of the above programmes will be monitored regularly at the highest level; therefore, we all need to be cautious and ever ready with all the details.

**15. Immediate tasks at hand of all DDs/DYO's –**

- **Coordinate** with all line departments, with special emphasis on the departments mentioned above.
- **Finalize additional activities** to be carried out by the volunteers in coordination with the other Department/Organizations.
- **Create** events on MYBharat portal.
- **Identify** and prepare the list of volunteers for Road Safety Week.
- **Conduct** a press meet/press release to all print and electronic media at the local level to ensure that these programs reach a larger population.
- **Select** an educational institution as the venue for organizing the mega program on 12th January 2024. The same may also be communicated to the NYKS HQ immediately.

With best wishes,

  
(Prabhat Kumar)  
Joint Director (Prog.)  
NYKS HQ

Encl: as above  
CC

- Ps to DG
- Director (FB&A)
- Director (GA)