

नितेश कुमार मिश्रा, भा.सि.ले.से.  
महानिदेशक, ने.यु.के.सं.  
**Nitesh Kumar Mishra, ICAS**  
Director General, N.Y.K.S.



स्वायत्तशासी संस्था  
युवा कार्यक्रम एवं खेल मंत्रालय  
भारत सरकार  
an Autonomous Body under  
Ministry of Youth Affairs & Sports  
Government of India

Ref. No. NYKS/PROG: World Bicycle Day/2022-23/35

21.05.2022

**All State Directors**

Nehru Yuva Kendra Sangathan

**Subject: Preparatory Activities for observance of "World Bicycle Day 2022" as part of Azadi Ka Amrut Mahotsav –reg.**

Reference invited to enclosed D.O. letter no. CM-21035/3/2020- Spl.cell dated 13 May 2022 of Sh. Govind Mohan, Secretary, Ministry of Culture to Secretary, Department of Sports vide which it has been informed that "World Bicycle Day" on 3<sup>rd</sup> June 2022 is to be celebrated by Ministry of Youth Affairs and Sports as the event lead.

2. The World Bicycle Day programme would be organised at 03 levels viz. National level launch event on 3<sup>rd</sup> June 2022 at Delhi, Bicycle Rallies at 75 iconic places on 3<sup>rd</sup> June 2022 and Block level Bicycle Rallies from 4<sup>th</sup> June to 10<sup>th</sup> June 2022.
3. The detailed guidelines of the programme are being worked out and would be shared shortly. Meanwhile, following preparatory activities are expected from the SDs at State level and DDs/DYOs at District level:
  - a) Sensitizing of all NYVs and Members of Youth Clubs about the event and encourage them to participate in the event in large number.
  - b) Apprising of DMs/DCs by Deputy Directors and District Youth Officers about the event
  - c) Identification of 7.5km track (minimum) in 75 Iconic Places (List will be shared) and all Blocks
  - d) Consultation for Coordination with Sports Deptt., Cycle Federations, Deptt. Of Higher Education, NSS, NCC, BS&G, NGOs, etc. for resource mobilisation and other logistic arrangements.

- e) Identification of physically fit and healthy Youth Cyclists/Volunteers to participate in the Bicycle Rally in each block (minimum 20). Enlisting of their details for giving Certificates for participation
- f) Pre-programme buzz creation:
- i. Sharing of photographs of Young Cyclists associated with NYKS on social media handles of District, State and NYKS India. Photographs having picturesque background/iconic places may be given priority.
  - ii. Organising Knowledge Competitions viz. Quiz competitions, poster competitions and other such programmes. A Sample PPT on the History of Bicycles is enclosed for reference.
  - iii. Sharing of e-posters and other relevant IEC Materials.
  - iv. Draft Press Release
  - v. Collecting and sharing of promotional video bytes of MPs/MLAs/Celebrities/Fitness enthusiasts/other eminent personality.

The above list of preparatory activities is only suggestive in nature. SDs/DDs/DYOs are free to think and visualise other innovative and catchy ideas in this regard.

4. It is expected that all the Officers would put in their best efforts to make "World Cycle Day" a grand success.

With best wishes



Nitesh Kumar Mishra

Encl: a/a

CC:

- Director (Prog.), NYKS HQ
- All Regional Directors for information and regular follow-up.