



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



नेहरू 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/Spl.Prog./India@75/2 020-21/87

5th March, 2021

To : All State Director, NYKS (except the States of Assam, Kerala, Tamil Nadu & Puducherry and West Bengal where model code of conduct are in operation).

From : Prabhat Kumar, Dy. Director (Spl.Prog.), NYKS HQ.

Subject : Participation of NYKS during the Celebration of Indias 75 Years of Independence- India@75-regarding.

Sir/Madam,

In reference to the above, enclosed please find a letter No.P-11017/20/2020-21-PPC (as **Annexure-1**) from Sh Vikram Sahay, Joint Secretary,(P&A), Ministry of Information and Broadcasting, Govt. of India.

2. Vide the above letter, it has been informed that the Celebration of 75 Years of Indias Independence –**Azadi Ka Amrut Mahotsav would start from 12th March 2021 to 5th April 2021 (i.e 25 days).**
3. Hon'ble Prime Minister will launch the opening ceremony on 12th March 2021 from Gujarat. For the inauguration several events have been planned including following:
4. As mentioned in the letter, 75 places of historical significance (2 or 3 per State/UT) which will be decided by the States for celebration of the event. Whenever and wherever in the States these programmes are organized in which **Members of NYKS Youth Clubs and Volunteers will participate.**
5. **All State Directors are advised to immediately meet the Chief Secretary of the concerned State/concerned officials and find out details of dates and venues of 2-3 programmes in their respective States.** This should instantly be conveyed to Sh Prabhat Kumar, Dy. Director (Spl.Prog.), NYKS HQ (**Name of Venue, Name of District and Date of Programme**). Further, the same should also be conveyed to the concerned District Youth Officers along with necessary guidance and direction for effective organization/participation of NYKS in the above programmes.
6. **Once these are known, the concerned District Youth Officers should immediately meet the concerned Deputy Commissioner/District Magistrate/Collector, seek guidance, support and apprise about the extent of NYKS participation and implementation of envisaged activities.**

....2/-

5/03/2021

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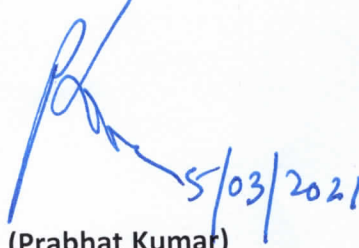
7. Besides, above during the period from 12th March, 2021 to 5th April, 2021, each District NYK is to organize Cycle Rallies at different places in the district. Further, the concerned District NYK will fix target for each National Youth Volunteer for the mobilization of youth for conducting Cycle Rallies.

Wide Coverage of the Events:

- Display of banner, E-posters and Placards during the programmes and Cycle Rallies **encompassing India @75, Azadi Ka Amrut Mahotsav**
 - All the State Directors, Dy. Directors and District Youth Officers should Tie-up with Doordarshan Unit and Local Channel and Print media in their State/Districts, issue press release for wider coverage and dissemination of the messages.
 - The activities should also be shared on Social Media – WhatsApp, Facebook, Twitter, etc.
 - Activities Photographs , Videos and Press Clippings should be uploaded on NYKS website: www.nyks.nic.in
8. The report in this context may be furnished to NYKS HQ: prabhatkumarshimla@gmail.com in the enclosed performa at Annexure-2 on weekly basis.

This issues with the approval of Director General, NYKS.

With best wishes


(Prabhat Kumar) 5/03/2021

Encl: as above

CC:

- PS to all VCs and BOG Members of NYKS.
- PS to Director General, NYKS.
- Director (Prog.), NYKS.