



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/Prog./Freedom Run/ 2021-22 /69

Date: 5th August, 2021

From : M. P. Sharma, Director (i/c.), Programme, NYKS Hqr.

To : All State Directors, NYKS

Subject: Freedom Run in 744 Districts across the country from 13th August to 2nd October, 2021 as part of Azadi Ka Amrut Mahotsav- India @75-reg.

Madam/Sir

1. As part of celebration of Azadi Ka Amrut Mahotsav- India@75, Freedom Run would be organized in 744 Districts across the country. Date and State wise list of participating Districts is enclosed.
2. **Theme: Jan Bhagidari to Jan Adolan**
3. **Objective:**
 - To encourage people to take up fitness activities such as running and sports in their daily lives.
 - To popularize fitness as a way of life to get freedom from obesity, laziness, stress, anxiety, diseases, etc.
 - To make people adopt healthy and fit life style.
4. **Geographical Coverage:**
 - States: All States and UTs
 - Districts: 744
 - Villages: 75 Villages in each of the selected District
5. **Key Activities to be organised:**
 - **7-10 Kilometers Freedom Run -Run/** Visit around historical and iconic places and other important locations of significance.
 - **Rendering of National Anthem** on <https://rastragaan.in/> . Person uploading the Video of Rashtraagan should download the certificate and concerned SD should send the same through WhatsApp to NYKS HQ. For the facilitation of field officers, **Helping Guidelines** to upload video singing National Anthem and Downloading Certificate has been prepared and enclosed herewith.
 - **Organization of small functions** at starting point and finishing line, highlighting the importance of Azadi Ka Amrut Mohatsav- India@75.

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Visit us at <http://www.nyks.nic.in>

- Awareness among Youth Volunteers and Youth Leaders to participate in the District level Freedom Run and motivate them to organize similar Freedom Run in their respective villages on their own.

6. **Programs at District & Village level:**

- One Program in each Week (as per enclosed Calendar) at minimum of 75 Districts or Iconic Places in different parts of the country should be organised.
- In each of 744 Districts, similar activities should be organized in minimum of **75 villages**.
- **Participation-** In each programme at **District and Village level, 75 -100 Youth Volunteers** should directly participate in the Freedom Run/ visit around Historical and iconic places and other important locations of significance (744 Districts, 75 Villages and 75 Youth per Programme).
- The 75 – 100 Youth Volunteers should carry a large size Tri-colour National Flag along with them Local Youth and others stakeholders should also carry National Flags, Placards, Banners, Chant Patriotic Slogans and Songs..
- Efforts should be made to provide Tri colour T-Shirt & Cap to the participants by mobilizing local resources.
- Each of NYKS NYVs and Members of Youth Clubs should make **atleast 10 Tweets and motivate atleast 10 families** for participation in the activities of Azadi Ka Amrut Mahotsav-India @ 75

7. **Public Representatives and Others:** It should be ensured that Public Representatives, Participation of Prominent citizens, Social Influencers, Celebrities, Media personalities, Corporates, Stars, Sportspersons, PRIs and others should be invited to participate in the Run. Awareness creation among Youth Club Members to participate in the Run and undertake Freedom Run in their villages on their own

8. **Media and Publicity:**

- **Pre-programme Buzz:** Create awareness, massive build up about programme, message amplification and Buzz Creation through **#AzadiKaAmritMahotsav #AmritMahotsav** on India@75.
- **Display** of Logos, banners, IEC materials at important places and venues two- three days in advance.
- **Post programme Publicity:** Videos on experiences by participating youth on their experience-sharing on Twitter.
- **Ensuring massive Twitter Trends** on 13th, 14th, 15th August 2021 and beyond.
- **Tag NYKS India on all Social Media Posts on Facebook, Twitter and Instagram**

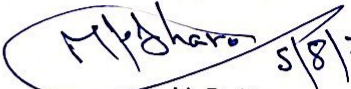
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- **Collection and sharing of Inspirational Videos Messages** by Celebrity/Star/ Social Influencer/Person of eminence at iconic /historical places and sharing on social media platforms
 - **Before & after the programmes**, each district NYK would release Press Notes to Electronic & Print Media for extensive coverage and wider publicity mobilizing local and regional media (Doordarshan and Radio).
9. **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 the advisories and Guidelines on COVID-19 issued by Government and District Administration should be followed. Further, as per local notifications, permissions for conducting activities should be sought from District Administration.
10. Daily Report of the event along with good quality Videos, E-Posters, activities photographs may please be sent to NYKS Hqr. on coreprogrammenyks@gmail.com at 11:00 am till the event is not completed in the given below format:

Name of State: Total No. of Districts covered till Date: No. of Villages covered so far:

| Date of Reporting | Name of Venue District | No. of participants who took part in the Freedom Run | | Name & Designation of VIPs attended the event | No. of Kilometres covered by one participant | No. of Videos of Rashtragaan uploaded and Certificates downloaded | No. of Videos uploaded on Facebook, Twitter, Instagram | No. of Posts uploaded on Facebook, Twitter, Instagram, | No. of re-tweets, re-shares from NYKS India Social Media Account |
|-------------------|------------------------|--|---------------|---|--|---|--|--|--|
| | | District level | Village level | | | | | | |
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M. P. Sharma
Director (i/c), Programme

Encl: a/a

CC:

- All VCs and Members, BOG, NYKS
- PS to DG, NYKS
- All Regional Directors for follow up and overall supervision