



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:COVID-19/2020/63

12th January, 2021

To: All State Directors, NYKS.

From : Dr M P Gupta, Director (Prog.), NYKS.

Subject: Communication on COVID-19 Vaccine rollout – regarding.

Enclosed please find herewith a D.O Letter No.D.O.No.A-11014/212/2020-SNA dated 5th January, 2021 from Sh Rajesh Bhushan, IAS, Secretary, Department of Health and Family Welfare, Ministry of Health and Family Welfare, Govt. of India.

- Vide the above referred letter, Ministry of Health & Family Welfare has requested to involve NYKS for the successful implementation in COVID-19 Vaccine rollout. In this context, it is also worth mentioning that **Hon'ble Prime Minister while addressing and interacting with the Chief Ministers on Vaccination rollout on 11th January, 2021 has emphasised the role of NYKS in the successful implementation of COVID-19 vaccine rollout.** The video link of Hon'ble Prime Minister can be seen at <https://www.pscp.tv/w/1IPJqXznqNZGb> for reference please.
- As evident from the content of the letter, NYKS in collaboration with designated State/District Level Departments and Agencies for Rollout of COVID-19 Vaccination as well as with the support of its National Youth Volunteers and Members of Youth Clubs should contribute and support for the success of the Mission in the following activities:
 - Dissemination of factually correct and prompt information and update on vaccine benefit and rollout progress.
 - Building Public confidence regarding vaccine safety and addressing fears over adverse impact environment building on universal acceptability.
 - Encouraging people to adopt COVID-19 appropriate behaviour.
 - Environment building on universal vaccine acceptability.
- In view of the above, you are advised to issue necessary instructions to all District Youth Officers under your jurisdiction to provide necessary support as requested above during the COVID-19 vaccine rollout.
- Relevant IEC material is available on sharable Google Drive <https://drive.google.com/drive/folders/1Y6eQohnz8y1M9DqghIDPnrZdQMByQJ?usp=> which contains both JPEG images and open files for the needful. This may be utilized wherever required.
- The Action taken report as well as photographs, press clippings, videos and Social Media activities in this regard should be sent in the **enclosed** performa at Annexure-1 to Sh Prabhat Kumar, Dy.Director (Spl.Prog.), NYKS HQ on prabhatkumarshimla@gmail.com by 18th January, 2021 (First Report) followed by weekly report (on every Thursday).

With best wishes.

(Dr M P Gupta)

Encl: as above.

Copy to :

- All PS to VCs and Members of BOG, NYKS
- PS to DG, NYKS

भूतल, 4 जीवन दीप भवन, संसद मार्ग, नई दिल्ली-110001
Ground Floor, 4 Jeevan Deep Building, Parliament Street, New Delhi-110001
Phone : 011-23442800 / 23740725

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