**Annexure-1**

**Youth Led Campaign on Know Your Constitution - Strategies for Execution in all States and UTs of India**

**Background:**

* The constituent Assembly of India adopted the Constitution on 26th November, 1949 which became effective on 26th January, 1950. **Constitution Day or Samvidhan Diwas** in India therefore is celebrated every year on **26th November** to honour and remember the father of Constitution **Dr B R Ambedkar**. It is also to apprise youth and masses about the supremacy and importance of Constitution of India, Fundamental duties as well as how it is strategic in governance, welfare, growth and development of all without discrimination, promoting solidarity amongst its citizens and integrity of the country.
* Understanding among Millennial about **Indian Constitution and its Features** is at sub-optimal level. They can only become more responsive, law abiding and conscious of their duties, if they are properly oriented about the basic tenets and spirit of Indian Constitution. The informed youth in turn can be engaged in creating awareness on Indian Constitution among their peer groups and communities.

**Proposal:**

In view of the above, **Department of Youth Affairs** plans to undertake **Nationwide Campaign on Know Your Constitution** with following **focus areas** through the instrumentalities of NYKS and NSS across the country.

The campaign was launched on **26th November, 2021** by celebrating **Constitution Day** (**Samvidhan Diwas**). The activities would start from **15th December, 2021** and culminate on **31st December 2021.**

**Focus Intervention Areas:**

* **Know your Constitution** - Salience of Indian Constitution for promoting Constitution values among citizens.
* Essence of **Preamble** – youth and masses to understand its contents, solemnly resolved, respect and abide by its principles
* **Fundamental Duties** of a Citizen - tasks integral to the Indian way of life
* Furthering the spirit of **Nationalism** among youth and their partnership in **Nation Building**
* Contributions of Father of Constitution - **Dr B R Ambedkar** and other associated
* **Buzz creation on Social Media Platforms** for wider dissemination of messages among youth and masses across India

**Objectives:**

* Make Youth aware of basic tenets and spirit of Indian Constitution – **Know Your Constitution**
* Create interest among youth to know more and understand the Constitution of India
* Enable youth and masses to know their Fundamental Duties and their importance for furthering the spirit of Nationalism and partnership in Nation Building
* Enunciate qualities of Responsible and Productive Citizen for peaceful coexistence.
* Spread the importance of the Constitution of India in Governance, affirmative actions and how these are helpful towards the unity, growth and development of our country.
* To make ware youth about the contributions of Dr. B. R. Ambedkar in developing Constitution of India as well as about his messages, life and works in uplifting the weaker sections of society

**Activities:**

1. **Observance of Constitution Day on 26th November, 2021 the Samvidhan Divas and Subsequent Activities till 31st December 2021across the country:**
2. **Administration of Pledge by Hon’ble President of India on 26th November, 2021 -** Pledge/Oath taking by Youth, Families and Village Communities at National, State, District, Sub-District and Villages in all States/UT in India:
3. **Subsequent Activities to be organised till 31st December 2021:**

* **Translation** of Oath in Regional Languages.
* **Organize Gram Sabha** - Administering of **Pledge on Fundamental Duties,**  **Kartavaya Samvaad** - sharing of the contents based on Fundamental Duties enshrined in Constitution of India
* Discussions on **Fundamental Duties** and preparation of action plans
* **Pledge/Oath taking - Reading of Preamble of Constitution**
* **Know your Constitution** - Talks by experts on Indian Constitution
* **Knowledge Competitions** – Quiz Contests, Poster making, Painting, Slogan writing, Declamation Contests, Essay writing competitions
* Placing **Preamble Wall** in Offices, Youth Clubs and signature campaign
* **Lectures and discussion** on Life and Work of Dr B R Ambedkar Ji
* **Playing Jingles** on Fundamental Duties in respective Regional Languages
* Run by Youth.
* **Special Meetings** and discussions on Indian Constitution by Youth Clubs, District NYKs and NSS State / Regional Centres, Institutions throughout the country.
* **Buzz creation on Social Media Platforms** with Hash Tags including sharing of Videos and Jingles
* Carry out **cleanliness drives** by removal of non-biodegradable pollutants like polythene bags, plastic material as a part of Fundamental Duties

1. **Creating Buzz/publicity on Social Media Platforms - Visibility Campaign:**

In order to reach out to the youth and masses in general across the country with information and messages behind **Know Your Constitution** withperceptible visibility of activities, following actions would be taken:

* **Pledge Taking and Reading of the Preamble** of the Constitution and obtain an **e-certificate** from designated portals e.g. https://www.mygov.in/campaigns/constitution-day/
* Self-administer / Sign Pledge on Fundamental Duties
* **Posting of data**, activities and their photos and Press Clippings on **Social Media Platforms** (Twitter, Websites, WhatsApp Groups, Instagram, Facebook, Youtube, etc.)
* Display and share activities under **Know Your Constitution** **Short Films** on the You Tube channel of Prassar Bharti Archives, **videos and jingles** on https://www.panchayat.gov.in/constitution-day and other Social Media Platforms
* **Online awareness campaign** by circulation of salient features and PDF of Indian Constitution, E-posters, Preamble Wall, recorded video blogs/messages on social media.
* Dissemination of **Slogans** on Fundamental Duties on social media platforms.
* **Posting the self-videos** of Reading of Preamble and Pledge taking on Social Media.
* Translation of Pledge in **Regional Languages** and posting the same on social media.
* **Promote** **hash tag #** It’s My Duty and # MeraKartavya, #Samvidhan Divas through Twitter, WhatsApp, Instagram, Emails, Message, Banners

**Time Line:**

From 26th November 2021 to 31st December, 2021

**Level and Coverage:**

* National
* All States and UTs
* All the Districts across the country
* 30,000 Educational Institutions
* 2.10 Lakh Sub-District / Villages

**Deliverables and Expectations from NYKS and NSS:**

* Preparation of Action Plan and Guidelines by NYKS and NSS for implementing activities and monitoring for visible outcomes across India
* Develop Key Performance Indicators (KPIs) with Targets Set for each activity and coverage
* Buzz creation and reporting on visibility on Social Media Platforms
* Sharing of weekly outcome reports with outreach; data on extent of participation, coverage, types of activities; linkages established; media coverage, activities videos and photos; Good Practices worth reporting by NYKS and NSS
* Submission of consolidated final report and outcomes

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