

Ref No: NYKS/HealthMela/2022-23/06

Date:13/04/2022

From: Shri Apoorva Shinde, Director (Prog.), NYKS

To : All State Directors

Subject: Mobilization of Youth for successful conduction of Block Level Health Melas between 18th to 22nd April 2022.

Madam/Sir,

Reference invited to an email dated 12th April 2022 from Under Secretary, Deptt. of Youth Affairs wherein communication dated 7th April 2022 from Ministry of Health & Family Welfare has been received on the aforementioned subject.

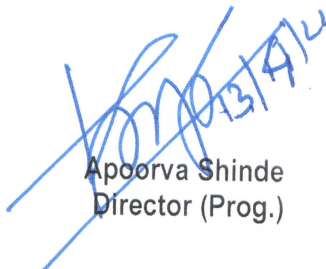
1. The National Health Mission (NHM), a flagship CSS of MoHFW is contributing in transformation of primary healthcare services and strengthening the healthcare infrastructure in the country through various interventions, one such being organization of Health Mela.
2. Health Mela is a platform where information on wellness behaviour, preventive measures for diseases along with healthcare services are provided which have been found to be popular with the masses. It is also a potent vehicle for creating awareness about different schemes and programmes of the government.
3. This year MoHFW is organizing Block Level Health Mela from 18th to 22nd April, 2022. With a view to collaborate and take-up collective action through various ministries, participation from NYKS has been requested in mobilizing and engaging youth volunteers in successful conduction of Health Mela.
4. Following are the suggestive key activities:
 - i. Engaging youth volunteers in registration and community mobilization for their participation in Health Mela.
 - ii. Organization of sports events as a run up to the Health Mela.
 - iii. Providing voluntary support to District Administration in setting up Stalls at Health Mela.
 - iv. Usage of e-Posters/e-Flyers/e-Brochures/digital IEC Materials on Social Media Platforms of NYKS for awareness generation and message amplification.
 - v. Awareness generation on Ayushman Bharat Card and motivate villagers to create Digital Health ID.

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5. With a view to ensure the above, District NYKs may approach District Administration and Health Department for conducting training and orientation programmes for NYVs, volunteers working in the fold of NYKS and for seeking support for furtherance of such activities through youth network.
6. You are therefore advised to pass on this information among Dy. Directors and DYOs under your jurisdiction for taking necessary initiative as mentioned above.
7. Further the Action Taken Report in this regard should be sent to NYKS HQ. on email specialprogramme.nyks@gmail.com in the enclosed performa (Annexure-1) latest by 23rd April 2022 along with good quality action photographs.

With best wishes.


Apoorva Shinde
Director (Prog.)

Encl: PPT on Health Mela

CC -

- PS to DG