



# 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: cele. birth anniversary of Neta Ji/2020/157

Date: 20<sup>th</sup> January, 2021

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

To : All State Directors, Nehru Yuva Kendra Sangathan

Subject : Launching of "**PARAKRAM DIWAS**" to commemorate 125<sup>th</sup> birth anniversary year of Netaji Subhash Chandra Bose on 23<sup>rd</sup> January, 2021 followed by yearlong observances till 23<sup>rd</sup> January, 2022

1. The yearlong celebrations to commemorate 125<sup>th</sup> Birth Anniversary year of Netaji Subhas Chandra Bose will formally commence on 23<sup>rd</sup> January, 2021. The Government has decided to celebrate 23<sup>rd</sup> January as **PARAKRAM DIWAS** every year and a **Gazette Notification** to this effect has been issued. Copy of the same is enclosed.
2. Indebted Nation is geared up to celebrate 125<sup>th</sup> Birth Anniversary of Neta Ji Subhash Chandra Bose. Neta Ji works and life since childhood were full of Nationalist ideas and Patriotism, which need to be promoted among youth and masses.
3. Moreover, his ideas and vision are very much relevant in the present day context. It has been decided that all 623 District NYKs will organize programs with the active involvement of NYVs, members of Youth Clubs, COVID Volunteers and others on **23<sup>rd</sup> January, 2021** as **PARAKRAM DIWAS** as a part of befitting tribute to this great son of India.
4. The main objectives of the programme is to Create awareness on life, works, journey and philosophy of Neta Ji and motivation to follow, promote Fit India Movement, Foster spirit of discipline, team work, sportsmanship and leadership among youth and promote physical fitness as a way of healthy life style.
5. **Activities of PARAKRAM DIWAS- 23<sup>rd</sup> January, 2021 followed by Yearlong Commemorations Till 23<sup>rd</sup> January, 2022** : In order to achieve the above objectives, District, Block and Village levels activities should be conducted with active participation of youth and others in all 623 Districts of all States/UTs of the country. **NYKS Youth Clubs and other stakeholders should be motivated to undertake activities** related to commemoration of 125<sup>th</sup> Birth Anniversary of Neta ji in their respective villages/ areas by mobilizing local resources. Following activities may be organized and funds from observance of Days & week shall be utilized as well as on voluntary basis:
  - i. Programmes should begin with **National Song** followed by
  - ii. **Garlanding Portrait of Neta ji Subhash Chandra Bose (Mandatory)**
  - iii. **3-5 Kms. Fit India Cyclothon and Fit India Pad Yatra** carrying Tri Flags, Portrait of Neta ji and famous quotes of Neta ji. **Culmination of the Yatras** may be made at the Statue of Neta ji OR any place which is existing on the name of Neta ji or a place named after Neta Ji or a Portrait/Photo Framed of Neta Ji will be garlanded. In Hilly Areas, where cycles are not available, in such district NYKs, only **Walkathons** would be organized

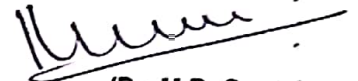
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भूतल, 4 जीवन दीप भवन, संसद मार्ग, नई दिल्ली-110001  
Ground Floor, 4 Jeevan Deep Building, Parliament Street, New Delhi-110001  
Phone : 011-23442800 / 23740725

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- iv. Screening of Film on Life, Journey, Philosophy and Works of Netaji
  - v. Lecture by an expert on Life, Journey, Philosophy and Works of Netaji (**Webinar/ Physical – following COVID 19 Safety Guidelines**)
  - vi. Knowledge Competitions (Essay writing, Painting, Quiz, Declamation, Theme Based Cultural Programme ) on the Life and Works of Neta Ji.
  - vii. National Anthem
6. **Targets-** All NYVs should be given target to motivate a **minimum of 15 Village based Youth Clubs** and assigned Blocks to organize above activities in their respective villages. *Maximum number of people from all sections of the society should be invited to attend the programme.*
7. **Coordination** - For smooth conduct of the programme, close coordination with District Administration, Gram Panchayats, Municipal Corporation, Youth Organizations, Sports Departments, Educational Institutes, Corporate Houses, etc. would be established.
8. **Environment Building, Buzz Creation and Amplification of Messages**
- **Environment Building and Publicity** - E- Posters, Physical Banners, Placards and e- Slogans should be utilized . Besides, coverage in Print as well as Electronic Media and Use of Social Media Platforms would be undertaken.
  - **Promotion of Hash tags**
  - **Building Enabling Environment, Amplification of Messages and Buzz**
9. **Media & Publicity for Buzz creation, Amplification of Messages and Visibility**
- Before and after the event, coverage in both **Print and Electronic Media** would be ensured. All types of **Social Media Platforms** would also be used.
  - **Use and promotion of Theme & Hash Tag** would be used for Buzz creation and Amplification of Messages.
  - **Uploading Photos, Press Clippings and Videos** - Activities photos, press clippings, bites and videos would be uploaded on NYKS website: [www.nyks@nic.in](mailto:www.nyks@nic.in).
10. **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 while following the advisories and Guidelines issued by Government and District Administration. Further, as per local notifications, permissions for conducting activities may be sought from District Administration.
11. **Reporting:** After conduct of the activities on 23<sup>rd</sup> January, 2021, progress report of the celebration, may be sent to NYKS Hqr.: [mpsharmanyks@yahoo.co.in](mailto:mpsharmanyks@yahoo.co.in) in the enclosed proforma along with activities **photographs, press clippings, bites and videos** latest by 24<sup>th</sup> January, 2021 . It should be followed by fortnightly reporting till 23<sup>rd</sup> January, 2022.

  
(Dr. M.P. Gupta)

CC:

- All VCs and Members of BOG, NYKS
- PS to Director General, NYKS
- Deputy Secretary (YA-NYKS), MoYAS