



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*



आज़ादी का
अमृत महोत्सव

Ref No – NYKS/PROG: Days Week/2022-23/ 296

Date – 07th January 2023

To: All State Directors, NYKS

Subject – Observance of National Youth Day & Week in a befitting manner -regarding

This is in reference to letter no NYKS/Prog: Observance of Days Week/2022-23/295 dated 06th January 2023 on the subject mentioned above by the undersigned.

1. In this regard, Director General, NYKS took a meeting on 07th January 2023 to take stock of the preparations in respect of celebration of National Youth Day and Week by NYKS on the 159th Birth Anniversary of Swami Vivekananda Ji.
2. DG NYKS has directed that each District Kendras and State Offices of NYKS should ensure a grand celebration on 12th January 2023. As conveyed earlier, the amount to the tune of 25,000 has been allocated for the observance of National Youth Day and Week.
3. All State Directors, Deputy Directors and District Youth Officers should ensure that: -
 - The SOP for the observance of National Youth Day is followed to make the observance of National Youth Day in befitting manner. The same is placed at Annexure-1 for ready reference.
 - The programme will be organized in all Districts and Capitals of States/UTs across the country. The number of participants for programmes in State Capital and District HQ will be 700 and 500 respectively.
 - Out of the earmarked amount, each District NYK will utilize Rs. 10,000/- exclusively for programme on 12th January 2023, while Rs. 15,000/- will be utilized for the State Capital programme on 12th January 2023 to be organized by District NYK of State Capital. The remaining programme of National Days and Week will be organized with the balanced budget.
 - As mentioned in SOP, the Live Streaming of Hon'ble PM's Message from 4.00-5.00 PM shall mandatorily be shown to the participants using Projector and Big screens at both district and State Capital events.
4. **VIP Involvement** – State Directors and DDs/DYO should ensure involvement of Cabinet/State Ministers, MPs, MLAs/MLCs, high ranking bureaucrats and eminent PRIs. The involvement of Sports Icons, Youth Icons, National Youth Awardees should also be ensured. State Directors are advised to contact VVIPs/VIPs and request them to attend the National Youth Day programme at the State Capital.
5. **Social Media** – The activities undertaken on 12th January and during the National Youth Week should be regularly posted on the social media. The NYKS Social media handles, official handles of Hon'ble Minister of Youth Affairs and Sports, Hon'ble State Minister of Youth Affairs and Sports, respective State Government should be tagged in all social media posts to ensure large outreach. Hashtags such as #NYF2023, #NationalYouthDayNYKS may be used on all social media posts.

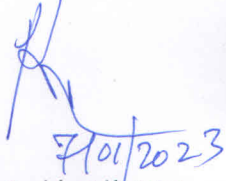
भूतल, 4 जीवन दीप भवन, संसद मार्ग, नई दिल्ली-110001
Ground Floor, 4 Jeevan Deep Building, Parliament Street, New Delhi-110001
Phone : 011-23442800 / 23740725

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


7/01/2023

6. National Youth Day and National Youth Week are flagship programmes of NYKS, hence, all State Directors, Deputy Directors/ District youth Officers should take this on priority and organize it in befitting manner to pay glowing tribute to the visionary Swami Vivekanand Ji.
7. The pre-event report to submit the daily status on preparation of **Observance of National Youth Day & Week** to DG, NYKS has been prepared and the region wise google sheet links are mentioned in the email for information and needful please.

Encl – As Above



Prabhat Kumar
Joint Director (Prog)

CC-

- PS to DG
- All Regional Directors for information and necessary action please