

CELEBRATION OF NATIONAL YOUTH DAY ON 12TH JANUARY 2023

Operational Guidelines: District and State Levels

Background:

The country is celebrating National Youth Day on 12th January to mark the birth anniversary of Swami Vivekananda. 12th January was declared as National Youth Day by the Govt. of India in 1984 and the day is celebrated across the nation since 1985 every year. The day is celebrated nationwide to honor the contribution made by Swami Vivekananda towards the betterment of Indian society and to awaken youth of the country.

To mark this day, Ministry of Youth Affairs & Sports organizes National Youth Day & Youth week every year from 12th to 19th January. This year also, the National Youth Day shall be organized in all District Hqtrs. and State Capitals in a grand manner.

Suggestive schedule for celebration:

2.45-2.50pm: Welcome

2.50-2.55pm: Presidential Address

2.55-3.00pm: Inauguration by VIP, **Garlanding** of Vivekananda Statue/Portrait and **Floral Tributes**

3.00-3.05pm: **Youth Pledge** administered by VIP

3.05-3.30pm: Address/Interaction with VIP/Youth Icon.

3.30-4.00pm: Session by expert on **“Swami Vivekananda: Guiding Star for the Youth of India”**

4.00-5.00pm: **Live Streaming-** Prime Minister’s Message on the eve of 26th NYF-2023 at Dharwad

5.00-6.00pm: **Voluntary Activities- Mega Blood Donation Camp& Organ Donation Pledge Drive**

NB: The timings mentioned are indicative. The concerned SDs, DDs/DYOs may amend the same to suit local conditions and convenience.

Participants and Budget:

Head	District	State Capital District
Participation for Youth Day Celebration on 12 th January	Min. 500 participants	Min. 700 participants
Budget utilization limit from the head of Celebration of Days and Week	10,000/-	15,000/-

Coverage: Mega Programs in all NYK dist. Hqtrs., and with **special emphasis** on State Capital districts.

General Guidelines

- The venue for the program for 12th shall be decided in such a way so as to enable visibility of the program and well connected to reach the location.
- Representatives of Youth Clubs and Youth Volunteers from across the district may be invited for the event.
- **The Live Streaming of Hon'ble PM's Message from 4.00-5.00PM shall mandatorily be shown to the participants using Projector and Big screens at both district and State Capital events.**
- **For the State Level Function**, the State Director shall ensure that **maximum participants are mobilized** for Blood Donation and/or Organ Donation Pledge are registered beforehand.
- **For the District Level Function**, The DDs and DYOs of the district shall give wide publicity to the program and ensure that **maximum participants are mobilized** for Blood Donation and/or Organ Donation Pledge beforehand.
- Public representatives viz. Union Ministers, State Govt. Ministers, MPs, MLAs, DM/DCs etc. should be invited to inaugurate the program and address the participants. Interaction with Youth Icons may be done at feasible location to give first hand exposure to youth interacting with young achievers.

- **For the State Level Function**, the State Director and DYOs of the district shall ensure that VIPs of the highest possible pedigree (Central/State Ministers) be invited to the program, along with the widest possible media coverage and publicity.
- **Additional innovative activities** may be organized alongside the program with the convergence of other departments/agencies as per the local situation.

Media and Publicity

- DDs and DYOs may **issue press release** highlighting the program planned- VIPs expected, resource person profile, Blood Donation/Organ Donation Pledge targets etc. Similarly, a post event press release may also be issued after the organisation of the Mega Youth Day Celebration.
- **Doordarshan, AIR and leading TV Channels & Newspapers may be contacted for wide coverage** of the program.
- Pre and Post Social media posts with photos of activities tagging **@NYKSIndia, #NYF2023 #NationalYouthDayNYKS** may be made from every district while conducting of the program.
- **Sharing of links of Live Streaming of the PM's program**, posting of snippets of highlight quotes by the VIPs and resource persons, clips from participants etc. may be shared in the official social media handles of the district NYK.

Collaboration:

With a view to mobilize resources locally and ensure synergetic efforts, the State Directors, DDs and DYOs should make efforts to collaborate with the State Government, district administration, Line Departments & agencies, school/universities and PRIs, Civil societies, CBOs (Community based Organizarions) and NGOs **to ensure that a Mega Program is successfully organized on 12th January, on National Youth Day.**

