

# Yuva Utsav: – India@2047

## Guidelines of District Level Yuva Utsav

2023-24



**Nehru Yuva Kendra Sangathan**

Ministry Of Youth Affairs And Sports, Government Of India

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## BACKGROUND

I am talking about the strength of 130 crore countrymen, witnessing their dreams and feeling their resolutions from the ramparts of Red Fort, I believe we must focus our attention on the “Panch Pran” for the coming 25 years. We must concentrate on our resolves and strength, and we must take up the responsibility of fulfilling all the dreams of the freedom fighters by embracing those **Panch Pran by 2047** when the country celebrates 100 years of independence.

**The Panch Pran of Amrit Kaal-** Goal of developed India, to remove any trace of colonial mindset, take pride in our roots, unity and sense of duty among citizens.

**Shri Narendra Modi,  
Hon’ble Prime Minister of India**

Hon’ble Prime Minister laid out five resolves (Panch Pran – पंच प्रण) for India as he emphasized that India was transitioning from 'Amrit Mahotsav' to 'Amrit Kaal' from the ramparts of the Red Fort on 15<sup>th</sup> August 2022.

Taking inspiration from the Panch Prans given by Hon’ble Prime Minister of India, in the year 2023-24, NYKS plans to conduct a Mega Program as a part of **Azadi Ka Amrit Mahotsav** with expanded macro-outreach by integrating 5 youth-centric programs of NYKS Annual Action Plan under the umbrella Program- - **Yuva Utsav: India@2047**.

This initiative aims to rekindle the spirit of patriotism and values of India’s Freedom Struggle by engaging the youth in various events progressing from District level to State and National levels.

Young Artists, Writers, Photographers, practitioners of Traditional art forms, and young India as a whole shall lead this movement from the grass-root level to the national level, bringing the rich heritage, culture and values of our nation to the central stage of public discourse with **Yuva Shakti se Jan Bhagidari**” as driving force for this grand celebration.

## OBJECTIVES

- To celebrate the Azadi Ka Amrit Mahotsav by disseminating the message of Panch Pran.
- To spread the ideals and values of India’s Freedom Struggle during the 75<sup>th</sup> Anniversary of India’s Independence.
- To generate appreciation about the diverse spiritual and cultural heritage of country among the masses.
- To form a fraternity of young Artists, Writers, Photographers and Orators of the country under the mentorship of experts.
- To showcase the significant strides in various fields in recent years made by India.

# YUVA UTSAV- DISTRICT LEVEL

## 1. Components Of Yuva Utsav: India@2047

To ensure that a wide spectrum of talented youth is engaged in this Yuva Utsav, 5 program components to include talents like –Painting, Poetry, Oration, Photography, Folk/Traditional arts and forum for Youth Club members are made part of this program.

The participants shall be drawn from the diverse backgrounds so that the diversity of the district/state is captured adequately. The national level Utsav shall ensure that the State Cultural events and youth participants selected be the best possible representation of the inclusive heritage and culture of the country.

The Yuva Utsav is planned to be organized at District, State and National Levels with a uniform format to ensure progression from district to state and state to national levels under the following five components:

- A. Young Artists Camp- Painting
- B. Young Writers Camp - Poem
- C. Photography Workshop
- D. Declamation Contest
- E. Cultural Festival- Group events

The District Level Yuva Utsav has been planned in such a way to make it a celebration of Yuva Shakti during the 75<sup>th</sup> Anniversary of India's Independence. For the successful organization of the event, the DY0 of the concerned district NYK shall form a **Yuva Utsav Organization Committee. A 3-member Sub Committee** to be formed for each of the 5 components of Yuva Utsav for screening, planning and coordination. **The theme for the Yuva Utsav will be Panch Prans as given by Hon'ble PM across all events at all levels.**

The 5 events shall take place in a total **4 adjacent venues/stages**- 3 venues for Artists, Poetry and Photography Contest and 1 venue where Declamation and Cultural Festival will take place sequentially during forenoon, afternoon and evening sessions.

## 2. Target Group and Eligibility:

- **Youth in the Age group of 15-29 years (as on 01<sup>st</sup> April 2022) for all the events.**
- For Declamation Contest, only those Youth are eligible who were **not the winners** in Declamation Contest on Patriotism and Nation Building organized by district NYK during the year 2015-16, 2016-17, 2017-18,2018- 19, 2019-20 and 2021-22.

## 3. Registration:

- **Registration of the participant is to be done on the Yuva Portal once it is launched.** Only in exceptional cases the offline registration is allowed as per the common registration form at Annexure-1
- One Youth to participate in only one Contest.

## GENERAL GUIDELINES

### 4. VIP Involvement –

- Deputy Director and District Youth Officer should meet, apprise and ensure to extent invitation to VVIPs such as Hon'ble Governors, Hon'ble Ministers (Central/State) Hon'ble Chief Ministers, Deputy Chief Ministers during the District Level Yuva Utsav.
- Involvement of People's Representatives- **Hon'ble Cabinet Ministers. Minister of State of Govt of India, Hon'ble MPs/MLAs, District Panchayat Presidents, Mayors, and PRIs in the Organisation Committee should be ensured** so that public ownership through broad-based stakeholders' participation be achieved.
- VIPs, Celebrities and other locally influential persons to be involved at each stage so that mass awareness and participation take place at all levels.

### 5. Event Guidelines-

- **The Yuva Utsav shall be hosted in an Educational Institute/Colleges mandatorily.**
- The selection of the venue (Educational Institute/Colleges) at all levels should be in such a way so that the public be able to enter and engage in the various activities as audience.
- Across all 5 components, no content shall include objectionable language, nor should it hurt any religious sentiments or create any unrest. DDs/DYOs shall screen the content for the same to ensure the above. In case of impromptu events like painting, poem, declamation and photography such content would lead to immediate disqualification.
- Local COVID 19 guidelines to be strictly followed - Mask, sanitize your hand before and after the performance, keep your instruments sanitized, maintain social distance while interacting and performing.
- Participants should take care of their own belongings and should not leave it unattended at any time.
- Paintings/Poems should be unique and should not be a copy of any existing painting/poems and should be free from any plagiarism and copyright violation.
- All participants should dress properly and the costume of participants of Cultural Events should be traditional, elegant and presentable.

### 6. Media Plan

- Continuous social media activity through Live streaming of events, photo posts, Online polls, online short quizzes etc. for engagement maximum number of youths online to be ensured.
- Press Releases, pre and post Press Meet etc. shall be organized to ensure extensive Media publicity through TV Channels, Newspapers and Radio and regional media outlets.
- **Using the Hashtags-** #YuvaUtsav #YouthProgram #YuvaShakti
- **Twitter posts by Participants** –All Participants of YUVA UTSAV may be requested to post about YUVA UTSAV with taglines such as “I am excited to participate in YuvaUtsav”, selfies of participants, and tag above mentioned Twitter accounts.

- **Pique interest with teaser posts** – All State Offices /District NYKs may create teaser posts about YUVA UTSAV in form of short videos, creative, or short videos of local influencers with a message to youth to participate in YuvaUtsav.
- **Buzz Creation**–District NYKs may involve local social media influencers, and public representatives to create buzz about the Yuva Utsav.

## 7. Organization Committees

For the successful organization of the Yuva Utsav, an Organization Committee shall be formed for the District, State and National levels. Among other duties, the Organization Committee shall shortlist the panel of judges selected for each of the events.

- a) **National Level-** Inter-ministerial Coordination cum Organization Committee  
Minister- Youth Affairs & Sports- Chairperson, Minister or Representatives of Minister- Skill Development and Entrepreneurship, Education, Culture, Information and Broadcasting, Tourism, Secretary YA and Secretary or Representatives of Secretaries of Culture, Education, Representatives of NYKS, NSS, BSG, NVS, KVS.
- b) **State level Organization Committee:** Chief Secretary of the State/ Secretary of Youth Empowerment or representative of Secretaries - Chairperson, NYKS State Director, Nodal Officers of NSS, BSG, Department of Education, Skill, Culture, Youth Welfare departments
- c) **District level Organization Committee:** DM/DC- Chairperson, DYO NYKS, Nodal Officers of NSS, Navodaya Vidyalaya, Kendriya Vidyalaya, other leading Govt School, BSG, Education, Skill, Culture, Youth Welfare and other Line departments.

## 8. Branding

- Branding shall be done to ensure uniformity of the events held across the country.
- Materials including standardized Hon'ble PM photos, Hon'ble MoYAS photo, Standees design, entrance gates design, arches and banners shall be prepared and circulated. The same design shall be used across all programs at all levels. Dedicated Music/Jingle for Yuva Utsav shall be prepared.

## 9. School/Educational Outreach

- District NYK should map the existing schools and educational institutes in the district and inform them well in advance about the upcoming District Yuva Utsav. Such an advance information and other relevant IEC materials (flyers/ one pager details) will be useful for onboarding of large number of school/colleges and thereby ensuring quality participants in all five events and footfalls also.
- The DD/DYO should make all the efforts to involve as many as education institutions possible to make the Yuva Utsav a grand event.

## 10. Collaborative Departments/Agencies

In addition to the core components of Yuva Utsav the following allied programmes are planned to be organized to expand the scope and reach of the programme and to showcase the innovations, achievements and initiatives of Government Departments/Agencies/Organizations:

<b>Sl No.</b>	<b>Activity</b>	<b>Concerned Department</b>
1.	Fit India Stalls & Games	Dept. of Sports, MoYAS
2.	Exhibition & Drone Demonstration	Ministry of Civil Aviation
3.	5G technology Demonstration	MeiTY, Dist. Chamber of Commerce
4.	COVID vaccination IEC	Ministry of Health, NHM
5.	Nano Urea Awareness	Dept. of Agriculture
6.	Skill Development Stalls	MSDE, PM-Kaushal Kendra, National Livelihood Mission
7.	DJ/ Cultural Performance/ Bands	Ministry of Culture
8.	Media Desk	MIB
9.	Veer Gatha	Public Relation Dept & Org. Committee
10.	Any other local department/agency	State Government/District Administration

The above list is only illustrative and not exhaustive. District Youth Officers may invite other such Departments/Organizations which are suitable for the event.

During the Yuva Utsav, only stalls/exhibitions highlighting the successes and innovations of the government, innovations by the young, and appropriate agency/department for the development of youth should be chosen for the event.

## 11.Duration and Budget of District Level Yuva Utsav

**Duration** – 1 Day

**Budget** – 1,10,000 (Rs One Lakh Ten Thousand Only)

### Budget Bifurcation

Programme Name	Minimum Participation	Honorarium to Resource Person/Judges		Prizes/Allowances		Organizational Expenses (for 1 Day)	Food and Refreshments (Rs. 150 per Participants*200 participants)	Total Budget
		No. of Judges	Amount (Rs.)	Prize Money	Total Amount (Rs.)			
Young Writer's Contest	30	3	₹ 1,500	1st -1000 2nd-750 3rd – 500	2250	₹ 49,000	₹ 30,000	₹ 1,10,000
Young Artist's Contest	30	3	₹ 1,500	1st -1000 2nd-750 3rd – 500	2250			
Photography Contest & Workshop	30	3	₹ 1,500	1st -1000 2nd-750 3rd - 500	2250			
Declamation Contest	10	3	₹ 1,500	1st -5000 2nd-2000 3rd - 1000	8000			
District Cultural Fest (Group Events)	100	3	₹ 1,500	1st -5000 2nd-2500 3rd - 1250	8750			
<b>Total</b>	<b>200</b>	<b>15</b>	<b>₹ 7,500</b>		<b>₹ 23,500</b>	<b>₹ 49,000</b>	<b>₹ 30,000</b>	<b>₹ 1,10,000</b>

# Component Wise Details

## A. YOUNG ARTISTS CONTEST- PAINTING

*"Art is the expression of the soul." - Rabindranath Tagore*

The art of painting predates civilization and language. It is the earliest form of expression of human species. Painting as an art form has grown and taken roots in the various civilizations around the world. In India we have diverse painting traditions (Madhubani, Pattachitra, Kalamkari etc.) and a flourishing generation of artists talented in modern art- employing acrylic painting, oil pastels, murals and other media. These diverse traditions need to be propagated and preserved as part of our cultural heritage. Artistic expression and learning are an intrinsic component of overall development of an individual. In this backdrop, the youth talented in painting may be given a platform to express their talents, connect with fellow artists and learn from the maestros.

**Objectives:** To Promote local talents in painting and sculpture.

To network the young artists of the district under NYKS platform.

To provide a platform for the young artists to learn from the maestros/experts.

To preserve rich local painting traditions like Mural, Madhubani, Pahadi etc.

**No. of Participants:** Minimum 30 per programme

### Implementation Strategy:

- The DD/DYO may consult with experts/judges and **decide on the type of painting competition** to be held in the district- **Traditional painting, watercolour, acrylic, oil painting, pastels, charcoal, etc.**
- **Wide publicity to the contest** may be ensured through social media posts, letters to institutions and applications may be invited specifying the mode of competition fixed for the district level competition.
- **Screening of applicants:** The registered applicants will be asked to submit the portfolio of their work which would then be screened for final selection of 30 participants at District level. **The decision of the sub-committee on young artist contest will be binding and final in the screening process.**
- Representation from all Blocks of the District should be ensured as far as possible.
- **Judges & Evaluation:** 03 Judges having the field expertise (Professors/ Artists/ etc.) would judge the participants on the criteria agreed upon by the panel. An indicative marking pattern is as follows:
  - Adherence to theme- 25 Marks
  - Colour Scheme- 25 Marks
  - Creativity and Uniqueness- 25 Marks
  - Quality of artistic composition (including neatness) and overall design- 25 Marks



- **Themes:** Panch Pran
- The Judges shall brief the participants on the marking pattern and expectation from the participants.

**Additional Guidelines:**

- Efforts shall be made to arrange an exhibition of the paintings by the participants at the Cultural venue in the afternoon.
- The District NYK to give wide publicity, inviting participation from the youth of the district.
- 2 Winners at district level shall be awarded a certificate of Merit, prize money and may participate in the State level Camp. These both winners may also be given **Modi@20** book.
- Social Media posts shall be made with the paintings tagging @NYKSIndia in Twitter, Facebook and Instagram. Live Streaming of participant briefing, and the competition may be done through official handles.

## B. YOUNG WRITERS CONTEST-POETRY

"Poetry is the language of the soul." – Gulzar

### Background:

Poetry, the highest form of literature, influences us because it shows different shades of human beings. Poetry is one of the most ancient arts and the product of human imagination, it can tap the emotions of humans and has the power to change the world.

During Freedom Struggle too, poets like Harivansh Rai Bachchan, Makhanlal Chaturvedi, Shyamlal Gupta, Ram Prasad Bismil, Rabindra Nath Tagore and many others whose words inspired the young guns of India to revolt and fight for "Swaraj".

### Objective:

- To provide a platform for young writers to showcase their talent.
- To provide an intellectual environment to young writers in the district.
- To bring out the creativity of young writers and to encourage them.
- To provide mentorship support to writers through expert insights from the established Writers.

### Implementation Strategy:

- **Wide publicity to the poetry contest** may be ensured through social media posts, letters to institutions (Language and Culture Departments and concerned Organizations) and applications may be invited specifying the details of the competition fixed for the district level competition
- **Screening of applicants:** The registered applicants will be asked to submit the portfolio of their work which would then be screened for final selection of 30 participants at District level.
- Representation from all Blocks of the District should be ensured as far as possible. **The decision of the sub-committee on young writers contest will be binding and final in the screening process.**
- **District level event:** On the given theme, the participants would be required to write and submit their work within the given time. The winners may be asked to recite their poem.
- **Themes:** Panch Pran.
- **Language of Poems:** Official Language of State/Hindi/English
- **Judges and Parameters of Evaluation:** 03 Judges having the field expertise (professors/leading writers/journalists/poets etc.) would judge the participants on the following criteria:
  - Adherence to theme- 25 Marks
  - Creativity and Originality- 25 Marks
  - Coherence of form and structure (harmony of words, presentation)- 25 Marks

- Clarity of imagery/ facts and language- 25 Marks

**Additional Guidelines:**

- The District NYK to give wide publicity, inviting participation from the youth of the district.
- The District NYK should create buzz in local media and social media about the event/programme.
- Participants to be shortlisted based on previous experience in case of surplus application.
- A recital of winner's poems may be made at the end of the contest.
- 2 Winners at district level shall be awarded a Certificate of Merit, prize money and may participate in the State Level Camp. Both the winners may also be given **Modi@20** book.
- Excerpts from best poems may be published to Social Media handles of District NYKS.

## C. MOBILE PHOTOGRAPHY CONTEST

"Photography is not about the camera but about the eye behind the camera."

—Ansel Adams

### Background:

Photography can be considered as a form of visual art. As a means of visual communication and expression, photography has distinct aesthetic capabilities. With photography we can document something and make it eternal. Photography lets us see something we may never have noticed otherwise. Photography is a way to express your ideas for others to see. Nowadays, one need not have a fancy Camera to capture good shots. Mobile phones are good enough for most photography suited for most people's needs. They are convenient to use, easy to handle and seamlessly integrate with social media.

### Objective:

- To help amateur rural smartphone photographers to showcase their talent.
- To provide Youth an opportunity to learn the nuances of photography and help them evolve their skills.

### Implementation Strategy:

- **Wide publicity of the contest** may be ensured through social media posts, letters to institutions, Organizations and applications may be invited specifying the details of competition fixed for the district level Yuva Utsav.
- **Screening of applicants:** The registered applicants will be asked to submit the portfolio of their work which would then be screened for final selection of 30 participants at District level.
- Representation from all Blocks of the District should be ensured as far as possible. **The decision of the sub-committee on photography contest will be binding and final in the screening process.**
- **District level event:** A brief session would be conducted during which the judge/ resource person is expected to give information on **techniques, tips & tricks angles, manual focus, lighting and other aspects of Mobile Photography**. The Youth participants should be informed about various photo editing apps that are available free of cost.
- After the session, the participants would be asked to submit 03 Best photographs on different themes as mentioned above in the next 2 hours.
- Judges and Parameters of Evaluation: 03 Judges having the field expertise would judge the participants on the following criteria:
  - Creativity/Editing - 25 Marks
  - Technical expertise (Lighting, Colour Balance, Sharpness, Exposure)- 25 Marks
  - Aesthetic Value- 50 Marks
- **Themes:** Panch Prans

**Additional Guidelines:**

- The District NYK to give wide publicity, inviting participation from the youth of the district.
- Participants to be shortlisted based on previous work/experience in case of surplus application.
- A slide show of participant's submissions may be made live at the venue.
- 2 Winners at district level shall be awarded a certificate of Merit, prize money and may participate in the State level Workshop. Both the winners may also be given **Modi@20** book.

## D. DECLAMATION CONTEST

"The mind is everything. What you think you become." – Buddha

### **Background:**

In order to encourage mass youth participation, creation of Nationwide Patriotic environment and vision for India @ 2047, Declamation Contest is one of the component of District Yuva Utsav.

### **Genesis:**

The concept has its genesis in the vision of Hon'ble Prime Minister about engagement of youth in Nation Building and empowerment as leaders in all walks of life during Amrit Kaal.

It is to rekindle positivity, passion and leadership amongst the youth in India and at the same time give them an opportunity to engage in Nation Building activities, especially for social and financial inclusion at one hand and development of their personality through public speaking and presentation on the other hand.

### **Aim:**

The aim of the Declamation Contest is to strengthen the spirit of Nationalism and Patriotic feeling amongst youth and masses for enhanced participation in nation building. In this process, youth are empowered with leadership qualities and communication skills for their overall personality development and to enable them to lead in all walks of life and contribute towards Nation Building during the period of Amrit Kaal.

### **Theme/Subject: Panch Pran**

### **Objectives:**

- a. To strengthen the spirit of Nationalism and Patriotic feeling amongst youth and masses for enhanced participation in nation building.
- b. To identify youth with leadership qualities and good communication skills for their further development and empowerment to enable them to take lead in understanding the functions and policies of the Govt. towards Nation Building & popularizing Flagship Schemes of Govt.

### **Target Group:**

Youth in the age group of 15 - 29 years.

### **Prizes:**

- **District Level** -1<sup>st</sup>Prize: - Rs. 5,000/-, 2<sup>nd</sup> Prize: - Rs. 2,000/-, 3<sup>rd</sup>Prize: - 1,000/-

### **Implementation Strategy:**

- **Wide publicity of the contest** may be ensured through social media posts, and applications may be invited from Youth Clubs and cultural groups/institutions.
- **Screening of applicants:** The registered participants will be asked to submit video of their speeches which would then be screened for final selection of at least 10 participants at District level. As far as possible all blocks may be represented at the district level. **The**

decision of the sub-committee on declamation will be binding and final in the screening process.

- The speech will be of **7 minutes duration (maximum) in Hindi or English only**. The time limit will be strictly enforced. A 30 second warning will be given.
- **Judges & Evaluation:** 03 Judges having the field expertise (Professors/ orators/ etc.) would judge the participants on the criteria as below:

<b>S. No.</b>	<b>Marking Criteria</b>	<b>Marks</b>
<b>1.</b>	<b>Content and Substance</b> i. Amount of Factual Data Presented ii. Historical and authentic references iii. Analysis of current situation iv. Suggestions/recommendations for improvement v. New ideas brought out	30
<b>2.</b>	Communication/Oratory skills	20
<b>3.</b>	Presentation skills	20
<b>4.</b>	Clarity of ideas and thoughts	20
<b>5.</b>	Confidence level	10
	<b>Total</b>	<b>100</b>

**Expected Outcome of Declamation Contest:**

- The event would provide opportunity to participating youth to exhibit their presentation skills, art of public speaking and engage in positive discussion so as to further ignite Nationalism and vision for India @2047.
- The programme will enhance capacities of NYKS officials and youth volunteers to undertake alternate strategy for rural youth mobilization, development and empowerment
- It will set up a New Model with live demonstrations for youth led advocacy, sharing of suggestion and ideas of youth for inclusive growth and development for nation building.
- The 1st prize-winner at the district level contest from each district will be eligible for participation in State Level Declamation Contest.

## E. DISTRICT CULTURAL FESTIVAL- Group events

"To dance is to live, and to live is to dance." - Kavita Ramdya

All the great civilizations of the world have evolved through the expression of culture in their respective art forms. Performance arts- be it dance, music, theatre, martial, ritualistic or other traditional arts, signify the unique identity and heritage of human civilization. The story of our pasts- the values of our evolution and the memories of our forefathers are preserved through these cultural expressions in local communities.

In order to facilitate youth to understand and appreciate this art and cultural aspects of our country and to explore the fraternal links with one another's cultures, provision of Cultural Festival has been made under the Yuva Utsav.

### Objectives:

- To promote the traditional art forms and save them for posterity.
- To inculcate appreciation for the cultural diversity among youth.
- To provide a platform for young traditional artists to showcase their talent.

**No. of Participants:** 100 per programme (10 teams)

**Duration of the programme and Level:** 01 Day at District level Yuva Utsav

### Implementation Strategy

- **Only group folk dance will be allowed in the district cultural festival to ensure the uniformity across the country.**
- The DD/DYO may consult with experts/judges and **decide on the list of programs** to be held in the district- folk, classical dances, traditional instruments, theatre, music etc.
- **Wide publicity to the contest** may be ensured through social media posts, and applications may be invited from Youth Clubs and cultural groups/institutions.
- **Screening of applicants:** The registered teams will be asked to submit video/past achievements of their work which would then be screened for final selection of 10 teams at District level. The selection shall be based on the display of the local art & culture, diversity and quality of performance, traditional costumes etc. **The decision of the sub-committee on cultural festival will be binding and final in the screening process.**
- **Judges & Evaluation:** 03 Judges having the field expertise (Professors/ Artists/experts etc.) would judge the participants on the criteria agreed upon by the panel so as to ensure that the best performances that capture the unique & distinct identity of the district is sent to the state level program.
- The entire program shall be video graphed and live streamed on the social media platforms.

### Additional Guidelines:

- The District NYK to give wide publicity, inviting participation from the youth of the district.
- Winner at district level shall be awarded a certificate of Merit/prize money and may participate in the State level cultural event. Both the winners may also be given **Modi@20** book.