



युवा कार्यक्रम और खेल मंत्रालय  
MINISTRY OF  
YOUTH AFFAIRS AND SPORTS

सत्यमेव जयते

# YUVA UTSAV: INDIA@2047 Guidelines for State Level Yuva Utsav



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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.

District Level Yuva Utsavs have been held across all the districts of the country and the winners from these districts shall participate in the State Level Yuva Utsav. The winners of the State level shall proceed to participate at the National Level Yuva Utsav.

## 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- STATE LEVEL**

The **State Level Yuva Utsav** has been planned in such a way to make the celebration of Yuva Shakti during the 75<sup>th</sup> Anniversary of India's Independence and thereby marking the journey during **Amrit Kaal towards the vision of India@2047** in the spirit of **Panch Pran**.

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

The winners from the District Level Yuva Utsav shall participate at the State Level in the following events:

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

For the successful organization of the event, the State Director of the concerned state shall form a **Yuva Utsav Organization Committee**. **Sub Committees** shall be formed for each of the 5 components of Yuva Utsav for planning and coordination. **The theme for the Yuva Utsav will be based on Panch Prans as given by Hon'ble PM for all events.**

The five 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 and spread across 2 days.

### **2. Registration:**

- **Registration to be done on the Yuva Portal by the winners themselves.**
- The State Director shall verify the winners against their Aadhar numbers in the portal and shall approve their participation.

## **GENERAL GUIDELINES**

### **3. VIP Involvement:**

- The State Director 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 State Level Yuva Utsav.
- Involvement of People's Representatives- **Hon'ble Cabinet Ministers. Minister of State of Govt of India, Hon'ble MPs/MLAs, Mayors, and other 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.

#### 4. Event Guidelines:

- **The Yuva Utsav shall be hosted in an Educational Institute/Colleges.**
- The selection of the venue (Educational Institute/Colleges) should be in such a way so that the public be able to enter and engage in 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. The SDs shall ensure screening of the content 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 (if any) in effect at the time of event to be strictly followed.
- 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.

#### 5. 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 #PanchPran
- **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 Yuva Utsav.
- **Buzz Creation**– State Offices & District NYKs may involve local social media influencers, and public representatives to create buzz about the Yuva Utsav.
- **Interviews-** with winner participants from district, presentation of their winning work at district level etc. for buzz creation pre-event and post event coverage of State Winners and their works.

#### 6. Organization Committees:

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

**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, DD/DYO of the district NYKs etc.

## 7. Branding

- Branding shall be done to ensure uniformity of the events held across the country.
- Materials including standardized Hon'ble PM photos, Hon'ble Minister-YAS 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.

## 8. School/Educational Outreach

- State Director along with the coordination of the State Capital District NYK should map the existing schools and educational institutes in the district and inform them well in advance about the upcoming State 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 SDs and DDs, DYO should make all efforts to involve large number of education institutions to make the Yuva Utsav a grand event.

## 9. 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:

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

The above list is only illustrative and not exhaustive. State Directors 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 & empowerment of youth

should be chosen for the event. The focus must be on capturing the attention of youth on information/facilities relevant to them.

## 10. Duration and Budget of State Level Yuva Utsav

- Duration – 2 Days
- Budget pattern for State Level Yuva Utsav

Budget Heads	Young Writer's Contest	Young Artist's Contest	Photography Contest & Workshop	Declamation Contest	District Cultural Fest (Group Events)	Remarks
Honorarium to Resource Person/Judges	₹ 3,000	₹ 3,000	₹ 3,000	₹ 3,000	₹ 3,000	1000 per judge * 3 Judges
Prizes/Allowances	₹ 27,500	₹ 27,500	₹ 27,500	₹ 27,500	₹ 80,000	1st -15000, 2nd-7500, 3rd -5000 for individual events & 40000, 25000, 15000 for group event
Organisational Expenses( for 2 Days)	Based on district wise slabs.					Based on no. of districts and participation
TA/DA to participants	750/person	750/person	750/person	750/person	750/person	TA/DA @750 per participant on presumption basis. reimbursement subject to actuals.
Stay	250/person/day	250/person/day	250/person/day	250/person/day	250/person/day	for 2 days
Food and Refreshments	350/person/day	350/person/day	350/person/day	350/person/day	350/person/day	for 2 days
Contingency -10% of Org Expenses)	10% of organizational expenses					Based on no. of districts and participation

- State wise budgetary allocation/release pattern is given at **Annexure-1**.

# **EVENT WISE SOP: STATE LEVEL YUVA UTSAV**

## **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 showcase promising talents in painting and sculpture in the state.  
To network the young artists of the state 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:** 2 Winners each from the district level events to participate at the state.

**Format of the state level competition:**

- **Day 1:** 11 am-1 pm- **Registration**  
2 -4 pm-**Inauguration** by Renowned Painter (on Traditional/indigenous painting styles) followed by brief by judges on expectations from the program  
4 -6 pm- **Exhibition** of District level winning paintings (winners may be asked to carry the same to the state level)
- **Day 2:** 10 am- 2 pm – **Competition**  
2- 6 pm – **Evaluation** followed by exhibition of state level paintings.

**Implementation Strategy:**

- The State Director may consult with experts/judges and **decide on the type of painting competition** to be held in the state- **Traditional painting, watercolour, acrylic, oil painting, pastels, charcoal, etc.** and communicate the same to the winners in advance.
- An **Iconic Artist-Painter**, preferably of indigenous/traditional schools of painting to be arranged by the State NYKS for inaugurating workshop to the participants on Day-1.
- **Wide publicity to the contest** may be ensured through social media posts highlighting the Star Painter/ artist taking the workshop for the winners and prize-winning district level creations.

- Representation from all the Districts should be ensured as far as possible by giving chance to next best participants from districts if winners are not available to participate from district level.
- **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

**Prizes:** 1<sup>st</sup> prize -15,000/-, 2<sup>nd</sup> prize -7,500/-, 3<sup>rd</sup> prize -5,000/-

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

**Additional Guidelines:**

- Exhibition of the paintings by the participants to be arranged at the Cultural venue in the afternoon.
- The State Office and District NYK to give wider publicity, inviting visitors to the exhibition and event in general.
- 3 Winners at state level shall be awarded a certificate of Merit, prize money and may participate in the National level Camp.
- 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, Subrahmanya Bharati, 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 the best writers to showcase their talent.
- To provide an environment to young writers of the state to form peer groups.
- To provide mentorship support through expert insights from renowned Poets.

### Format of the State Level Workshop & Competition:

- **Day 1:** 11 am-1 pm- **Registration**  
2 pm-3 pm- **Inauguration** by Renowned Poet followed by brief by judges on expectations from the program.  
3 pm- 6 pm-**Recitation** of District level winning poems by participants.
- **Day 2:** 10 am- 2 pm – **Competition**  
2 pm- 6 pm – **Evaluation** followed by recitation by the state winners.

### 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) inviting them for evening recital of poems at the venue.
- An **Eminent Poet**, preferably from the vernacular literature to be arranged by the State NYK for inauguration of event on Day-1.
- **Wider publicity of the contest** may be ensured through social media posts highlighting the Star Poet taking the workshop for the winners, excerpts from district level winner poems.
- Representation from all the Districts should be ensured as far as possible by giving chance to waitlist participants, if winners are not available to participate from the district level.
- **State 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 in front of the chief guest during the cultural evening.
- **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

**Prizes:** 1<sup>st</sup> prize -15,000/-, 2<sup>nd</sup> prize -7,500/-, 3<sup>rd</sup> prize -5,000/-

**Additional Guidelines:**

- The State Office & District NYK to give wider publicity, inviting visitors to the event in general.
- Create buzz in local media and social media about the event/ programme.
- A recital of all district winner's poems may be made at the end of the workshop to increase public attention to day-2 of the event.
- 3 Winners at state level shall be awarded a certificate of Merit, prize money and may participate in the National level Camp.
- Social Media posts shall be made with the poem quotes tagging @NYKSIndia in Twitter, Facebook and Instagram. Live Streaming of participant briefing, and the competition may be done through official handles.
- Excerpts from best poems may be published on Social Media handles of NYKS.

## C. MOBILE PHOTOGRAPHY CONTEST

**“What I like about photographs is that they capture a moment that's gone forever, impossible to reproduce.”— Karl Lagerfeld.**

### **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 engage the best amateur rural smartphone photographers of the state to connect with their peer group.
- To provide Youth an opportunity to learn the nuances of photography and help them evolve their skills with the help of experts.

### **Format of the state level workshop & competition:**

- **Day 1:** 11 am-1 pm- **Registration**  
2 pm-3pm- **Inauguration** by Renowned Photographers followed by brief by judges on expectations from the event.  
3 pm- 6 pm **Digital Exhibition** of District level winning photographs
- **Day 2:** 10 am- 2 pm – **Competition**  
2 pm- 6 pm – **Evaluation** followed by Exhibition of state level winner’s photos.

### **Implementation Strategy:**

- **Wide publicity of the contest** may be ensured through social media posts, letters to institutions, Organizations with posts using district level prize winning photos.
- An **Eminent Photographer**, to be arranged by the State NYK for inaugurating the event on Day-1.
- The parameters of evaluation and extent of edits to be briefed to the participants before the competition by the Judges.
- Representation from all the Districts should be ensured as far as possible by giving chance to waitlist participants if winners are not available to participate from the district level.
- **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

- **Theme:** Panch Pran, evaluation on photos clicked during the competition duration.

**Prizes:** 1<sup>st</sup> prize -15,000/-, 2<sup>nd</sup> prize -7,500/-, 3<sup>rd</sup> prize -5,000/-

**Additional Guidelines:**

- A slide show of participant's submissions may be made live at the venue.
- 3 Winners at state level shall be awarded a certificate of Merit, prize money and may participate in the National level Camp.
- Social Media posts shall be made with the photographs tagging @NYKSIndia in Twitter, Facebook and Instagram. Live Streaming of participant briefing, and the competition may be done through official handles.

## D. DECLAMATION CONTEST

“There is nothing like oratory, it is a skill that can turn a commoner into a king.”

— Winston Churchill

### Background:

In order to encourage mass youth participation, creation of Nationwide Patriotic environment and vision for India @ 2047, Declamation Contest was added as one of the components of District Yuva Utsav. The winner of the contest is given a chance to participate in the State level competition.

**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:

- **State Level** - 1<sup>st</sup> prize -15,000/-, 2<sup>nd</sup> prize -7,500/-, 3<sup>rd</sup> prize -5,000/-

### Format of the State Level workshop & Competition:

- **Day 1:** 11 am-1 pm- **Registration**  
2 pm-5pm- **Inauguration** by Renowned Orator on Public Speaking followed by brief by judges on expectations from the participants.
- **Day 2:– Competition**

### Implementation Strategy:

- On the first day, **Inauguration of event by public a renowned Orator** may be held for the winner participants from the districts followed by brief by judges on expectations from participants.
- **Wide publicity of the contest** may be ensured through social media posts, and visitors from Youth Clubs and cultural groups/institutions may be invited to the competition on Day 2.
- Representation from all the Districts should be ensured as far as possible by giving chance to waitlist participants if winner is not available to participate from the district level.
- 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.

- The 1st prize-winner at the State level contest from each state will be eligible for participation in National Level Declamation Contest representing the state. However the 2<sup>nd</sup> and 3<sup>rd</sup> place winners shall be given the opportunity to attend the National Level Yuva Utsav.
- **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>

## E. 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 & folk-dance 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:** 10 member teams from each district. (maximum)

**Duration of the programme and Level:** One-Two days at State level Yuva Utsav depending on number of teams.

### **Implementation Strategy:**

- **Wider publicity to the contest** may be ensured through social media posts and traditional forms of publicity to ensure maximum footfall to the cultural programs.
- **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 state is sent to the national level program.
- The entire program shall be video graphed and live streamed on the social media platforms.

### **Additional Guidelines:**

- Winner at State level shall be awarded a certificate of Merit/prize money and may participate in the National level cultural event.
- Second and third prize winners shall receive a cash award and certificates.

**Prizes:** 1<sup>st</sup> prize -40,000/-, 2<sup>nd</sup> prize -25,000/-, 3<sup>rd</sup> prize -15,000/-