



नेहरु 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:pledge /COVID 19/2020 | 61

Date: 7th October, 2020

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

To : All State Directors , Nehru Yuva Kendra Sangathan

Subject : **Administering Pledge to commit to be vigilant from COVID 19 pandemic on 8th October, 2020 at 01:00 PM- regarding**

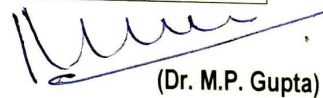
- Hon'ble Prime Minister is launching a new Campaign tomorrow (08.10.2020). The creatives created by Ministry of Information & Broadcasting, Government of India for this campaign are **enclosed**.
- Copies of the pledge (both in English & Hindi) to be taken by everyone are also **enclosed**.
- Secretary (YA) has decided that the pledge will be taken on **8th October, 2020 at 01:00 PM all over the country by our officers, staff and all the volunteers.**
- Appeal of Director General** : "these are to be given the **widest possible circulation and traction on social media and other publicity platforms**. All of you have been doing an excellent job during Covid-19 and your efforts have been regularly appreciated at the highest level. I am sure that all of you will show the same level of enthusiasm in carrying out this campaign also". **(Copy enclosed)** This is again requested that you should devote your full energy in making this campaign a huge success.
- Accordingly, all are required to ensure that District Youth Coordinators working under their jurisdiction to widely circulate the **enclosed copies of the pledge and creatives as well as motivate them to commit take pledge** to be vigilant from COVID 19 among all NYVs, Youth Leaders, members of Youth Clubs, COVID volunteers and others through Social Media Platform like, Whats App, Facebook, Twitter, etc.
- Motivate them to further widely circulate this message for taking pledge among their peers, villagers and other stake holders.
- Media & Publicity for Visibility-** Before and after the event, adequate coverage in both **Printing and Electronic Media** should be ensured. Webinars and other **Social Media Platform** should also be used.
- Progress Report in this regard may be submitted to NYKS Hqr : mpsharmanyks@yahoo.co.in latest by **8th October, 2020 by 03:00 PM** in the given below proforma:

Name of State	Number of people administered Pledge on COVID 19 Pandemic						Total No. of officials, Youth office bearers, Volunteers, COVID Volunteers and other stakeholders covered	Total No. of NYVs, Clubs bearers/ Youth	Total No. of villages covered
	No. of State & District NYKS (DYCs, Ads, AOs, ACTs & MTS)	No. of NYVs	No. of Youth Clubs office bearers/ leaders	No. of Youth Volunteers	No. of COVID Volunteers	No. of other stakeholders			
	1	2	3	4	5	6	1+2+3+4+5+6		

Encl: as above

CC :

- All VCs and Members, BOG, NYKS
- PS to Director General, NYKS


(Dr. M.P. Gupta)

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