

Ref. No. NYKS/PROG:coronavirus campaign/2019 | 235

Date:- 20<sup>th</sup> March, 2020


To : All State Directors, Nehru Yuva Kendra Sangathan

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

**Subject:- Campaign to sensitize youth to mobilize rural youth and villagers to take preventive steps to save themselves and others from Corona Virus**

1. This has reference to Honble PM's address to nation on 19<sup>th</sup> March, 2020 in which he has exhorted upon the countrymen to follow **Janta Curfew from 7 AM to 9 PM on Sunday 22<sup>nd</sup> March, 2020.**
2. He has expressed confidence in NSS and other Youth Organizations with NYKS in front for this to propagate and impress upon the masses to observe this on 22<sup>nd</sup> March, 2020.
3. NYKS field functionaries have always measured upto expectations of Public and Govt. in whatever task is entrusted to them.
4. All District NYKs have to work with full dedication on war footing to reach every nook and corner of the villages to **spread not only this message of Hon'ble PM for observing Janta Curfew but also propagate awareness and precautions for prevention and treatment of Corona/Covid 19.**
5. All NYKS field functionaries should come forward to work with the spirit of mission and service to the nation and humans.
6. It may be ensured that **each of the deployed NYVs should be allotted 30-35 villages in their respective Blocks.** They should motivate members of Youth Clubs and Gram Panchayats to follow the advisory issued by the Government. This is a matter of **Jan Sewa.** The campaign should be carried out for next 15 days.
7. **All members of Youth Clubs should contact 10 people** and spread this message of social distancing and Janata curfew. This will be a test of our ability of restraint and resolve. Ultimately Humanity and India should win this fight!
8. All NYKs officials and staff has to adhere to the guidelines enclosed as **Annexure – A.** Video Message is available on NYKS website: [www.nyks.nic.in](http://www.nyks.nic.in). Text message of Hon'ble MOS (i/c) MoYAS and copy of the pledge and Do's & Don'ts are **enclosed** for ready reference.
9. **Coverage** –To sensitize more people, **State/ District NYKs / NYVs** should ensure that adequate coverage in Print as well as Electronic Media is done. *Social Media Platform should also be used fairly.*

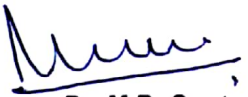
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10. **Submission** – Progress Report in the **enclosed proforma** on **DAILY BASIS** should be submitted to NYKS Hqr : [mpsharmanyks@yahoo.co.in](mailto:mpsharmanyks@yahoo.co.in).
11. **Upload** – Activities photographs and press clipping **should be uploaded on NYKS website**. (Home Page of NYKS Website : [www.nyks.nic.in](http://www.nyks.nic.in), click **Corona/Covid 19** and upload.). Videos should be sent to **ShM.P.Sharma, Dy. Director (Programme), NYKS Hqr.** for uploading on the website. Photographs and Press Clippings should also be shared through WhatsApp.
12. All the State Directors are requested to **ensure strict compliance of the points mentioned above and personally update Director General on progress**. This should be carried out with the spirit of mission and service to the nation and humans

  
Dr. M.P. Gupta  
Director (Programme)

**Encl:** as above.

**CC:** PS to DG, NYKS