

Rashtriya Ekta Divas (National Unity Day) on 31st Octobers 2022

Run for Unity: Standard Operating Procedure

Background

The Government is observing the birth anniversary of Sardar Vallabh Bhai Patel as the 'Rashtriya Ekta Diwas' (National Unity Day) on 31st October every year. This occasion will provide an opportunity to re-affirm the inherent strength and resilience of our nation to withstand the actual and potential threats to the unity, integrity and security of our country. As part of this year's Rashtriya Ekta Divas celebrations, NYKS is organizing Run for Unity across India.

Timeline: 31st October 2022

Geographical coverage: All districts across the country

Participants – Citizens from all walks of society

Activities- Village Level Run: 31st October 2022- 7.00-9.00 AM

Implementation Strategy

1. The DD/DYO may give wide publicity to the **Run for Unity** program and give a clarion call to all the Youth Clubs in the district to celebrate the legacy of Sardar Patel by organizing Run for Unity in their respective villages on 31st October, 2022 from 7.00-9.00 AM. It may be noted that the participants may be of any age category.
2. **Wide publicity** through print, electronic, mass and social media must be ensured for the run for unity program. Pre and Post Run press releases may also be issued.
3. **Promotional hashtags** like #AzadiKaAmritMahotsav #RunForUnity would also be used by District NYKs to create required buzz on social media platforms. Youth leaders would be motivated to publicise the event by creating e-posters. Video messages of prominent personalities would be collected and shared on social media platforms.
4. **Invitation** may be extended to Central/State Ministers, MP/MLAs, DM/DC, District Panchayath Pradhans **Eminent personalities**, social workers, Media personalities, Corporates, Stars, Sportspersons, etc etc. for the inaugural or valedictory session of the Runs.