

## SOP

### **Observance of Days of National and International Importance**

#### **Context:**

National and International Days are occasions to inform and make people aware on important social and civic issues of concern and to mobilize community to address national problems by celebrating these significant days through engagement and involvement of multitude of individuals from all walks of life.

Observance of important days provides platform to advocate for various social issues and concern, generate awareness. Each day of importance offers many actors the opportunity to organize activities related to the theme of the day and make the event as a springboard for awareness-raising actions.

The themes of important days are always linked to issues and concern of the people and community. Therefore, observance of these days can act as a medium to acknowledge and deal with the ongoing challenges through awareness generation and collective efforts and with the spirit of **Jan Bhagidari to Jan Andolan**.

#### **Reiteration through Observance:**

Observing these days' year after year maintains the momentum of people to remain connected with issues of concern and keep pace with them by their actions. Furthermore, commemorating a special day or occasion essentially place a mental bookmark in one's minds, thereby making it easier to remember the event and cause in future.

#### **Youth Centric Approach in Observing Important Days:**

Youth as the next generation can play a catalytic role turning problems into opportunities and solutions by educating the community on these important days about topics of concern that needs national attention and spreading the awareness on multiple issues.

Taking this into consideration, District NYKs are observing National and International Days and Week of importance throughout the year by conducting specific programmes and activities of a particular day with the support, and engagement of National Youth Volunteers(NYVs), Members of NYKS affiliated Youth Clubs to further amplify the theme and issues of the topics for awareness generation among citizen in general and youth in particular. Besides, through these Observance, youth will become sensitized on the objective, theme and relevance of a particular days of national and international importance.

#### **Objectives**

- To generate awareness about the objective, theme and importance behind the observance of a particular day of national and international importance.
- To sensitize youth on the theme, issues and relevance of the day.

- To provide a platform to promote awareness and action on the specific issue concerned with the day.
- To address issues of concern through community mobilization.

**Duration:** Day Long Programme (Days/Weeks of Importance to be celebrated throughout the year)

**Coverage:** All 623 District NYKs

**Budget:** Rs. 1,00,000 per District (for a minimum of 25 Days/Weeks observation)

Name of Programme	Level	Budget (in Rs.)
Observance of Days of National and International Importance	Block/District (village-level activities to be organised through mobilising resources)	75,000
National Youth Day and Week		25,000
<b>Total</b>		<b>1,00,000</b>

**Participation:** 50 per programme

**No. of Programmes:** Minimum 15,575 (minimum 25 in each district)

### Illustrative List of Important Days and Week:

Each district NYK will observe a minimum of **25** Important Days as per the following list.

S. No.	Observance of Days of National Importance
1.	World Health Day – ( 7 <sup>th</sup> April)
2.	Dr. Ambedkar Jayanti – (14 <sup>th</sup> April)
3.	Panchayati Raj Diwas – ( 24 <sup>th</sup> April)
4.	Vinayak Damodar Savarkar Birthday – (28 <sup>th</sup> May)
5.	World Bicycle Day – (3 <sup>rd</sup> June)
6.	World Environment Day – (5 <sup>th</sup> June)
7.	International Day of Yoga – ( 21 <sup>st</sup> June)
8.	Syama Prasad Mookerjee Birthday – (6 <sup>th</sup> July)
9.	World Population Day – (11 <sup>th</sup> July)
10.	World Youth Skills Day – ( 15 <sup>th</sup> July)
11.	Independence Day – (15 <sup>th</sup> August)

S. No.	Observance of Days of National Importance
12.	Sadbhavna Diwas – (20 <sup>th</sup> August)
13.	Rashtriya Krida Diwas – (29 <sup>th</sup> August)
14.	Hindi Diwas – (14 <sup>th</sup> September)
15.	Vikas Diwas – (17 <sup>th</sup> September)
16.	Pandit Deendayal Upadhyaya Birthday – (25 <sup>th</sup> September)
17.	International Day of Older Persons – (1 <sup>st</sup> October )
18.	Gandhi Jayanti (World Non-violence & Swachhta Day) – (2 <sup>nd</sup> October)
19.	International Day for Disaster Reduction – (13 <sup>th</sup> October)
20.	Vigilance Day – (26 <sup>th</sup> October)
21.	Birthday of Sardar Vallabhbhai Patel as Rashtriya Ekta Diwas- (31 <sup>st</sup> October)
22.	NYKS Foundation Day – (14 <sup>th</sup> November)
23.	Quami Ekta Diwas – (19 <sup>th</sup> November)
24.	Constitution Day – (26 <sup>th</sup> November)
25.	World Volunteers' Day – (5 <sup>th</sup> December)
26.	Vijay Diwas – (16 <sup>th</sup> December)
27.	<b>National Youth Day (12<sup>th</sup> January) and Week (13-19 January)</b>
28.	Neta ji's Birthday – (23 <sup>rd</sup> of January)
29.	Mahatma Gandhi's Martyr Day – (30 <sup>th</sup> January)
30.	World Day of Social Justice – (20 <sup>th</sup> February)
31.	National Science Day – (28 <sup>th</sup> February)
32.	International Women's Day – (8 <sup>th</sup> March)
33.	World Water Day – (22 <sup>nd</sup> March)
34.	Shaheedi Diwas – (23 <sup>rd</sup> March)
35.	World TB Day – (24 <sup>th</sup> March)

These days are suggestive and not exhaustive. Hence, Days of Importance to be observed as per local requirement and context.

### Programmes and Activities

The directions given by Hon'ble Prime Minister of India during the Meeting held on 18<sup>th</sup> April 2016 at PMO pertaining that on National Youth Day (12<sup>th</sup> January), **the entire youth be mobilized for a particular national cause and related activity** to highlight the importance of youth as well as give them a sense of self pride and engage them in mega National Building activity which becomes a part of their cherished memory. A small team be constituted for this purpose.

Therefore, focused activity should be organized in a well-organized manner with participation of youth from all walks of life and those who manfully participate, contribute and in future should take lead in propagating the messages and undertake activities at their level. The programs on this day should be made visible through press and media of all sorts.

## **12<sup>th</sup> January (National Youth Day)**

- Facilitate organization and participation in Blood Donation Camps
- Lectures and discussions on philosophy and teachings of Swami Vivekananda
- Debates on the role of youth in character building, promoting Nationalism, Unity and inclusive growth
- Declamation contest amongst youth on the philosophy and teachings of Swami Vivekananda.
- Meetings and Seminars on what youth can do for the society (roles and responsibilities) and their expectations from the society.
- Role of Youth in Nation Building

## **13<sup>th</sup> January (Culture Day)**

- Community singing by youth having national and socially relevant contents.
- Organization of local folk lore, puppet shows, nukkad nataks, dramas etc., involving youth on the theme of sacrifices made by our freedom fighters, Nationalism, unity.
- Exposure of different forms of village arts, crafts, etc.

## **14<sup>th</sup> January (Participation Day)**

- Essay, Elocution, Painting - Competition amongst youth on subject like “Youth and Panchyati Raj.” “Role of Youth in Freedom Struggle”, Role of Youth in National Development “Role of Youth in Disaster Management, Famine and Flood”. “Youth as Inheritors of Future”. “Role of Youth in Abolition of Social Evils, Dowry, Child Labour, Atrocities on Women, Drug Abuse, AIDS, Gambling and Un-touchability “Youth for National Integration”, “Youth for Communal Harmony”, etc.
- Holding of Skits, Plays, Nukkad Nataks by youth having national themes like views of Swami Vivekananda, Mahatma Gandhi, Pandit Deendayal Upadhyaya, Shyama Prasad Mookerjee, Pandit J. L. Nehru and other freedom movement leaders.

## **15<sup>th</sup> January (Social Service Day)**

- Special Programmes in villages relating to involvement of Youth Club Members and Volunteers on Preservation and Improvement of Environment, Promotion of Total Literacy Campaign, Check on Primary School Dropouts, Enrolment of Primary School Dropout, Check on Child Labour, Atrocities on Women, Care for Girl Child, etc.

- Special sanitation drives such as cleanliness of village common area: “Keep the village clean, drive”
- Work Camps on Eradication of weeds e.g. (Gajar Ghas, Lantana, Water Hyacinth) in villages etc.
- Blood Donation camps by the youths.
- Involvement of youth in work project like repairs of roads, excavation of silt from ponds, etc.

### **16<sup>th</sup> January (Physical Fitness Day)**

- Organizes Sports events
- Programmes relating to promotion of adventure.
- Promotion of indigenous, traditional and rural sports.

### **17<sup>th</sup> January (Youth for Peace Day)**

- Sadbhawana Rallies and Yatras.
- Prabhat Pheries, lectures and seminars for promoting peace in the country.
- Organization of Plays and Nuked Nataks suitable for the day.
- Youth to form a human chain propagating the message of solidarity, peace and National Integration.

### **18<sup>th</sup> January (Skill Development Day)**

- Exhibition of Youth and material being produced by youth through vocational training centres.
- Product exhibitions and photo-exhibitions with provision for demonstration.
- Awareness generation about the viable schemes, programmes and opportunities for youth to get Skill Training for wage and self-employment.

## **19<sup>th</sup> January (Awareness Day)**

- Film shows in consultation with Field Publicity Units on topics relevant to the youth especially on prevention of Substance Abuse, HIV/AIDS, Women Empowerment, Eradication of Social Evils or social & development related themes.
- Dissemination of information on Youth Programmes being undertaken by the Government like Modern Agricultural Practices, Skill Development Opportunities, RTI, MGNREGA and other Flagship programmes of Governments
- Address to the youth by prominent personalities of the State and the District.
- Conclusion of National Youth Week, Prize Distribution, etc.

### **Collaboration:**

With a view to mobilize resources locally and ensure synergetic efforts, DYOs should make efforts to collaborate with district administration, Line Departments & agencies, school/universities and PRIs, Civil societies, CBOs( Community based Organizarions) and NGOs who are dealing with days' specific issues.

### **VIP engagement:**

Efforts should be made to extend invitation to Public Representatives, Hon'ble Ministers and MPs, MLAs/MLCs, PRI members, senior officials of District Administration, local eminent personalities during the programme.

### **Press and Social Media Coverage:**

Wide publicity and extensive coverage of the programme must be ensured through print, electronic and social media.

State Directors and District Youth Officers should ensure maximum buzz creation of the day by highlighting theme, relevance of the day and related issues.

Effective use of social media platforms such as Facebook, Twitter, Youtube, Instagram and others should be ensured. Also to be ensured the relevant Hashtags (Theme/Topic of the day/Others) to post the photos, videos of the observance of the day and views of the VIPs on the days' specific issues. Besides, relevant organizations may be tagged on social media.

### **Reporting:**

At the conclusion of the celebration/observation of the day, a quantitative report in the prescribed format provided by HQ. to be submitted immediately after the observance of the day to NYKS HQ. along with good quality photographs, press clippings and audio-visual clips.