



Nehru Yuva Kendra Sangathan
नेहरू युवा केन्द्र संगठन
साथ साथ
कल की ओर...



स्वायत्तशासी संस्था
युवा कार्यक्रम एवं खेल मंत्रालय
भारत सरकार

नेहरू युवा केन्द्र संगठन Nehru Yuva Kendra Sangathan

*an Autonomous Body under the
Ministry of Youth Affairs & Sports
Government of India*



आज़ादी का
अमृत महोत्सव

Ref.No.NYKS/CORE PROG./Mission LiFE/2023-24/ 113

18th May, 2023

To: All State Directors, NYKS

From: Prabhat Kumar, Joint Director (Prog.), NYKS HQ

Subject: Guidelines for the Organization of activities of Mission LiFE and uploading them (activities) on Meri LiFE portal-regarding.

Sir/Madam,

This has reference to a letters Ref.No.NYKS/Spl. Prog/Mission LiFE/2023-24/14 dated 4th May 2023, followed by another letter dated 17th May, 2023 on the above mentioned subject.

2. Vide the above referred letters, all the District NYKs were asked to organize activities of Mission LiFE from 5th May to 4th June, 2023 and in this regard, DDs and DYO were asked to onboard themselves on MeriLiFE portal to upload the activities of Mission LiFE at <https://merilife.org/>.

3. In the above context, District NYKs are conducting various activities voluntarily from 5th May, 2023 onwards. Considering the need and importance of awareness generation on Mission LiFE with intensive mission mode approach, guidelines (as Annexure-1) have been prepared with the budgetary allocation of Rs. 28,000/- (Rs. 25000/for activities upto 4th June 2023 and Rs.3000/ for the Observance of World Environment Day on 5th June 2023) for each of the 623 District NYKs across the country.

4. As envisaged in the guidelines, there will be two types of activities i.e. activities up to 4th June 2023 and activities in respect of Observance of World Environment Day on 5th June 2023. The details of activities and numbers of activities to be conducted by each District are illustrated in the enclosed guidelines.

5. All SDs should immediately share the above referred communication and the guidelines among DDs and DYOs so that they may go through the detailed guidelines carefully and ensure organization of designated activities effectively and in a befitting manner within the given timeline (i.e., by 5th June, 2023).

6. To ensure maximum outreach of the programme, wide and extensive publicity through Print, Electronics and Social Media should be ensured.

7. The activities photographs, videos and IEC materials such as creatives of mission LiFE and hashtag #ChooseLiFE shall be promoted through district NYKs social media handles so as to generate maximum reach of the campaign.

8. The district NYKs should ensure publicity through E-posters/infographics containing Logo of Mission LiFE that will be shared on the official handles of NYKS.

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18/5/23

9. The links for Creatives, Videos, Logo, Pledge and Knowledge material of mission LiFE can be accessed from <http://missionlife-moefcc.nic.in/Downloads.php>

10. It may please be noted by DDs and DYO's that all activities conducted under the Mission LiFE shall be duly uploaded and updated in the portal of MeriLiFE. In this regard, all District NYKs are required to onboard themselves on MeriLiFE portal by signing-up on the portal as Field Offices.

11. Besides, good action photographs and videos of activities undertaken should be sent to Programme Section on regular basis through google link being shared through email. Besides, all DDs and DYO's should update the activities of Mission LiFE in the YUVA portal also.

12. Allocated Funds for the above programme shall be released shortly.


This issues with the approval of DG, NYKS.

With best wishes,

End. : as above

CC:

- Ps to DG
- All Regional Directors for information and follow-up pl.


18/5/2023
(Prabhat Kumar)
Joint Director(Prog.)