



नेहरु युवा केन्द्र संगठन Nehru Yuva Kendra Sangathan

स्वायत्तशासी संस्था An Autonomous Body under the
युवा कार्यक्रम एवं खेल मंत्रालय Ministry of Youth Affairs and Sports
भारत सरकार Government of India



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Dated : 13th June, 2017

From : Dr. M.P. Gupta, Joint Director, NYKS Hqr
To : All State Directors, Nehru Yuva Kendra Sangathan
Subject : **Celebration of 3rd International Day of Yoga on 21st June, 2017 (7:00 am to 8:00 am)**

1. This has reference to the meeting held under the Chairmanship of Secretary (Youth Affairs) on 12th June, 2017 regarding celebration of International Day of Yoga, 2017 and to popularize Yoga among youth.
2. After detailed discussion, it was decided that Like previous year, during 2017-18, International Day of Yoga will be observed on 21st June, 2017 by organizing Mass Yoga Demonstration and activities at following levels:
 - a. **10 State Level** - The **State Level Mega Yoga Day Functions** will be organized at 10 State Capitals viz; Jammu & Kashmir, Haryana, Punjab, Gujarat, Maharashtra, Telangana, Manipur, Assam, Delhi and Uttar Pradesh. Except U.P. and Delhi in each of State Level Mega Event, a minimum of **2,000 youth** will take part.
 - b. **District Level** – 278 District Level with full time Youth Coordinators involving **500 youth** and attempt should be made to organize the functions in other district NYKs also.
 - c. **Block Level** (Neighbourhood Youth Parliament)- as per **target for number of Programmes** from Ministry and corresponding **80 youth** per programme.
 - d. **Village Level** -
 - Each of the NYVs would motivate a minimum of 12 Youth Clubs to organize Yoga Camps/ Demonstrations and other related activities in their villages by mobilizing local resources and Yoga experts.
 - *Besides above NYV target, all the Youth Clubs participating in Block Level Neighbourhood Youth Parliaments should also be motivated to organize Yoga Day function on 21st June, 2017 in their respective villages.*
 - All villages with NYKs affiliated Youth Clubs should involve a minimum of 60 youth.
- a) **It is mandatory for all District NYKs to organize remaining Neighbourhood Youth Parliaments at Block and Village Level.**

द्वितीय तल, कोर-IV, स्कोप मीनार, लक्ष्मी नगर जिला केन्द्र, विकास मार्ग, दिल्ली-110092
2nd Floor, Core-IV, Scope Minar, Laxmi Nagar District Centre, Vikas Marg, Delhi-110092
Tel : 011-22402800, 22446070 Fax : 011-22446069 email : feedback@nyks.org

Contd...2

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3. The celebration of International Day of Yoga on **21st June, 2017 (7:00 a.m. to 8:00 a.m.)** would be in a mission mode rather than a routine exercise at State, District and Village level.
4. Preparatory meetings with District Administration AYUSH, Yoga Training Organizations, NGOs, NCC, NSS, Bharat Scouts & Guides Red Cross and other agencies should be organized for their active participation, support and training of youth.
5. Further, Director General has desired that field functionaries should ensure the following:
 - Necessary coordination may be ensured at State and District level in advance for promotion of Yoga as a way of life.
 - **VIPs/ Bureaucrats/ Social Activists/Youth Icons-** The associations/ NGOs running free Yoga classes in Public Parks, Community Centers, may be coordinated for Yoga Demonstration and awareness activities at different levels in respective districts. DM/DC and Public representatives may be invited to grace the occasion.
 - On the Home Page of NYKS website: www.nyks.org, you will see a Logo of International Day of Yoga. While clicking the Logo, a new window will open where you will find a **Booklet** on Common Yoga Protocol in **Hindi and English and Video** related to International Day of Yoga.
 - IEC material for promotion of yoga may be gathered from Yoga Institutes, Agencies and NGOs and distribute during Yoga Demonstration/ Training Camps.
 - For **visibility of the NYK Programme**, sufficient number of Banners should be displayed on the venue of the programme. On the Banners, the Logo of International Day of Yoga - 21st June, 2017 (Yoga for Harmony and Peace) should be displayed.
 - Different types of activities such as Lectures by Subject Experts on the benefits of Yoga, Demonstration of Yoga Practices, Exhibition on Yoga, Organization of Yoga Camps, Motivating People to adopt Yoga as a way of life, distribution of IEC material for promotion of Yoga, etc. should be organized. It is just a suggestive list you may add any suitable programme as per local situation.
 - **Yoga Gurus** should be indentified in advance and be honoured on 21st June, 2017 at all levels. The selection should be made in a transparent manner.
 - It is reiterated that adequate coverage both in **print and electronic media** should be ensured.

6. **Submission of Reports and other related Material**

6. a. **Online Reporting from all levels**

A facility has been provided on NYKS Website to upload the Report of the Program. All are encouraged to use this facility to submit the report.

Contd...3



6.b. Action Photographs and Press Clippings


- On NYKS Website page, clicking the UPLOAD PHOTOS, again a new window will open, where you can upload Good Action Photos and Press Clippings of State, District and Village level functions. While uploading the Action Photos. The **action photographs should be clear and in good quality i.e. in HD and the photo should have visible banner of NYK**
- While uploading the action photographs District Youth Coordinators have to mention the place of the activity (i.e. name of village, name of district for district level activity as the case may be), where programme held.
- Link of uploaded video should be provided.
- In addition to above, it is must be ensured that as an evidence, **action photographs and Press Clippings** of the activities undertaken by Youth Clubs should be collected. District NYKs should prepare an **Electronic Album** of good action photographs (with captions) of the Celebration in form of a **CD** and submit to concerned State Director, who in turn will **prepare CDs of the State** and submit to **Shri M P Sharma, Asstt. Director (Programme)** for DG analysis and submission to higher authorities for their perusal.

7. Submission of Reports and Documents

Besides above you are also requested that the **physical report** on observance of the Neighbourhood Youth Parliament at Block Level be sent in the prescribed Proforma (**Annexure – 1**) at e-mail: regularprogramme@gmail.com

- *Brief report in the enclosed proforma - latest by 21st June, 2017, 12:00 noon*
- *Detailed report along with brief write-up, Action Photographs, Press Cuttings, Feedbacks, etc. - latest by 25th June, 2017.*

Your timely submission of information would help NYKS Hqr. to submit report to Ministry of AYUSH and Ministry of Youth Affairs & Sports, Govt. of India.


(Dr. M.P. Gupta)

Encl: as above

CC :

- PS to all 03 Hon'ble VCs and Members of BOG, NYKS
- PS to Director General, NYKS
- PS to Executive Director, NYKS