

CELEBRATION OF NATIONAL YOUTH DAY AND YOUTH WEEK

"Swami Vivekananda was not just a monk, but a global icon who awakened the world to India's spiritual wisdom. His message of universal brotherhood and service to humanity continues to inspire millions."

- **Sh. Narendra Modi**
- **Hon'ble Prime Minister**

Background

The National Youth Day on 12th January is celebrated every year in commemoration of Swami Vivekananda, whose unwavering belief in potential of youth continues to resonate deeply with young citizens of the country.

His inspiring life and empowering message urge the youth to nurture their dreams, unleash their energies, and shape a future worthy of his envisioned ideals, much in line with the vision – **Viksit Bharat @2047** as propounded by the **Hon'ble Prime Minister, Sh. Narendra Modiji**.

On 12th January 2024, the occasion of the 161st Birth Anniversary of the Swami Vivekananda, NYKS will kick start a week long grand celebration across all the districts of the country.

Objectives

- To generate awareness about the life and message of Swami Vivekananda to inspire and motivate youth into participate in nation building.
- To involve youth in various activities on the themes of youth week to promote spirit of service and volunteerism.

Celebration of National Youth Day on 12th January 2024

- Duration : 1 day (12th January,2024)
- Coverage : 763 Districts
- Budget : Rs. 40,000 per District

Implementation Strategy:

- Celebration of National Youth Day and Youth Week shall be organized in each district in collaboration with a prominent educational institution of the district to celebrate the Birth Anniversary of Swami Vivekananda.
- **Identification & Finalization of Venue** – The DDs and DYOs of the concerned District shall meet with the principal of major Educational Institution of the district for hosting the program. The venue shall have facility of Projector and screen for live telecast of Hon'ble PM address to an audience of 2000 people.

- **Program Components for Grand Celebration-** The following components shall be part of the celebration of National Youth Day on 12th January 2024.
 - **Floral Tribute to Swami Vivekananda**
 - **Live Screening of PM Address on National Youth Day**
 - **Flag-off of Selected Road safety volunteers by VIPs**
 - **Onboarding of all participants on MYBharat portal followed by Certificate and Badge distribution to MyBharat Volunteers**
 - **Declamation winner's Speech and Cultural program**
- Once the venue is finalized, local MPs and MLAs shall mandatorily be invited to inaugurate the program.
- The event shall be created on the MYBharat Portal and circulated widely among youth clubs, NSS & NCC units as well as among other educational institutions.
- The District Level Winner of the MYBharat-Viksit Bharat@2047 Declamation competition shall deliver a speech on the Life and works of Swami Vivekananda as part of the program.
- The DYO's shall invite Winners of Yuva Utsav to take part in a curated 30 minutes **Cultural Program**. Host Institution may also identify one or two programs from their students for cultural program at the end of the program.
- The Traffic Volunteers from the district shall attend the event in MYBharat Tshirts and Caps and be flagged off by the local MP for deployment.
- To ensure seamless live telecast of the Hon'ble Prime Minister's address on National Youth Day and to prevent any technical disruptions during the event, a thorough pre-event check of the internet connection, assessing the functionality of the projector, screen, and all necessary equipment shall be undertaken in advance.

Celebration of National Youth Week Programs

The themes and corresponding suggestive activities for other days of the National Youth Week are listed below:

- **13th January-Culture Day**
 - Community singing by youth having national and socially relevant contents.
 - Organization of local folk lore, puppet shows, nukkad natak, 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

- **14th January-Participation Day**
 - Essay, Elocution, Painting - Competition amongst youth on subjects 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.

- **15th 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.

- **16th January-Physical Fitness Day**
 - Organize Sports events.
 - Programmes relating to promotion of adventure.
 - Promotion of indigenous, traditional, and rural sports.

- **17th January- Youth for Peace Day**
 - Sadbhavana 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.
- **18th 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.
- **19th 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.

Budget

A budget of Rs. 40,000/- is provided for every district for the organization of National Youth Day and Week celebrations.

Coordination & Support

- The Department of Youth Affairs have extended invitation to various ministries for collaboration and coordinated action during the celebration of National Youth Day and Youth Week. The Ministries of Women & Child Development (WCD), Electronics and Information Technology (MeITy), Housing and Urban Affairs (MoHUA), Road Transport & Highways (MoRTH) as well as the Department of Promotion of Industries and Internal Trade (DPIIT) has promised support to DoYA in this regard.
- All DDs and DYOs shall coordinate with the field offices of these Ministries as well as other district level agencies to ensure that they are actively involved in the NYD2024 celebrations. Suggestive list of activities:
 - **Department of Sports-** Fit India Campaign, sports tournaments.
 - **MSDE-** Enrollment of PM-Kaushal Vikas Yojana, PM-Kaushal Kendra youth on MYBharat Portal with support of NYKS.

- **MoMSME-** District Industries Committee (DIC) & Khadi Village Industries Committee (KVIC) to undertake awareness campaign on PM-Employment Guarantee Program and other Central Government Schemes among youth with the support of NYKS volunteers and Youth Clubs
- **MoHUA-** Awareness on Svanidhi Scheme to Vendors with support of volunteers.
- **WCD-** Story telling session at Anganwadi Centers with the support of NYKS Volunteers and Youth Clubs
- **Traffic Police-** Training of enrolled and selected volunteers for Road Safety Week Activities.
- **Panchayati Raj-** To set up stalls for showcasing various schemes.

Additional Guidelines

- This program shall be organized in close coordination with the NSS units and Host Institution. Active and voluntary involvement of more youth participants and NYKS youth clubs shall be promoted by the district NYKs.
- Involvement of celebrities, youth icons and public representatives- MPs, MLAs, Municipal Corporations/ District Panchayats and other PRIs in the Youth Day and Week celebrations shall be ensured.

Media and Social Media Plan

- Continuous social media activity through e-posters, photo posts, video clips from programs, VIP speeches and cultural programs for engagement maximum number of youths online must be ensured.
- Press Releases and news reports shall be ensured for extensive Media publicity of the National Youth Day celebrations at the district level, through TV Channels, Newspapers and Radio and regional media outlets.
- **Using the Hashtags-** #NYD2024 #Yuvashakti #MyBharat
- **Buzz Creation–** District NYKs may involve local social media influencers, and public representatives to create buzz about the programs of the National Youth Day & Week.

Further directions will follow.