



Nehru Yuva Kendra Sangathan  
नेहरु युवा केन्द्र संगठन

# नेहरु युवा केन्द्र संगठन Nehru Yuva Kendra Sangathan

स्वायत्तशासी संस्था  
युवा कार्यक्रम एवं खेल मंत्रालय  
भारत सरकार

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



Ref.No.NYKS/PROG: beti bachao, beti padhao scheme /2019/166

Date: 20<sup>th</sup> January, 2020

**From** : Dr. M.P. Gupta, Director (Programme), NYKS

**To** : All State Directors, Nehru Yuva Kendra Sangathan

**Subject** : **Celebration of National Girl Child Day on 24<sup>th</sup> January, 2020 on the theme of Beti Bachao, Beti Padhao (BBBP) Scheme by organizing Walkathons, Marathons, Runs and Felicitation of Women sports persons**

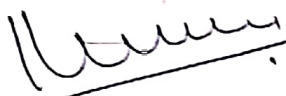
1. As you are aware, Honourable Prime Minister had launched the Beti Bachao, Beti Padhao (BBBP) scheme on 22<sup>nd</sup> January, 2015 to improve Child Sex Ratio (CSR), and empowerment of women on a life cycle continuum.
2. As a result of the collective consciousness of the people supporting the campaign, BBBP has found its place in public discourse. However, it is important to sustain the initiative by constantly keeping it as an agenda in dialogue with people.
3. It is requested to ensure the following:
  - All District Nehru Yuva Kendras should celebrate National Girl Child day on **24<sup>th</sup> January, 2020**, on the theme of **Beti Bachao, Beti Padhao (BBBP)**.
  - Activities like **Walkathons, Marathons, Runs and Felicitation of Women sports persons** should be some of the initiatives to be conducted on this.
  - It is evident from the reports received from State offices that many of the District NYKs have not organized Cyclothon/ Walkthon on 18<sup>th</sup> January, 2020 in all the blocks of their districts. Therefore, unspent amount @ Rs. 2000/- per block are lying unspent with them. These Kendras should use the allotted funds to organize above mentioned activities on **24<sup>th</sup> January, 2020**.
  - The girl winners of sports tournaments should be honoured on this day.
  - Funds from observance of days and week of national importance may also be used.
  - At the end of the programmes such as District Youth Convention, Training in Youth Leadership and Community Development, Theme Based Awareness and Education Programme, Neighbourhood Youth Parliament, NICs, Ek Bharat Shreshtha Bharat, etc., the participants should undertake Walkathon, Marathon, Runs, etc on 24<sup>th</sup> January, 2020.

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Visit us at <http://www.nyks.nic.in>

4. **Publicity of the event and Branding Beti Bacho, Beti Padhao (BBP) and Fit India Campaign-** For environment building and branding of the **Logo of Beti Bachao, Beti Padhao (BBBP) and Fit India Campaign**, sufficient number of banners, standees, etc. Indicating common messages along with logo of Beti Bachao, Beti Padhao (BBBP) and Fit India campaign, should be placed at prominent locations. The sample of the Logos are enclosed and the same has also been placed on NYKS website
5. **Motivation of Youth Clubs-** NYKS Youth Clubs should be motivated to organize similar type of activities in their villages with the support of their Gram Panchayat and by mobilizing local resources.
6. **Coordination-** For smooth conduct of the programme, close coordination with Gram Panchayats, District Administration, Municipal Corporation, Youth Organizations, Corporate Houses, etc. should be established.
7. **Involvement of Public Representatives-** Besides, people from different sections of the society should also be motivated for participation. Public Representatives should also be invited.
8. **Media & Publicity for Visibility-** Before and after the event , adequate coverage in both **Printing and Electronic Media** should be ensured. **Social Media Platform** should also be used.
9. **T-Shirts and Caps** may be provided to the participants by mobilising local resources. Logo of Fit India Campaign should be printed prominently.
10. **Uploading Photos, Press Clippings and Videos-** At Home Page of NYKS Website: [www.nyks@nic.in](http://www.nyks@nic.in), click **Beti Bachao, Beti Padhao (BBBP)** and upload Activities Photos, Press Clippings, Bites and Videos. These activities photos, press clippings, bites and video may also be sent through WhatsApp.
11. **Reporting-** The quantitative report in the enclosed proforma should be sent to NYKS Hqr. [mpsharmanyks@yahoo.co.in](mailto:mpsharmanyks@yahoo.co.in) and [nyks.dev@gmail.com](mailto:nyks.dev@gmail.com) latest by **25<sup>th</sup> January, 2019** positively so that compiled report may be put up before Director General for his kind perusal.
12. I am sure your cooperation in this regard will go a long way in strengthening the BBBP scheme to work towards attitudinal change in favour of the girl child.

  
(Dr. M. P. Gupta)

Encl: as above

CC :

- PS to all VCs and Members, BOG, NYKS
- PS to Director General, NYKS