

Ref.No.NYKS/Spl.Prog/Indianolympicrun/2021/20

20th July, 2021

To: All Regional and State Directors, NYKS

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

Subject: #Cheer 4 India Run Tokyo 2020 – reg

With a view to motivate, cheer and express solidarity with the participating Indian Olympic Contingent, NYKS has decided to organise : **#Cheer 4 India Run Tokyo 2020** .

2. The programmes will be organized in all States. **The venue will be State Capital.** Under each State programme, 50 youth would participate to cover the distance of about 5-7 kms.
3. **Venue:** The venue of the Programme should be in Stadium/Prominent Play Ground or any other place suitable for the event.
4. **Activities :** The activities of the programme include Talk by Expert on Olympic and Indian Participation, Flag-off, Display of Banners/other publicity material, Carrying of Placards followed by undertaking Running of 5-7 Km distance by the participants while travelling through important places, streets etc.
5. **Date of the Programme :** 24th July, 2021.
6. **Coordination:** For smooth conduct of the programme, close coordination with District Administration, Sports Authority of India(SAI) Centres, Fit India Mission Centres, Municipal Corporation, Youth Organizations, Sports Departments and Educational Institutes etc should be established.
7. **Budget :** An amount of Rs.28,000/- are being released to respective State NYKS office. Head wise break-up of the budget is as under :

S.No.	Particulars	Amount (in Rs.)
i	Refreshments (Rs.150 per person x 50 participants)	7,500
ii	To and Fro Fare (Rs.150 per person x 50 participants)	7,500
iii	Media/Display of banners, and other publicity material, Stage/Podiums/Standees/Sound system, Photography/Videography and Resource Person	10,000
iv	Organizational Incidental expenses/ local transportation etc.	3,000
	Total for one programme	28,000

- Since the time is very short therefore, meanwhile, the funds may be utilized from the available funds with RD/SD office on recoupment basis.

...2/-

भूतल, 4 जीवन दीप भवन, संसद मार्ग, नई दिल्ली-110001
Ground Floor, 4 Jeevan Deep Building, Parliament Street, New Delhi-110001
Phone : 011-23442800 / 23740725

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8. **Publicity**

- With a view to create enabling environment, message amplification and Buzz Creation of the programme, approved Logos, design of banners, standees and other IEC materials should be displayed at important places and venues.
- **A sample banner is attached for your reference and needful please.**
- During the function, the leaflets/ pamphlets and other printed materials should be distributed amongst the dignitaries and youth leaders.
- Before & after the programme, Press Note should be released to Electronic & Print Media for wider publicity.

9. **Social Media and Buzz Creation**

- Promotional **HashTag#Cheer4India** should be used to create required buzz on social media.
- NYKS Officials, NYVs, Youth Leaders and others should be motivated to publicize the event through Twitter, Facebook, Instagram and WhatsApp, etc

10. **Uploading Photos, Press Clippings and Videos:**

Activities photos, Press clipping, bits and videos should be uploaded on NYKS website : www.nyks@nic.in

11. **Precautions:**

While undertaking these activities, the youth should wear face mask, wash their hands on regular intervals, due care for personnel hygiene and maintenance of social distancing as well as the advisories and Guidelines issued by Government and District Administration should be followed. Further, as per local notifications, permissions for conducting activities should be sought from District Administration.

10. **Reporting :** Progress report in the **enclosed performa** should be submitted to NYKS Hqr along with the press clippings and action photographs in WORD FILE by **25th July, 2021** to Sh Prabhat Kumar, Joint Director (Spl.Prog.) on specialprogramme.nyks@gmail.com so that compiled report may be submitted in the Ministry.

This issues with the approval of the Director General, NYKS.

With best wishes,



(Dr M P Gupta)

Encl: **as above.**

CC:

- PS to VCs and Members of BOG, NYKS
- PS to DG, NYKS