



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/Spl.Prog:Public Health Response COVID-19 /2020/34

6th October, 2020

To: All State Directors, NYKS
From: Dr M P Gupta, Director (Prog.), NYKS

Subject: Plan of Action for Educating and Motivating People to observe Appropriate Behaviour Norms to combat COVID-19 - reg

This refers to the D.O Letter No. 57/Secy(I&B)/2020 dated 29th September, 2020 of Sh Amit Khare, IAS, Secretary, Ministry of Information & Broadcasting addressed to Secretary (YA), Department of Youth Affairs, Ministry of Youth Affairs & Sports, Govt. of India. Copy of the letter is **enclosed** for ready reference.

2. Vide the above referred letter, Secretary, Information & Broad Casting Ministry has emphasized amongst the people the importance and significance of the following the COVID related social behaviour norms including wearing masks, social distancing and hand washing/hygiene, through an intensive and focussed communication strategy during the upcoming festival season.
3. Further, it has been advised all the Ministries/Departments of the Central Government to take up this task on a mission mode.
4. The suggested role and responsibility of Ministry of Youth Affairs & Sports shared by the Ministry of Information & Broadcasting is to involve NYKS for disseminating the relevant messages to the people through Volunteers and Youth Clubs.
5. State Directors are advised to share **enclosed Plan of Action for Educating and Motivating people to observe Appropriate Behaviour Norms to combat COVID-19** to the District Youth Coordinators under their jurisdiction for necessary action and needful please.
6. State Directors should send the report of the above programme in the **enclosed Reporting Proforma** to NYKS Hqrs on prabhatkumarshimla@gmail.com along with photographs, videos and press clippings on every Thursday.

With best wishes.

(Dr M P Gupta)

Encl: as above

CC:

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

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