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30th May, 2020

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

To : All State Directors, NYKS

Subject : Publicity of "Badalkar apna vavyvahar, Karen Corona Par Vaar" बदलकर अपना व्यवहार , करें कोरोना पर वार Campaign for awareness generation around health, hygiene, lives and livelihood etc. during COVID19 pandemic

1. This has reference to Webinar Conference taken by Secretary (Youth Affairs) and Joint Secretary (Youth Affairs), MoYAS & Director General, NYKS on 29th May, 2020 at 4.00 pm.
2. During the meeting, it was decided that all District NYKs will carry out a campaign namely, "बदलकर अपना व्यवहार , करें कोरोना पर वार" from 1st June, 2020.
3. In the above context, letter of Secretary, Dept. of Drinking Water and Sanitation, Ministry of Jal Shakti is also **enclosed** which is self explanatory regarding the campaign.
4. All the State Directors are required to direct District Youth Coordinators working under their jurisdiction to carry out the campaign **from 1st June, 2020** and widely circulate the **enclosed** following IEC material (**Videos, Posters, Audios**) among NYVs, Youth Leaders, Members of Youth Clubs, Youth Volunteers, COVID-19 Volunteers, their Peers, and other stake holders:
 - a. *Hon'ble PM's Message* on Precautions during COVID19 times.
 - b. *Hon'ble PM's Advise* to the elderly during COVID19 times.
 - c. Two Videos and Two creative's of *Sh Amitabh Bachchan* on need to share problems, shun the stigma and embrace the patient who befitted the virus.
 - d. Video of *Sh Sachin Tendulkar* on honouring Corona Warriors.
 - e. Nine ready to use stencils (Posters) which may be used for outdoor awareness on themes such as health & hygiene, Stigma and Fear, Lives and Livelihood, Hand washing, Precautions and adopting positive behavior change, not spitting in public etc.

Video link- <https://we.tl/t-P6KfacDb8J>

link for stencils: <https://drive.google.com/drive/folders/1ybjsUEIRF7PytCPhE0foaH-8DB2I5PiS?usp=sharing>

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5. Further, NYVs, Members of Youth Clubs, COVID Volunteers and other stake holders may be motivated to further widely circulate **Videos, Posters, Audios** among their peers, villagers and other stake holders.

6. **Media and Publicity for visibility** : Before and after the event, **adequate coverage in both printing and electronic media** should be ensured. **Social Media Platform** like Facebook, Whatsapp, Twitter etc. may also be used. Campaign activities photographs, videos, press clippings etc. should be **uploaded on NYKS website** and also share with **Sh Devender Kumar, Asstt. Director (EDP), NYKS Hqrs** on his email: nyks.dev@gmail.com.

7. **Progress Report** in this regard may be submitted to **Sh. M P Sharma, Dy. Director (Programs) NYKS Hqrs.** : mpsharmanyks@yahoo.co.in on **every Monday and Thursday** in the given below proforma.

Name of State	Circulation of provided Videos, Posters, Audios among						Total No. of Officials, NYVs, Youth Clubs office bearers/ leaders, youth Volunteers, COVID Volunteers, Peers and other stakeholders provided Videos, Posters, Audios	Total No. of Villages covered
	No. of District NYKs (DYCs, ACTs & MTS)	No. of NYVs	No. of Youth Clubs office bearers / Youth leaders & Members	No. of Youth Volunteers	No. of COVID-19 Volunteers	No. of Peers and other stakeholders		
1	2	3	4	5	6	7	2+3+4+5+6+7	



(Dr. M. P. Gupta)

Encl: as above.

CC: PS to Director General, NYKS