

MYBHARAT-VIKSIT BHARAT@2047 DECLAMATION COMPETITIONS

"Speech is the mirror of the mind." - Rabindranath Tagore

Background

Viksit Bharat@2047 is the vision of the Hon'ble Prime Minister Shri Narendra Modi to make India a developed nation by the 100th year of its independence in 2047. The vision encompasses various aspects of development, including economic growth, social progress, environmental sustainability, and good governance. The youth of India are playing a key role in realizing this vision. They are the largest demographic group in India, and they are full of potential and energy. The government has launched a number of initiatives to engage the youth in the development process, including the Ideas from Youth for Viksit Bharat@2047 campaign.

In this background, this competition aims to give a platform for youth from all sections of the society to share their ideas on how to make India a developed nation and realize the vision of Viksit Bharat@2047. The competitions are proposed at District and State levels.

Theme/Subject: MYBharat- Viksit Bharat@2047

Objectives:

- To strengthen the spirit of ambition, growth and Patriotism amongst youth for enhanced participation in nation building.
- To identify youth with leadership qualities and good communication skills for their further development and empowerment to take an active role in India's developmental journey during Amrit Kaal.
- To provide a platform for young orators to showcase the skill and compete with their peers.

Target Group:

Youth in the age group of 15 - 29 years as on 12th January 2024.

Prizes:

- **District Level** -Winner to represent District at State Level.
- **State Level**- 1st Prize– Rs. 1,00,000/- , 2nd Prize- Rs. 50,000/- , 3rd Prize for 2 persons- Rs 25,000/- each.

Implementation Strategy:

- **Preparation of Plan**- The DDs and DYOs of the concerned Kendras may fix a date not later than 10th January for the conduct of the program. Appropriate venue (with no cost) should be identified in coordination with the education institutions and prominent judges from various fields for the event shall be selected for the program.

- **Creation of Event on MYBharat Portal-** The district and state level event should be created on **MYBharat Portal** and application may be opened for youth to register for participation. This is mandatory for all the events.
- **Wide publicity of the contest** may be ensured through social media posts, letters to institutions, Press release etc.
- The speech will be of **7 minutes duration (maximum) in Hindi, English or official language of the state only**. The time limit will be strictly enforced. A 30 second warning will be given.
- **Judges & Evaluation:** 03 Judges having the field expertise (Professors/Journalists/orators/ etc.) would judge the participants on the criteria as below:

S. No.	Marking Criteria	Marks
1.	Content and Substance i. Originality of Content ii. Authentic references iii. Analysis of current situation iv. Creative Suggestions/recommendations for improvement v. New ideas brought out	30
2.	Communication/Oratory skills	20
3.	Presentation skills	20
4.	Clarity of ideas and thoughts	20
5.	Confidence level	10
	Total	100

In case of large number of applications received, DDs/DYOs of the concerned Kendra may conduct a preliminary Screening (via judges) of applicants based on video submission of 3 minutes. The decision of the judges will be final with regards to the screening process.

State Level Competitions

- The State level competitions shall be organized under the leadership of the State Director with the DD/DYO of the State Capital assisting him in organization of the program.
- A prominent venue should be selected and winners of the district levels will participate at the State Level Competitions.
- The duration, Evaluation criteria and other details remain same as of the district level competition.
- For Prize Distribution and Valediction, Hon'ble Union/State Ministers, MPs/MLAs and other VIPs shall be invited and wide publicity for the event shall be ensured.

Media and Social Media Plan

- Continuous social media activity through Live streaming of competitions, photo posts, video clips from participant speeches at district and state levels for engagement maximum number of youths online to be ensured.

- Press Releases and news reports shall be ensured for extensive Media publicity through TV Channels, Newspapers and Radio and regional media outlets.
- **Using the Hashtags-** #MYBharat #ViksitBharat@2047
- **Buzz Creation**– District NYKs may involve local social media influencers, and public representatives to create buzz about the competition, highlighting the themes and prizes.

Budget

Sl No.	Level of Program	Head	Amount (in Rs.)	Total Amount (in Rs.)
1.	District	Organizing expenditure- Honorarium to Judges, Banners etc.	10,000/-	10,000/-
2.	State	Organizing expenditure- Honorarium to Judges, Venue, Banners etc.	25,000/-	2,25,000/-
		Cash Prizes @ 1 lakh for winner, 50,000 for runner up and 25,000 each for next two positions.	2,00,000/-	

Further directions will follow.