

## Launching of Mass Awakening Campaign – Punarjagaran

In order to pay true tributes to Mahatma Gandhi Ji - the proponent of Satya & Ahimsa and sustainable development for all; it is proposed to undertake yearlong Mass Awakening Campaign for Youth Participation in Nation Development across India, starting from 2nd October 2014 and culminating on 25th September 2015 at Mathura the birth place of Deen Dayal Upadhyaya Ji and commemorating his 100 birth anniversary.

The objective of this Campaign is to make aware and educate youth on key issues in thematic areas, provide information on the avenues for skill development, encourage and empower them with the spirit of nationalism and volunteerism. The thematic areas of the campaign are encouraging Nationalism, promoting “Swachh Bharat, Shramadaan” and popularizing the Prime Minister’s “Jan Dhan Yojana Scheme”. The yearlong programme aims at creating awareness among youth and empower them to become active partners in nation building activities..



The Punarjagaran programme was inaugurated simultaneously on 2nd October 2014 from four districts which are situated at extreme tips of India i.e. Kanyakumari in Tamil Nadu, (South), Leh in Jammu and Kashmir (North), Okha in Gujarat (West) and Roing in Arunachal Pradesh (North East) and will culminate on 25th September 2015 at Mathura (UP).



In Kanyakumari (Tamil Nadu) the programme was launched on 2nd October 2014 by Shri Radhakrishnan P, Hon'ble Union Minister of State (Heavy Industries). Hon'ble Minister read out the message of the Hon'ble Prime Minister on Clean India and emphasized on the highly felt need of Cleanliness for a healthy nation and the role of youth clubs of NYK in the movement. He also focused on Skill promotion agenda of the Govt. which is expected to bring new achievements for the country. The senior officers of District Administration, Zilla Panchayat, students of local Schools and Colleges, NYK Youth Clubs and Mahila Mandal members participated in the Pledge taking ceremony on launching function. The Pledge on

Swachhta was administered by Shri Radhakrishnan P., Hon'ble Union Minister of State (Heavy Industries).



The programme and activities included Youth Convention on Punarjagaran and Swachh Bharat. IEC material on Sanitation and Hygiene received from State Govt. of Tamilnadu was distributed to young participants. This was followed by a 3 km Youth Rally from Gandhi Mandap to Vivekananda Kendra. About 1000 youth participated in the launching programme. Participants from NYKS Youth Clubs and Mahila Mandals, NSS, NCC, Schools and Colleges participated in the programme.



In Roing (Arunachal Pradesh) the programme was launched by Shri Mukut Mithi, Hon'ble Member of Parliament (Rajya Sabha) on 02.10.2014. Taking part in the programme of 'Punarjagaran', Rajya Sabha Member of Parliament (MP) Mukut Mithi informed the youth on the significance of the day. Highlighting on the objective of Swachh Bharat Mission, he said cleanliness is not only about cleaning of surroundings, but it's also about having clean mind and thoughts. "To have a progressive mind, is to have clean state of mind," said the Parliamentarian. He further announced for a new school auditorium to be constructed under his MPLAD fund.

The chief guest for the occasion, Mutchu Mithi, Parliamentary Secretary for Horticulture said school is an institution where all come here as a learner forgetting one's race, religion and community. "This is a unity we represent that contributes towards growth of our nation," he said.

The venue of the programme was Roing Higher Secondary School, Roing. Shri Sipi Elapra, Chairman Zilla Praishad along with senior officers of district administration were the guests of

Honor. The programmes and activities included Pledge taking ceremony on Swachh Bharat followed by address of the Chief Guest. Lectures on nation development issues were organised during the inauguration programme. A 3 km rally from Roing Higher Secondary School, Roing to Gandhi Chowk, Roing was organised. During the function cleanliness drive was undertaken. About 1300 persons participated in the inaugural function. The participant were mainly from, NYK Youth Clubs and Mahila Mandals, National Service Scheme, National Cadet Corps, National Youth Corps Volunteers and general public of the locality.



In Leh (Jammu and Kashmir) the programme was launched by Shri Thupstan Chhewang, Hon'ble Member of Parliament (Lok Sabha) from the Polo Ground. Md. Shafi Lasoo, Executive Councilor, Ladakh Autonomous Development Council, Deptt. of Tourism & CAPD was the Guest of Honour. The senior officers of District Administration, NSS, Kendriya Vidyalaya, Jawahar Navodya Vidyalaya and other schools took part in the launching programme. The programme included Administration of Swachh Bharat pledge by Shri Thupstan Chhewang, Hon'ble Member of Parliament (Lok Sabha) from the Polo Ground followed by youth convention on development issues. A 3 KM youth rally from Polo Ground to Old Bus Stand to Moti Market along with Main Bazar and culminated to Polo Ground. The Participations were holding banners and placards in their hands and slogans during the rally. Wide media coverage was given. A massive cleanliness drive was also organized during the inaugural function. About 1500 persons participated in the inaugural function. The participants were mainly from NYK Youth Clubs and Mahila Mandals, National Service Scheme, National Cadet Corps, National Youth Corps Volunteers, Schools and Colleges and general public of the locality.



In Okha (Gujarat) the programme was launched with the auspicious presence of Shri Nitin Bhai Vaghela, Ms. Pushpaben, Shri Gopal Bhai Chandpa and other eminent personalities on 2nd October 2014. Senior officers of District Administration & Zilla Panchayat have participated in the inaugural function. The launching function was started with Prabhat

Pheri, Speech of eminent persons, Pledge Taking Ceremony, Nukkad Natak and Cleanliness drive. This was followed by about 3 km Youth Rally from Nagarpalika to Railway station through Okha Port and Navy Chowk. The participants were holding placards, banners, Slogans and were chanting patriotic songs.

The programme and activities included competitions in essay, debate and cleanliness drive etc. The coordination of Municipality, Schools and Colleges were mobilized for successful implementation of the programme. About 600 people participated in the launching programme.

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### **Report on Brainstorming workshop for Mass Awakening Campaign (Punarjagaran) for Youth Participation in Nation Development on 10<sup>th</sup> & 11<sup>th</sup> Nov, 2014**

Nehru Yuva Kendra Sangathan organized a two day brainstorming workshop for Mass Awakening Campaign (Punarjagaran) for Youth Participation in Nation Development on 10<sup>th</sup> and 11<sup>th</sup> Nov, 2014 in Conference Hall, Scope Minar at New Delhi. The aim of the workshop was to develop the plan of implementation, strategy, field activities, budget implication and Standard Operating Procedure (SOP) of Punarjagaran project.

Shri Rajeev Gupta, Secretary, Department of Youth Affairs, Ministry of Youth Affairs and Sports, Govt. of India in his address highlighted the importance of the Punarjagaran programme and suggested to coordinate with district and state administration for successful organization of the Punarjagaran- Mass Awakening Campaign.



The following points were discussed in the workshop:-

- Strategy to be adopted for successful implementation of the one year programme at different level.
- Route and districts to be covered under the programme.
- Types of activities to be undertaken.
- Duration of activities and implementation strategy at village and district level.
- Participants, types and numbers of programmes.
- Planning, logistics and modalities of implementation.
- Development of IEC material on Govt. Schemes like Swachh Bharat Mission, Jan Dhan Yojana, Women empowerment, Shram Daan, Skill Development and entrepreneurship, important social issues etc. in local languages.
- Budget implications (District level and village level)
- Media and publicity (Development of logo, mascot etc)
- Coordination and linkages at Village, district and state level.
- Progress Reporting at district and state level
- MIS format for monitoring and evaluation
- Defining roles and responsibilities at different levels.
- Follow up measures.
- Strategy for organizing National Level Programme of Punarjagaran on 25.09.2015 at Mathura (UP)

In the beginning of the workshop Dr. Prabhakant, Director General, NYKS gave an overview of the project Punarjagaran and Dr. M.P. Gupta, Joint Director (Spl. Project) gave a powerpoint presentation on the project to the concerned Zonal Directors and District Youth Coordinators who were invited in the workshop. A total of 36 participants attended the workshop.

The innovative project of Punarjagaran give emphasis on encouraging and empowering youth of India for employment and self-employment; Integrating the Nation - its Vastness and Voices; Decentralization and People's Participation - from Representative to Participatory Democracy; Youth Leaders - Making India Unstoppable and set up Neighborhood Youth Parliament that leads to vibrant youth committees with focus on rural areas.

The project will cover a total of 100 districts. In each district 100 villages will be covered. Hence, 10,000 programme will be organised in 10,000 villages of 100 district. The Punarjagaran yatra has already been launched from the four corner tips of India viz. from Leh (J&K), Okha (Gujarat), Kanyakumari (Tamil Nadu) and Roing (Arunachal Pradesh) on 2<sup>nd</sup> Oct, 2014 the birth anniversary of Mahatma Gandhi. The Punarjagaran Yatra will culminate at Mathura (UP) on 25<sup>th</sup> Sep, 2015 on the occasion of 100 birth anniversary of Shri Pandit Deen Dayal Upadhyaya.