



Nehru Yuva Kendra Sangathan
नेहरु युवा केन्द्र संगठन

साथ साथ
कल की ओर...



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/PROG:national unity day/2019/97

Dated: 3rd October, 2019

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

To : All State Directors, Nehru Yuva Kendra Sangathan

Subject: Observance of the birth anniversary of Sardar Vallabhbhai Patel as 'Rashtriya Ekta Diwas (National Unity Day)' on 31st October, 2019 - reg.

1. This has reference to the letter of even number dated 9th September, 2019 of Under Secretary, Ministry of Home Affairs, Govt. of India regarding the subject mentioned above.
2. Attention is also invited towards the NYKS Guidelines 2019-20 pertaining to observance of Days and Week of National and International importance. Birth anniversary of Sardar Vallabhbhai Patel as 'Rashtriya Ekta Diwas (National Unity Day)' on 31st October, 2019) is one of the days to be observed while ensuring participation of large number of people especially youth from all sections of the society.
3. Activities must be organized at multiple places i.e. at State, District and Sub-District/ Village Level.
4. To mark the day a combination of the activities such as **Singing of National Anthem, Offering Floral Tributes, Taking Pledge for Rashtriya Ekta, Run for Unity by Youth, Essay & Painting Competitions, Lecturers & discussions on works and contribution of Sardar Vallabhbhai Patel and Cultural activities on the theme of Rashtriya Ekta, etc.** should be undertaken.
5. All officers of NYKS, namely State offices in the States and District NYKs will ensure that on 31st October, 2019 "**Pledge taking ceremony**" is organized with participation of all officials as well as NY volunteers. A copy of the **bi-lingual text** of the "Rashtriya Ekta Diwas Pledge" is **enclosed**. People from all the sections of the society may be involved so that a message of national unity could permeate every part of the nation and the society.
6. On this occasion, Youth Clubs should be motivated through deployed NY Volunteers to **take the National Unity Day Pledge** in public functions and also organize a "**Run for Unity**", in their villages **voluntarily**. People from all the sections of the society should be involved so that a message of national unity could permeate every part of the nation and the society.

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7. **Photograph** (preferably Black & White) of Sardar Vallabhbhai Patel should be displayed at prominent place in all field offices as well as Head office. On the bottom of the photograph, the following message (Hindi & English) should be mentioned:

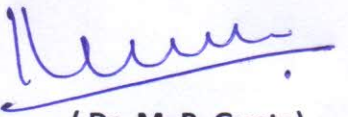
English

"A Grateful Nation Salutes Sardar Vallabhbhai Patel, the Pioneer of National Unity "

Hindi

"राष्ट्रीय एकता के सूत्रधार सरदार वल्लभभाई पटेल जी को शत शत नमन"

8. On the Banners, Backdrops and other IEC material, *the photograph of Sardar Vallabhbhai Patel should be displayed* in all activities to be organized during the celebration. Please do not forget to mention the name of "**Ministry of Youth Affairs & Sports, Govt. of India**" in all publicity material.
9. **Wide coverage of the events:** All the State Directors, Deputy Directors and District Youth Coordinators should mobilize Local Press & Media, Tie-up with Doordarshan Unit and Local Channel in their State/ Districts, issue press release and invite Media Persons during the Programmes so as to have wider coverage and dissemination of the messages. The activities should also be shared on Social Media.
10. Whenever needed activities should be held in coordination with **State/ District/ Local Bodies.**
11. Progress report in the **enclosed Performa** should be submitted to NYKS Hqr. along with press clippings and few action photographs in WORD FILE latest by **1st November, 2019** to Shri M.P. Sharma, Deputy Director (Programme): **mpsharmanyks@yahoo.co.in** so that compiled report may be submitted in the Ministry.


(Dr. M. P. Gupta)

Encl: as above

CC:

- All VCs and Member of BOG, NYKS
- PS to DG, NYKS
- Deputy Secretary (NYKS-YA), MoYAS