

YUVA SAMVAD- INDIA@2047

ON

INDIA'S PANCH PRAN- A YOUTH DIALOGUE / BHARAT KE PANCH PRAN- EK YUVA
PARICHARCHA

Background

The Hon'ble Prime Minister has gifted the Panch Pran to the nation during his Independence Day Speech on 15th August, 2022. These Prans shall play a vital role in ensuring the vision of Bharat as Vishwaguru in 2047. Hence it is essential for the youth to understand and adopt the Panch Pran in the age of Amrit Kaal. The Panch Pran are:

1. Goal of developed India
2. Remove any trace of slavery or colonial mindset
3. Take pride in our heritage and legacy
4. Unity and solidarity
5. Sense of duty among citizens.

In order to popularize the same among the youth of the country NYKS is holding revamped Yuva Samvaad- India@2047 on the theme "India's Panch Pran- A Youth Dialogue/Bharat Ke Panch Pran- Ek Yuva Paricharcha" with a primary focus on NEET (Not in Employment, Education or Training) Youth as well as other employed, professionals and daily wage earner youth of the district.

The Program

The revamped Yuva Samvad shall be organized at district level with the **cooperation and support of various CBOs (Community Based Organizations) of the district** to generate a positive discourse on the future of the country in line with the Panch Prans as envisioned by the Hon'ble Prime Minister.

A pledge as well as a brief note on the Panch Pran is enclosed for circulation among the CBOs by the district NYKS for further creating awareness among the youth and organizations. The note may be used by the district NYKS to advertise the invitation of applications from CBOs. Upon successful conduct of the program at their own expense the CBOs may claim a reimbursement of **maximum Rs. 20,000 per program**, on the submission of the following:

1. Video Recording of the entire program (HD quality, professionally recorded)
2. Comprehensive report with photo gallery and press clippings.

In a district a maximum of three programs may be organized in such a manner. This program covers all the districts and shall be advertised pan-India inviting applications of CBOs.

Role of the Partner Organization (CBO):

- The Partner Organization shall conduct the said program at a well-connected venue accessible to the participant youth with a well-planned inauguration with the involvement of Youth Icons and other eminent persons from the district etc.
- The Partner Organization shall arrange for resource persons to give context and meaning of Panch Pran to the youth, in backdrop of India's journey towards Amrit Kaal.
- The partner organization shall highlight issues relevant to the Panch Pran of Hon'ble PM during the session assigned to it and propose a roadmap for addressing the same.
- The participants may be made aware on the issues and solutions rooted on Panch Pran shall be proposed and support sought from the Youth in this regard.
- A micro vision for the Youth of the district, in line with the macro vision for development of the nation as propounded by the Union government shall also be presented in the said session.
- Document the proceedings in a comprehensive report replete with necessary photographs and submit to the DoYA.
- Ensure that a video recording done in the most professional manner. The video of proceedings may be submitted to the DoYA along with the reports.

The CBO Partners (subject to a maximum of 3 organizations per district) shall be provided with Rs. 20,000 per organization on reimbursement basis after submission of report and video of the events conducted.

Profile of the CBO Partner – The partner organizations shall meet the following criteria-

1. **Non-Political Profile** - The organization/body shall be non-political in nature.
2. **Non-Partisan Affiliation**- Interests groups/Professional Groups etc. without any religious or other identity-based affiliations can be involved.
3. **Quality of Work**: NGOs/Civil Society organizations with proven track record in developmental activities may be given preference to be enlisted as partners.
4. **Untainted History**: The DDs and DYOs should ensure that the organizations selected have a clean track record and are not involved in controversial/questionable activities.
5. **Organizational Strength**: The organization should have prior experience organizing programs with mass involvement and shall have expertise in crowd management, .
6. **Transparency and accountability**: Organizations with own bank account and healthy accounting practices/bookkeeping to ensure transparent utilization of financial resources.
7. **The partner organization should have no criminal case pending in any court of law.**

Selection of CBO Partner and Organization of events

- DD/DYO of the district shall constitute a committee with DD/DYO as member secretary with Principal, Kendriya Vidyalaya, District Sports officers as members.
- The three-member Committee shall evaluate the application considering the above-mentioned guidelines and scrutinize the applications.
- In the case of eligible applicants in excess of 3, the best performing CBOs whose activities are relevant to the youth may be selected.
- The district NYK shall send the list of CBOs to the State Office which shall then vet the

list of organizations and forward it to the NYKS HQ.

- The final schedule after feedback from field shall be notified by the committee formed at NYKS HQ in this regard and the programs **may commence from 1st April, 2023.**

SUGGESTIVE SCHEDULE/TIMELINE

Dates	Days	Activity	Nodal Authority
24th February, 2023	1 day	Formation of Selection Committees, Buzz Creation	District NYKs
24-27th February, 2023	1 day	Launch of the Program by MoYAS	DoYA
28th February -14th March, 2023	15 days	Advt. & applications window -Dist. Level	District NYKs
15-16th March, 2023	2 days	District shortlist of upto 3 CBOs	District NYKs (via Selection Committee)
17th-18th March, 2023	2 days	State level compilation, vetting and forward to HQ	State Director, NYKS
19th-20th March, 2023	2 days	Preparation of final list of CBOs & circulation of Tentative Schedule	NYKS HQ
21st March, 2023	1 days	Correction/Revision and finalization of Schedule	NYKS HQ
22nd-31st March, 2023	10 days	CBO handholding & Preparation Time	district NYKs, CBOs
1st April-31st May, 2023	Organization of Yuva Samvad-India@2047		

The program shall follow an unstructured session format for a duration of 3-4 hours with the following contents:

- **Inauguration**
- **My vision on Panch Pran- To be discussed by persons identified by the CBO.**
- **QnA session and Open discussion on Panch Pran- Vision for youth of the district.**
- **Administration of Panch Pran Pledge**
- The programs shall begin with session on Panch Pran focusing on the broader contours of development and progress in the country through the prism of Panch Pran and activities of the government.
- In the backdrop of the context set by the main session, 5 shortlisted speakers identified by the CBO shall highlight their views and aspirations with regards to the Prans assigned to them in short talks of 5 minutes each.
- In the final Session Question-Answer session and open discussion for all participants on the topics discussed shall be held.

Particulars of the Program

Format	: Town hall format
Resource Persons	: 3 (Or as decided by CBO)
Total Participants	: 500 Youth per program to be mobilized by the CBO
Coverage	: in all districts as per responses received
Programmes Per District:	Maximum Three Programmes
Budget per district	: up to 60,000 Rs. (Rs. 20,000/prog)-On Reimbursement Basis

Evaluation of the Programmes-

- **Rapporteur Report:** Prepared by the CBO with content including photographs.
- **Video Recording of Proceedings:** HD quality professional video coverage of the program for the full duration.

MEDIA PLAN FOR THE EVENT LAUNCH, BUZZ CREATION FOR ADVERTISEMENTS AND EVENT PUBLICITY

The Media and Publicity plan shall **start from 24rd February** and extend till the completion of the program in all districts. The purpose of the activity is to ensure maximum publicity for the program application so that maximum CBOs get an opportunity to apply to become an organizer of this program.

Illustrative Timeline, Activites, Roles and Responsibilities

	TIMELINE	ACTIVITY	COORDINATION
Pre-Launch & Launch Phase	24-27 th FEB,2023	Pre-Launch Buzz Creation- social media, Pre-Launch Brief, Media Publicity- Print, TV, Radio, electronic/social media.	DoYA, NYKS
Application & Finalization Window	28 th FEB- 14 th MAR, 2023	Media Publicity- Print, TV, Radio, electronic and social media.	National Level-DoYA, NYKS HQ Local Level- Dist. NYKS (local newspaper/media outlets, cable TVs showing local channels, display of physical banners etc.)
Preparatory Phase	21-31 st MAR, 2023	Program Related Buzz Creation with Schedule and highlights- social media focussed.	National level- DoYA, NYKS HQ Local Level- CBOs, Dist. NYKS
Program Phase	1 st APR, 2023 onwards	1.Pre-Event Press Release 2.Post-Event Press Release 3.Newspaper/TV/Radio Reports 4. Social Media updates	Organizing CBO, with support from dist. NYKS. National Highlight of select events through DoYA, NYKS HQ. Social Media handles.

Details of the Media Plan are as follows:

1. **Buzz Creation from committee formation** (24rd February) to application window (14th March) shall be the responsibility of Department of Youth Affairs and the NYKS.
2. Overall the **buzz creation and publicity** shall happen at two levels- National (via media, social media) and local (via local news outlets, local channels, dist. NYK network, physical banners etc.)
3. At the local level the district NYKs shall ensure coverage in local newspapers, local TV channels, FM radio, social media handles of district NYKs etc.
4. Social media posters with details of the program may be circulated through social media handles of MoYAS, NYKS and also through district NYK's networks.
5. During the Application and finalization window DoYA and NYKS shall continuously strive to keep the topic alive in public discourse through social media by posts on Panch Pran, Event Registration Stats and Photos of Event Launch etc.
6. Once buzz creation for inviting application is done and **the CBOs are finalized, the CBOs may be encouraged to advertise the program at their level.**
7. **Local media-both channels and newspapers** may be roped in **by the concerned CBO** so that local coverage is also robust for the event in each district.
8. **The CBO shall give wide publicity locally** through their social media handles and network before, during and after the program.
9. **Pre and Post event press release** should be issued by the CBOs organizing the program.
10. **Additional activities** like **Flash Mobs and Street plays** on the theme of Panch Pran may be organized **by the CBO** for buzz creation immediately before the program.
11. District NYKs shall supplement the efforts of the CBO by reposting/resharing the posts and giving wide publicity to the coverage of the event through its network.

Branding shall be done to ensure uniformity of the events held across the country with respect to the following items:

- **Standardized Hon'ble PM and Hon'ble Minister photos**
- **Standees design and banners,**
- **Jingle on Panch Pran**

The above item designs shall be prepared and circulated centrally which shall then be used in all programs at all levels.