

YUVA UTSAV- India @ 2047

The Department of Youth Affairs plans to conduct a Mega Program with expanded macro-outreach through the umbrella Program-- Yuva Utsav- India@2047. This initiative aims to rekindle the spirit of patriotism and values of India's Freedom Struggle by engaging the youth in various events progressing from District level to State and National levels.

1. The journey towards **Amrit Kaal** shall begin from grass-root level to the national level, bringing the rich heritage, culture and values of our nation to the central stage of public discourse. "**Yuva Shakti se Jan Bhagidari**" will be the driving force for this grand celebration of 75th Anniversary of India's Independence leading up to India@2047. Young Artists, Writers, Photographers, Orators and traditional artists shall be provided a platform to express their talents on the topics provided to them for each events in the backdrop of the common theme of Panch Pran and India@2047.

2. Program objectives are:

- 2.1 To celebrate the Azadi Ka Amrit Mahotsav in the spirit of Yuva Shakti.
- 2.2 To spread the ideals and values of India's Freedom Struggle during the 75th Anniversary of India's Independence.
- 2.3 To generate appreciation about the diverse spiritual and cultural heritage of country among the masses.

3. Program Theme: The theme for the Yuva Utsav will be **Panch Pran** as narrated by Hon'ble Prime Minister during his Independence Day Speech on 15th August 2022: Goal of developed India, to remove any trace of slavery or colonial mindset, take pride in our heritage and legacy, unity and solidarity and sense of duty among citizens.

4. Youth in the age group of 15 to 29 years will participate in the components at District, State and National Levels with winners at each stage proceeding to the next level. The **main components** are listed below:

- 4.1 Young Artists Talent Hunt- Painting
- 4.2 Young Writers Talent Hunt -Poem
- 4.3 Photography Talent Hunt
- 4.4 Declamation Talent Hunt
- 4.5 Cultural Festival- Group events

5. In addition to the core components of Yuva Utsav the following allied programmes is projected to be organized in order to expands the scope and reach of the programme:

SI No.	Activity	Financial and Organizational Responsibility	Role of Dept of Youth Affairs & Remarks
1.	Fit India Stalls & Games	Dept. of Sports, MoYAS	Allocation of Space for stall, access to Ground for games, teams for participation from clubs, NSS, Schools

2.	Exhibition & Drone Demonstration	Ministry of Civil Aviation	Allocation of Space for setting up stall
3.	5G technology Demonstration	MeiTY, Dist. Chamber of Commerce	
4.	COVID vaccination IEC	Ministry of Health, NHM	
5.	Nano Urea Awareness	Dept. of Agriculture	
6.	Heritage Stalls	Dept of Higher Education, Universities, Colleges	
7.	Skill Development Stalls	MSDE, PM-Kaushal Kendra, National Livelihood Mission	
8.	DJ/ Cultural Performance/ Bands	Ministry of Culture	
9.	Media Desk	MIB	Allocation of Space for setting up stall
10.	Block Chain Certificates	MeiTy	Provide Participant details
11.	Veer Gatha	Public Relation Dept & Org. Committee	Coordination

7. Organisation: For the successful organization of the Yuva Utsav, an Organization Committee shall be formed for the district, state and national levels. Among other duties, the Organization Committee shall shortlist the panel of judges selected for each of the events.

- a) **National Level- Inter-ministerial Coordination cum Organization Committee**
Minister- Youth Affairs & Sports- Chairperson, Minister or Representatives of Minister- Skill Development and Entrepreneurship, Education, Culture, Information and Broadcasting, Tourism, Secretary YA and Secretary or Representatives of Secretaries of Culture, Education, Representatives of NYKS, NSS, BSG, NVS, KVS.
- b) **State level Organization Committee:** Chief Secretary of the State/ Secretary of Youth Empowerment or representative of Secretaries - Chairperson, NYKS State Director, Nodal Officers of NSS, BSG, Department of Education, Skill, Culture, Youth Welfare departments
- c) **District level Organisation Committee: DM/DC-** Chairperson, DYO, NYKS, Nodal Officers of NSS, Navodaya Vidyalaya, Kendriya Vidyalaya, BSG, Education, Skill, Culture, Youth Welfare and other Line departments.

8. Branding shall be done to ensure uniformity of the events held across the country. Materials including standardized Hon'ble PM photos, Hon'ble MoYAS photo, Standees design, entrance gates design, arches and banners shall be prepared and circulated. which shall be used in all programs at all levels. Dedicated Music/Jingle for Yuva Utsav shall be prepared.

9. Media - The NYKS may widely advertise the program through Print, Electronic and social media. The District Youth Officer may rope in local social media influencers and Youtubers to promote the Yuva Utsav. The PIB as well as the regional and local media outlets may be reached out to create the buzz around yuva utsav also to advertise the programme. **A draft media plan is placed at Annexure-1(a)**

10. CSR - The PSU and Private Business Establishments may be reached out to tap the

funds available under CSR (Corporate Social Responsibility) to organize the Yuva Utsav in grandeur manner.

11. VIP Involvement – The Hon’ble Cabinet/State Ministers, Hon’ble MPs, Hon’ble Ex MPs, Hon’ble MLAs/MLCs and other eminent personalities are to be invited to grace the Yuva Utsav.

12. The identified pool of local performers may be involved to promote the Panch Pran during the Yuva Utsav by performing flash mobs, skits etc to attract more footfall in the Yuva Utsav.

13. The winners of all events are to be awarded with **certificate** and **Modi@20** book. The participations are to be awarded with a participation certificate.