Cir.No.NYKS/PROG:start-up India/2015  Follow up letter  Dated: 11th January, 2016

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

To : All Zonal Directors, Nehru Yuva Kendra Sangathan.

Sub : Watch the Launching of 'Start-up India' by Hon'ble Prime Minister of India, Shri Narendra Modi Ji on Doordarshan on 16th January, 2016 from 05.00 p.m. onwards and upload positive suggestions.

1. Vide this office letter No. NYKS/PROG./Start-up India/2015 dated 31st December, 2015, all the Zonal Directors were requested to give wide publicity of the Launching Function of Start-up India, to be telecasted live on Doordarshan on 16th January, 2016 from 05.00 p.m. onwards.

2. By this time, the Zonal Directors must have issued instructions to all the District Youth Coordinators under their jurisdiction about this very useful information and further communicated to all NYCs, village level Youth Clubs, Mahila Mandals, Youth Action Groups and SHGs through all possible means (viz. by Post, Email, SMS, Whatsapp, Facebook, Twitter, etc.) to watch Launching Function and upload their positive suggestions on Narendra Modi Mobile Application.

3. It is again reiterated that :

   a. On 16th January, 2016, all the participants of National Youth Week Celebration should watch telecast of the Launching Function. Others willing to witness telecast at the location should also be given opportunity. For this purpose, the District Youth Coordinators should make proper arrangements.

   b. Motivate NYKS Staff, NYCs, Members of Youth Clubs/Mahila Mandals, Youth Action Groups, SHGs and Educational Institutions to watch the Launching of Start-Up India by the Hon’ble Prime Minister of India on Doordarshan on 16th January, 2016 from 05.00 p.m. onwards.

   c. Motivate Youth and other stake holders to share their positive suggestions, aspirations and dreams by downloading the Narendra Modi Mobile Application from the Play Store and the same is available free-of-cost for all types of platforms i.e. Android, IOS and Windows. The link for it is http://nm4.in/cnlapp. While submitting their positive suggestions/ideas, they must include Nehru Yuva Kendra Sangathan, the name of their State along with their name to earn positive points.

4. Kindly furnish feedback in this regard in the enclosed proforma on 16th January, 2016 and thereafter daily for 15 days at email: nyks.dev@gmail.com along with photographs and press clippings.

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5. Zonal Directors may ensure that the copy of the letter is delivered in the office of the Chief Secretary of their respective States.

Kindly ensure to monitor and follow up the matter so as to make it a grand success.

Enc: as above.

(Dr. M.P. Gupta)

CC:

• PPS to Secretary (Youth Affairs), MoYAS, Government of India.
• PPS to Secretary, Department of Industrial Policy and Promotion, Ministry of Commerce and Industry, Government of India.
• PS to Joint Secretary (Youth Affairs), MoYAS, Government of India.
• PS to Chief Secretaries of all States and Union Territories.
• PS to all three Hon'ble VCs and BOG Members of NYKS.
• PS to Director General, NYKS.
• Director, NSS.
• Director, Bharat Scouts and Guides.
Nehru Yuva Kendra Sangathan

Start – up India Event – witnessed and suggestions uploaded by Youth & Others.

Cumulative Reports as on Date:

<table>
<thead>
<tr>
<th>State / Zone</th>
<th>Name of Programme and date on which the event was witnessed</th>
<th>Total No. of Youth who witnessed Launching of Start – up India event.</th>
<th>No. of Youth staff who uploaded suggestions</th>
<th>No. of Other persons who uploaded suggestions</th>
<th>Total No. of Persons who uploaded suggestions (4+5+6)</th>
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Signature ____________________

Name of Zonal Director ________

Zone: _________________________

Date: _________________________