From: Dr. M P Gupta, Joint Director (Programme & EDP)

To: All Zonal Directors, NYKS.

Sub: Launch of Digital India Week (DIW) on 1st July 2015 at 4 PM in New Delhi and DIW event activities...reg.

Sir/Madam

This refers to D.O. letter No.3(59)/2015-EG-II dated 26th June, 2015 of Shri R S Sharma, Secretary, Ministry of Communications & Information Technology, Department of Electronics & Information Technology (DeitY) forwarded by Secretary, Youth Affairs, MOYAS to this office. The copy of the same is enclosed.

In view of the above, it is to inform you that Digital India Week programme will be launched by Hon'ble Prime Minister of India on 1st July, 2015 at 4 PM in New Delhi and is likely to be of about one and a half hours duration. The inaugural function is also being telecast/webcast live.

The objective of the Digital India Programme during the Digital India Week 2nd July to July 7th, 2015 is to inform, educate and engage citizens in the ongoing government effort to transform India into digitally empowered society and knowledge economy.

You are requested to issue directions to all District Youth Coordinators under your jurisdiction to popularize and generate awareness among Youth Clubs and Mahila Mandals about this programme and participate in DIW as well as motivate them to view the live coverage of the inaugural function starting at 4 PM on 1st July, 2015. The volunteers of NYKS affiliated Youth Clubs & Mahila Mandals shall also be encouraged and guided to register on MyGov Portal.

Consequent upon viewing and participation in the Digital India Week, all NYKS officials and members of Youth Clubs/Mahila Mandals should also be motivated to provide feedback through an app designed by DeitY (Department of Electronics & Information Technology) to upload the details (along with photographs) of activities conducted before and during the week.

You are also requested to send the feedback, press clippings of local news coverage and report (along with photographs) of activities conducted before and during the week on email nyksphoto@gmail.com.

This issues with the directions of Director General.

(Dr M P Gupta)

Encl.: as above.
Dear Secretary,

This is with reference to the DO letter of even number dated 13th March, 2015 regarding Digital India Week. The objective of the Digital India Programme during the Digital India Week is to Inform, Educate and Engage citizens in the ongoing government effort to transform India into digitally empowered society and knowledge economy.

2. This programme will be launched by Hon’ble Prime Minister on 1st July, 2015 at 4 PM in New Delhi and is likely to be of about one and a half hours duration. Since Digital India Programme has evinced keen interest across country, it is suggested that your Ministry/Department may arrange a series of activities focused around Digital India Programme. The inaugural function is also being telecast/webcast live. A suggested plan of activities is enclosed at 'Annexure A'.

3. We have also developed a mobile app [http://www.diweek.cloudapp.net] which could be used for uploading the details (alongwith photographs) of activities conducted during the week. For any clarification, Shri Vinay Thakur, Director, NeGD, DeiY vinay@gov.in. Ph: 011-30481618, 011-24301933 Mob: +91-9868227040) may be contacted.

With regards,

Yours sincerely,

(RS Sharma) 26/6

To:

All Secretaries to Govt. Of India (As per list)
Annexure A

Central Ministry/Department

PARTICIPATION IN DIGITAL INDIA WEEK CELEBRATION

(July 1st - 7th, 2015)

Pre-event Activities

- Posting of the event details on Department’s website, social media pages.
- Announcement of event in form of web banner on Department’s website

Main Event Activities

(Launch of Digital India Week on 1st July, 2015 at 4 PM, IST in New Delhi)

1. Live coverage of the inaugural function starting at 4 PM, IST 1st July, 2015.

DIW Event Activities (July 2nd - July 7th, 2015)

1. Screening of Digital India Film and video, launch of new e-Services of the Department (if planned) at field level offices, arranging local competitions.
2. Report (Online submission of the events) & participant feedback through an app specially designed by DeitY.
3. Details of events to be posted on respective websites alongwith the pictures and also make information available on Social Media such as Twitter & Facebook pages of Department.
4. Posting of local news coverage at Departments website / Social Media pages etc.