

YUVA SAMVAAD- INDIA @2047

A BRIEF PRESENTATION

BACKGROUND

“I believe we must focus our attention on the **“Panch Pran”** for the coming 25 years. You have to concentrate on your resolves and strength. And we must take up the responsibility of fulfilling all the dreams of the freedom fighters by embracing those Panch Pran **by 2047** when the country celebrates 100 years of independence...**The Panch Pran of Amrit Kaal- Goal of developed India, to remove any trace of colonial mindset, take pride in our roots, unity and sense of duty among citizens..”**



Shri Narendra Modi
Hon'ble Prime Minister of India

INTRODUCTION

- **Yuva Samvad- India @ 2047 across the country is being organized** on the lines of the Yuva Samvad at the national level held by the Ministry on 12th August,2022 as part of the International Youth Day celebrations.
- The dialogue and discussion during the Yuva Samvaad-India@2047 will be based on the theme of **Panch Prans** (five resolves) and will be **organized through Community Based Organizations (CBOs)**

AT A GLANCE

- **Implementing agency:** Selected Community Based Organizations (maximum 3 per district)
- **Selection procedure :**Screening of received applications by Committee and shortlisting of maximum 3 CBOs.
- **Program Format:** Town Hall format
- **Program Content:** Unstructured discussion led and moderated by experts/knowledgeable persons identified by CBO on **Panch Pran**. This will be followed by Q & A session. (**3 hours** duration)
- **Number of Programs per district:** maximum 3 programs
- **Funds :** 20,000 per program - on reimbursement basis.
- **Participation:** Minimum **500** participants.

Who is a CBO?

- Youth Clubs
- NGOs
- Charity Organizations
- Trusts
- FPOs/ other Producers Organisations
- Cooperatives Societies
- Professional Groups
- Any other registered organizations involved with community organizations

The organization should be registered body and having bank account.

Role of CBO

- Willing to conduct the program at a **well-connected venue** with the involvement of Youth Icons and other eminent persons from the district.
- Arrange for **Experts/ Knowledgeable Persons** to give context and meaning of Panch Pran to the youth, in the backdrop of India's journey towards Amrit Kaal.
- Highlight issues relevant to the Panch Pran during the session and propose a roadmap for addressing the same.
- **Suggest micro vision for the Youth** of the district, **in line with the macro vision for development of the nation.**
- Submit **Comprehensive Report** with action photographs, press clippings etc. to district NYKs.
- Submission of **video of proceedings** (for the entire program duration) to district NYKs.

Key Consideration Points – CBO selection

1. **Non-Political Profile** - The organization/body should be non-political.
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, having ability to ensure transparent utilization of financial resources.
7. The partner organization should have no criminal case(s) pending before any court of law.

SELECTION COMMITTEE

The Selection Committee constitutes the following members:

- Principal, Kendriya Vidyalaya
- District Sports Officer
- DD or DYO of the district – **Member Secretary**

The selection shall be based on the points highlighted in the SOP.

SCHEDULE

Dates	Days	Activity
24 th February, 2023	1 day	Formation of Selection Committees
24-27 th February, 2023	3 days	Pre-Event Buzz Creation, Pre- launch Press Brief, Social Media Activities, Open Call to CBOs
28 th February -14 th March, 2023	15 days	Advt. & applications window -Dist. Level- (Ensure Maximum applications)
15-16 th March, 2023	2 days	District shortlist of up to 3 CBOs-dist. NYK Committee
17 th -18 th March, 2023	2 days	State level compilation, vetting and forward to HQ
19 th -20 th March, 2023	2 days	Preparation of final list of CBOs & circulation of Tentative Schedule-at NYKS HQ
21 st March, 2023	1 days	Correction/Revision and finalization of Schedule
22 nd -31 th March, 2023	10 days	CBO handholding & Preparation Time
1 st April-31 st May, 2023		Organization of Yuva Samvad-India@2047

Process Flow

Committee formation

- Constitute committee with DD/DYO as member secretary with Principal, Kendriya Vidyalaya, District Sports officers as members

Publicity and Buzz Creation

- NYV meeting, brief on programs. Share application form over Twitter/Whatsapp/ Facebook/Instagram.
- NYVs meet Clubs and other CBOs in the block, inviting them to apply for the prog.
- Coordination with DD/AIR/PIB/PRD/FPOs and local media outlets to ensure media publicity.

Application Window

- Receipt of application forms with necessary supporting documents along with tentative dates proposed by the CBO to conduct the program (during the period 1st April to 31st May, 2023)

Selection of up to 3 CBOs

- Committee to shortlist up to 3 CBOs based on the specified criteria and send them to State Office
- State Office shall vet the list and send to NYKS HQ.
- NYKS HQ to finalize the list and tentative schedule of the program

Conduct of program

- Preparation time given to CBOs before the launch of the program.
- Pre-program buzz through Flashmobs, social media activities etc by CBO & NYKS
- Conduct of the program by CBO with widest possible media coverage.

Reporting and reimbursement

- Submission of comprehensive qualitative report by CBO to NYK with action photographs, news clippings.
- Submission of video recording of the entire duration of the program to NYK by CBO.
- Reimbursement of the funds (up to 20,000) to CBO after verification and approval of report.

THEMES
YUVA SAMVAAD
-INDIA@2047

PANCH PRAN

- Goal of Developed India
- National Unity and Solidarity
- Remove Trace of Colonial Mindset
- Sense of Duty among citizens
- Take pride in our heritage and legacy

PRE-EVENT BUZZ CREATION

Steps to be taken at district levels for pre-event advertisement and publicity:

- **District Level:**
 - NYV meeting, briefing of NYVs and buzz creation among Youth Clubs and CBOs of the district.
 - Press release in local edition with contact number & email of Kendra for application.
 - Sharing of application form via various platforms.
 - Social Media: Buzz creation, creatives and advertisement.

PHASE WISE RESPONSIBILITY- MEDIA AND PUBLICITY

PHASE	TIMELINE	ACTIVITY
Pre-Launch & Launch	24-27 th FEBRUARY, 2023	Pre-Launch Buzz Creation- social media, Pre-Launch Brief, Media Publicity- Print, TV, Radio, electronic and social media.
Application & Finalization Window	28 th FEBRUARY- 14 th MARCH, 2023	Media: Advertisements and Publicity- Print, TV, Radio, electronic and social media.
Preparatory Phase	21-31 th MARCH, 2023	Program Related Buzz Creation with Schedule and highlights- social media focussed.
Program Phase	1 st APRIL, 2023 onwards	<ol style="list-style-type: none"> 1. Pre-Event Press Release 2. Post-Event Press Release 3. Newspaper/TV/Radio Reports 4. Social Media updates

MEDIA PLAN

- **Using the Hashtags-** #YuvaSamvad #YouthProgram #YuvaShakti
- **Tagging Twitter** - @Nyksindia, @meetarajiv(YAS Secretary), @NITKM2021(DG NYKS), @YASMinistry, @PMOIndia, @ianuragthakur @NisithPramanik, Concerned State Office, Local MP and MLAs and CBOs.
- **Retweet Posts of NYKSIndia** – All posts of Yuva Samvad are to be mandatorily retweeted by State Offices, and District NYKs. All Participants of Yuva Samvad, Organizing CBOs and Members of Youth Clubs may also be requested to retweet the posts of NYKSIndia.
- **Pique interest with teaser posts** – All State Offices /District NYKs may create teaser posts about Yuva Samvad in form of short videos, creative, or short videos of local influencers with a message to youth to participate in Yuva Samvad.
- **Twitter posts by Participants** –All Participants of Yuva Samvad may be requested to post about the program with taglines such as “I am excited to participate in Yuva Samvad”, selfies of participants, and tag above mentioned Twitter accounts.
- **Buzz Creation**–District NYKs may support CBOs to involve local social media influencers, and public representatives to create buzz about the Yuva Samvad.
- **Creation of Social Media Accounts Profile Picture Frame**–A profile picture frame may be created for Facebook, Twitter, and Instagram and may be used to change the profile picture with the branding of Yuva Samvad.
- **Pre-Event Press Release and bytes to local TV Channels and Post event press release in all leading newspaper and local media channels by CBOs with support from district NYK.**

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