



स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड

'ज्ञानतीर्थ', विष्णुपुरी, नांदेड - ४३१ ६०६ (महाराष्ट्र राज्य) भारत

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED

'Dnyanteerth', Vishnupuri, Nanded - 431 606 (Maharashtra State) INDIA

Established on 17th September, 1994. Recognized By the UGC (U.S. 2(f) and 12(B)), NAAC. Re-accredited with 'B++' grade



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जा.क्र. : रासेयो/२०२४-२५/२३३

दिनांक २२/१०/२०२४

परिपत्रक

प्रति,
मा. प्राचार्य/रा.से.यो. कार्यक्रम अधिकारी,
रा.से.यो. राबविणारी सर्व संलग्नीत महाविद्यालये,
प्रस्तुत विद्यापीठ.

विषय: दिपावली निमित्त दिनांक २७ ते ३० ऑक्टोबर २०२४ या कालावधीत खालील
उपक्रम राबवून माय भारत पोर्टलवर 'Event' तयार करणे बाबत

संदर्भ: मा. अजाय बा. शिंदे, क्षेत्रीय निदेशक, क्षेत्रीय निदेशालय पुणे यांचे जा.क्र. १८/२२/
रासेयो/आरडी पुणे/२०२४-२५/१५०३-१५५८ दिनांक २१ ऑक्टोबर २०२४


महोदय,

उपरोक्त विषयी मा. अजाय बा. शिंदे, क्षेत्रीय निदेशक, क्षेत्रीय निदेशालय पुणे यांनी भारत सरकार, युवा कार्य आणि क्रिडा मंत्रालय, नवी दिल्ली यांच्या दिनांक १७ व १८ ऑक्टोबर २०२४ च्या निर्देशानुसार दिनांक २७ ते ३० ऑक्टोबर २०२४ या कालावधीत खालील प्रमाणे उपक्रम राबविण्याचे कळविले आहे.

- १) बाजार परिसरात स्वच्छता मोहिम राबविणे
- २) वाहतूक पोलिसांच्या सहकार्याने वाहतूक व्यवस्थापन करणे.
- ३) "सेवा से सिखें" रूग्णालयात अनुभवात्मक शिक्षण कार्यक्रम (ईएलपी) राबविणे.

तरी त्या अनुषंगाने रा.से.यो. कार्यक्रम अधिकारी यांना कळविण्यात येते की, आपल्या महाविद्यालयातील रा.से.यो. स्वयंसेवका मार्फत दिनांक २७ ते ३० ऑक्टोबर २०२४ या कालावधीत राबवून सर्व उपक्रम Social Media वर टाकण्यात यावेत. माय भारत पोर्टलवर सर्व उपक्रम 'Event' तयार करून टाकावेत. "दिवाळी विथ माय भारत—ये दिवाळी माय भारत वाली" सोबत जोडलेल्या निर्देशानुसार उपक्रम राबविण्यात यावेत तसेच मंत्रालयाशी जोडण्यासाठी दिलेल्या लींक चा वापर करावा, ही विनंती.

LINK: https://docs.google.com/spreadsheets/d/1as_nYNsvXL9fCAIm21J05MI_0J6k-C7tXr2pEGQiXYledit?usp=sharing


डॉ. मल्लिकार्जुन करजगी
संचालक
राष्ट्रीय सेवा योजना विभाग

प्रत माहितीस्तव:

- १) मा. कुलगुरू महोदयांचे कार्यालय, प्रस्तुत विद्यापीठ.
- २) मा. कुलसचिव कार्यालय, प्रस्तुत विद्यापीठ.
- ३) मा. जनसंपर्क अधिकारी, जनसंपर्क कार्यालय, प्रस्तुत विद्यापीठ.

प्रत माहिती तथा कार्यवाहिस्तव:

- १) मिस्ट्रीम एक्सपर्ट, संगणक कक्ष, प्रस्तुत विद्यापीठ, यांना प्रत देवून कळविण्यात येते की, सदरील परिपत्रक विद्यापीठाच्या व रा.से.यो. विभागाच्या संकेतस्थळावर प्रसिध्द करावे

भारत सरकार
युवा कार्य एवं खेल मंत्रालय
रा.सा.यो. क्षेत्रिय निदेशालय, पुणे
(महाराष्ट्र एवं गोवा)



Government of India
Ministry of Youth Affairs & Sports
Regional Directorate of NSS, Pune
(Maharashtra) **By e-Mail**

F.No. 18/22/NSS/RD Pune/2024-25/ 1503-1558

Date: 21st October, 2024

To,

All the Programme Coordinators
(Maharashtra & Goa)

Sub: Activities to be conducted from 27th to 30th October 2024 regarding Diwali with MY Bharat-Creation of events on My Bharat-reg.

Sir/ Madam,

In reference to the communication from the Government of India, Ministry of Youth Affairs and Sports, New Delhi dated 17th and 18th October 2024. The following programs are proposed to be organized from 27th to 30th October 2024:-

- (i) Cleanliness drives in market areas.
- (ii) Traffic management in collaboration with the Traffic Police.
- (iii) "Seva Se Sikhe" - Experiential Learning Program (ELP) in hospitals

2. The activities should be conducted in all districts across the Maharashtra and Goa States. The Ministry will undertake the videography/ media coverage in selected locations throughout the country. However, wide publicity of the activities should be given on all social media handles of NSS.

3. It is requested to engage NSS volunteers in the aforementioned activities. Additionally, **events organized under these activities should be created on the My Bharat portal.** Opportunities for the Experiential Learning Program in hospitals can be accessed through the My Bharat Portal under the ELP section. A draft concept note titled "Diwali with MY Bharat- Ye Diwali MY Bharat Wali" is enclosed for your reference. We kindly request you to identify suitable locations for these events and share in the provided link to share with the ministry.

(*) LINK: <https://docs.google.com/spreadsheets/d/1asnYsvXL9fC4lm2IJ05MI0J6k-C7tXr2pEGQiXY/edit?usp=sharing>

4. It is requested to kindly ensure that the Model Code of Conduct in view of forthcoming Election in Maharashtra is strictly adhered to while organizing these activities.

Yours faithfully,

(AJAY B. SHINDE)
Regional Director-NSS

Copy to:- 1. The Director, NSS, Ministry of Youth Affairs & Sports, Government of India, Shastri Bhavan, New Delhi-110 011 – for kind information.

2. The State NSS Officers of Maharashtra and Goa States – for information and further necessary action to ensure organisation of above programs please.

DIWALI WITH MY BHARAT

First Anniversary Celebration-Draft Concept Note

To conduct intensive volunteering activities in **500 locations** across the country with wide publicity and visibility, from 27th to 30th October 2024 under theme This Diwali with MY BHARAT- Ye Diwali MY Bharat Wali- **Mega Event on MYBharat Portal.**

Identified Activities

These activities have been identified with a view to improve city facilities for the festival season for citizen.

- **Hospital Volunteering-** Helping Patients at Hospitals to access medical Services
- **Market Cleaning-** Swachhta Drive in markets across the country in collaboration with All India Traders Association.
- **Traffic Volunteering-** Assisting Traffic Police in managing traffic Choke Points
- **MY Bharat Experience Sharing** – By volunteers participating in activities.

Stakeholders for the Anniversary Celebration

- DoYA-MYBharat, NYKS & NSS HQ
- M/o I&B, Confederation of All India Traders (CAIT)
- NYKS DYOs and Youth Clubs
- NSS POs and Units
- Registered MYBharat Volunteers
- Traffic Police Department
- Identified Hospitals
- Market Associations

Participants Proposed Per District for the Activities

- **In 22 districts covering 10 Metro Cities-** 3000-5000 participants per city (across 3 days)

- In 43 districts covering 40 Cities – 1000 participants per city (across 3 days)
 - In 435 Districts (except covered under cities)- 300 participants (Across 3 days)
- 2 to 2.2 lakh volunteers(30k/50k +40k+1.305L) to be covered under the celebration.

**Program will be anchored by DD/DYO, NYKS in 383 districts with regular DYOs.*

Remaining 117 districts, selected NSS RD/PC/POs will anchor the program.

Preparatory Phase – Sequence of Planning at District

- **Identification of minimum 3 locations in district** (Hospital, Market Area and Traffic Point), **placing of orders for caps as per indicated participation** and identification of potential Photography/Videography Personnel by NYKS DYO in consultation with concerned Stakeholders- Traffic Police, hospital and Market Associations by **22nd October 2024**.
- **Formation and meeting of Implementation Committee** of NYKS DYO, NSS POs, Representative of Youth Clubs, Market Associations, Knowledge Institutions who will become partners at identified locations, with a quorum of 3 for meeting. **Fixing of number of volunteers and Media Personnel at identified locations-** by **24th October 2024**.
- **Preparation of final Schedule and list of volunteers for feedback-** day wise- approval by Committee and communication to local PRD and DD/AIR officials by **25th October 2024**.

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Proposed Timelines of Implementation

- 27th October 2024-**
1. Issue of Press Release
 2. Briefing of Volunteers on schedule for next 3 days
- 28th, 29th and 30th October (forenoon) 2024-**
1. Cleaning of identified Markets
 2. Helping Patients at identified Public Hospitals
 3. Managing identified Traffic Choke Points
- 4th November, 2024:**
1. Experience sharing on Diwali with MYBharat Celebrations.

Media Plan & Visibility- Checklist

- **PROMO VIDEO**- 1-year of MY Bharat. With PM speech 31st October 2024 to be shown in DD news, AIR voice over- with PM quote (if possible) Short interviews with youth participants, Activity video Mashup.
- **#DiwaliwithMYBharat #sevakaeksaal** to mark activities across twitter, Instagram, Facebook- through official handles of DoYA and MYBharat- open call to Volunteers to participate in Celebrations by Youth Icons and celebrities.
- National Level Press Brief by Hon'ble MoYAS, MoS and Secretary (YA) highlighting achievements and way forward.
- Mega Event Dashboard with option to upload photos and videos by any MYBharat Youth.
- State Directors, NYKS and SNOs NSS to ensure State level Media Coverage in Print, Audio-Visual and Electronic Media.
- **District Level Media Plan**

27th October 2024-

- **Pre-Celebration Press Release**- Brief on all activities in the district along mentioning Stakeholder hospitals, Market Locations and Traffic Management Locations.
- **Professional Videography- Experience Sharing video Bytes** from MY Bharat Volunteer already participated in MYBharat Activities before on **MYBharat Portal.**

28th October 2024 and 29th October 2024

- Press release from Market Association with photos.
- Press Release from Hospital with photos.
- Press Release from Traffic Police with photos.
- Action Photos coverage of Each event.
- Video Bytes from patients at hospitals, visitors at Market place and commuters at traffic chokepoints as well as hospitals.
- Daily action photos of activities.

30th October 2024

- **Post-Celebration Press Release**- Report of all activities conducted with quotes from stakeholder departments/partners and volunteers with Action Photos.

4th November 2024

- **Professional Videography- Experience Sharing video Bytes** from MY Bharat Volunteer already participated in MYBharat Anniversary Celebration Activities

Expected support from CAIT

- Communication to all State and district units to cooperate with NYKS and NSS for the conduct of the program.
- Share list of contact persons state and districtwise for DYOs/NSS POs to coordinate in identification of markets and execution of the cleaning activities.
- Support the volunteers with Cleaning Equipment and Disposal bags for the cleaning activities.
- Explore if CAIT can support in major locations like Metros and Capital Cities to conduct large scale cleaning programs with VIP involvement in coordination with Do YA.