

# सावित्रीबाई फुले पुणे विद्यापीठ (पूर्वीचे पुणे विद्यापीठ)

दूरध्वनी क्रमांक : २५६२१११८/१९/२१  
फॅक्स : ०२०-२५६९७३८८  
संकेतस्थळ : www.unipune.ac.in  
ई-मेल : regis@unipune.ac.in



गणेशखिंड,  
पुणे-४११००७.

जावक क्रं. आर/

दि.१५/०२/२०२५

प्रति,

मा. प्राचार्य/संचालक

सावित्रीबाई फुले पुणे विद्यापीठ, संलग्नित व स्वायत्त महाविद्यालये  
व परिसंस्था, फक्त पुणे शहर आणि

मा. विभागप्रमुख/संचालक

सावित्रीबाई फुले पुणे विद्यापीठ, गणेशखिंड, पुणे ०७

विषय : दि. १९ फेब्रुवारी, २०२५ रोजी शिवजयंतीनिमित्त 'जय शिवाजी, जय भारत' मेगा पदयात्रेमध्ये सहभागी  
होणेबाबत...

महोदय/महोदया,

मा. केंद्रीय युवा व्यवहार आणि क्रीडा राज्यमंत्री व मा. राज्यसंपर्क अधिकारी कार्यालय, रासेयो, उच्च व तंत्र शिक्षण विभाग, महाराष्ट्र राज्य यांच्या निर्देशान्वये छत्रपती शिवाजी महाराज यांच्या जयंतीनिमित्त दिनांक १९ फेब्रुवारी, २०२५ रोजी अभियांत्रिकी महाविद्यालय (सीओईपी) वसतीगृह मैदान ते फर्ग्युसन महाविद्यालय या मार्गावर 'जय शिवाजी, जय भारत' या मेगा पदयात्रेचे आयोजन करण्यात आलेले आहे. आधिक माहितीकरिता व उपक्रम आयोजनाकरिता सोबतच्या पत्रांचे अवलोकन करण्यात यावे.

तरी आपल्या महाविद्यालयातील सर्व विद्यार्थी व प्राध्यापक अथवा किमान ५०० विद्यार्थी आणि विद्यापीठ परिसरातील सर्व विद्यार्थी यांना 'जय शिवाजी, जय भारत' या मेगा पदयात्रेमध्ये सहभागी होण्याकरिता दिनांक १९ फेब्रुवारी, २०२४ रोजी सकाळी, ०९.३० वाजता अभियांत्रिकी महाविद्यालय वसतीगृह मैदान, शिवाजी नगर याठिकाणी पारंपारिक व सांस्कृतिक वेशभूषेमध्ये तसेच महाविद्यालयाचा बॅनर, भितीपत्रके, घोषवाक्यांसह उपस्थित राहण्याविषयी सूचित करावे. तसेच सदर उपक्रमाचे यशस्वी आयोजन करण्याकरिता आपल्या महाविद्यालयातील दोन प्राध्यापकांची नोडल ऑफीसर यांची नियुक्ती करून त्यांची नावे यादीत समाविष्ट करावी.

वरील उपक्रमामध्ये सहभागी विद्यार्थी संख्येचा व दोन नोडल ऑफीसर यांचा तपशिल रासेयो व विविम कार्यालयास दि. १७ फेब्रुवारी, २०२५ रोजी, सकाळी ११.०० पर्यंत nss\_student\_list@pun.unipune.ac.in व bsd@pun.unipune.ac.in या मेलवर पाठवण्यात यावी. कळावे, ही विनंती.

(प्रा.(डॉ.) ज्योती भाकरे)

प्रभारी कुलसचिव

टिप : सहभागी व्यक्तींची नावनोंदणी पुढील लिंकद्वारे करणे आवश्यक आहे.

**MYBharat Portal**

[http://mybharat.gov.in/pages/event\\_detail?event\\_name=Jai%20Shivaji%20Jai%20Bharat%20&key=47898402478](http://mybharat.gov.in/pages/event_detail?event_name=Jai%20Shivaji%20Jai%20Bharat%20&key=47898402478)

सोबत : अधिक माहितीकरिता व उपक्रम राबवण्याकरिता सोबतच्या पत्राचे अवलोकन करावे.

**महाराष्ट्र शासन**

शिक्षण सहसंचालक (उच्च शिक्षण)  
पुणे विभाग, १७ डॉ. आंबेडकर रोड, पुणे-१

फोन नं. 020-26127833 / 26051632 E\_mail ID- admin@jdhepune.info, jdhepune@gmail.com

क्रमांक- संकीर्ण - २०२५/'जय शिवाजी, जयभारत' पदयात्रा/ पुणे विभाग/  
प्रति, दिनांक - 13.2.2025

कुलसचिव,  
सावित्रीबाई फुले पुणे विद्यापीठ,  
**पुणे.**

**विषय - दिनांक १९ फेब्रुवारी, २०२५ रोजी शिवजयंती निमित्त 'जय शिवाजी, जय भारत' पदयात्रा आयोजन करणेबाबत.**

संदर्भ - 1. मा. विभागीय आयुक्त, पुणे यांचे पत्र क्र. कार्या/सा.प्र.१/कावि/३४/२०२५  
दि. 11.२.2025.

2. मा. विभागीय आयुक्त, पुणे यांचेकडील दिनांक 12.2.2025 रोजीच्या बैठकीचे  
इतिवृत्त.

उपरोक्त विषयास अनुसरून कळविण्यात येते की, छत्रपती शिवाजी महाराज यांच्या जयंतीनिमित्त दिनांक १९ फेब्रुवारी २०२५ रोजी 'जय शिवाजी, जय भारत' या पदयात्रेचे आयोजन करण्यात आलेले असून सदर पदयात्रा लाल महल - शनिवार वाडा - छत्रपती शिवाजी महाराज पुल - पुणे महानगरपालिका - शिवाजी महाराज चौक - काँग्रेस भवन - राणी लक्ष्मीबाई चौक - जे.एम. रोड - छत्रपती संभाजी महाराज स्मारक - फर्ग्युसन रोड - फर्ग्युसन कॉलेज हा मार्ग निश्चित करण्यात आला आहे.

त्यानुसार बुधवार दिनांक १९ फेब्रुवारी २०२५ रोजी सकाळी ९.३० वाजता सावित्रीबाई फुले पुणे विद्यापीठांतर्गत असणा-या पुणे शहरातील प्रत्येक महाविद्यालयातील किमान ५०० विद्यार्थी तसेच विद्यापीठातील सर्व विद्यार्थी लालमहाल, शनिवारवाडा, पुणे येथे उपस्थित राहतील याची व्यवस्था करण्यात यावी. यासाठी मा. विभागीय आयुक्त, पुणे विभाग, पुणे यांनी सावित्रीबाई फुले पुणे विद्यापीठावर खालील प्रमाणे जबाबदारी सोपविलेली आहे.

- पुणे जिल्हयातील विविध महाविद्यालयांशी संपर्क साधून पदयात्रेमध्ये कॉलेज, महाविद्यालय, राष्ट्रीय छात्र सेना विद्यार्थी सहभागी होतील यासाठी परिपत्रक पाठविणे व विद्यार्थ्यांची उप स्थिती सुनिश्चित करणे.
- पदयात्रा मार्गावर NSS/NCC चे स्वयंसेवक उपलब्ध करणे.
- आपल्या स्तरावर बैठक आयोजित करून कॉलेजमधील युवा पदयात्रेत सहभागी होण्यारिता संबंधित नोडल ऑफिसरची नियुक्ती करून कॉलेजनिहाय संख्या तसेच नोडल ऑफिसर संपर्क इ. बाबीक्रिडा विभागास व जिल्हिकारी कार्यालयास कळविणे, जेणेकरून युवकांना टी-शर्ट, कॅप पोहोच करणे सोईचे होईल.
- MY BHARAT पोर्टलवर जास्तीत जास्त युवकांची नोंदणी करणे
- पदयात्रेरिता येणा-या युवक, संस्था, शाळा, महाविद्यालये यांनी प्रवासाकरिता आणलेल्या वाहनांच्या पार्किंगची सोय करण्याकरिता पोलीस विभागास संपर्क साधणे.

Signed by

Ashok Uddhav Ubale

Date: 13-02-2025 16:37:23

(डॉ. अशोक उबाळे)

सहसंचालक (उच्च शिक्षण)

पुणे विभाग, पुणे

प्रत - मा. विभागीय आयुक्त, पुणे यांना माहितीसाठी सविनय सादर.

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



Government of India  
Ministry of Youth Affairs & Sports  
Regional Directorate of NSS, Pune  
(Maharashtra & Goa)  
Date: 14<sup>th</sup> Feb, 2025

F No / 18/22/ NSSRD/2024-25/ 1985-2000

To

- NSS Director/ NSS Coordinator
- 1) S P Pune University Pune
  - 2) Bharati Vidyapeeth Pune
  - 3) Directorate of Hr Secondary Education-  
NSS Coordinator for Plus two in Pune
  - 4) Tilak Vidyapeeth Pune
  - 5) Gokhale Institute of Politics & Economics Pune
  - 6) Vishwakarma University Pune
  - 7) Shri Balaji University Pune
  - 8) Ajinkya DY Patil University Pune
  - 9) Deccan College Pune
  - 10) Dr Vishwanath Karad MIT World Peace University Pune
  - 11) Defence Institute of Advanced Technology
  - 12) D Y Patil University Ambi Pune
  - 13) Indian Institute of Information Technology Pune
  - 14) MIT Art Design & Technology University Pune

**Subject : Participation of NSS Volunteers in Jai Shivaji Jai Bharat Mega Padyatra on 19th Feb, 2025 at Pune – revised route of Padyatra-reg**

Reference: 1) Meeting chaired by Hon'ble Union Minister of State for Youth Affairs & Sports Govt of India held on 10th Feb, 2025  
2) Directions issued by Divisional Commissioner Pune on 12<sup>th</sup> Feb, 2025 during meeting & Proceeding/ letter issued to various deptt in Pune  
3) Email dated 11th Feb, 2025 received from Directorate of NSS Ministry of Youth Affairs & Sports New Delhi for participation of NSS  
4) Earlier Email/ communication of NSSRD Pune dated 12<sup>th</sup> Feb 2025 on the subject  
5) Letter dated 10<sup>th</sup> Feb, 2025 on the subject issued by State NSS Officer Govt of Maharashtra to all Universities in Pune

Sir/ Madam,

It is to inform that Jai Shivaji Jai Bharat Mega Padyatra is proposed to be held on 19th Feb, 2025 at Pune from COEP Hostel Ground to Fergusson College Ground. Copy of revised route of Padyatra issued by DCP Traffic Pune City is attached herewith

**Padyatra Program will be coordinated & implemented by State Govt, District Administration of Pune & various Govt Deptt** As informed in earlier communication, all Universities in Pune are requested to plan for the participation of all NSS Volunteers in Jai Shivaji Jai Bharat Mega Padyatra on 19th Feb, 2025 at Pune

**It is requested to ensure following for participation of NSS units in Padyatra at Pune -**



1) Identification of Institutions in Pune -List of Institutions with Nodal Officer/NSS PO Name Mobile No & Email ID, strength of NSS volunteers/ participants & particulars of travel/ vehicle route of each Institutions for participation to be prepared by universities & to be submitted to Collector Office & Sports Department immediately

2) Mobilization of all NSS Volunteers/students in Pune in Padyatra on 19th Feb, 2025 from 8.30 to 12.30 Hrs. All NSS Volunteers shall report at 8.30 at COEP Hostel Ground to participate in Padyatra. It is also requested create event on MY Bharat Portal by NSS Institutions for Pre event activities & Students shall register join Mega Event of Padyatra available on My Bharat Portal for Pune

3) Pre event activities from 14 to 18 Feb,2025 to be organized by Institutions - My Bharat Registration Drive in Institutions, Yoga Sessions promoting wellness & Unity, Shramdan & Swachhta specially the status & surrounding of Chhatrapati Shivaji Maharaj, Guest Lecture on Life History of Shivaji Maharaj Charity Initiatives-supporting local causes, Medical & Awareness Camp by NSS units as Pre event activities for maximum outreach & awareness

4) Volunteers participation shall be ensured as given in PPT suggested for participation for various activities. Few volunteers shall be identified for assisting at refreshment counter in route & Swachhata activities as well

5) Every NSS Institution will bring banners with MY Bharat logo & group leaders will lead the volunteers & maintain discipline. Slogan Placard on objectives given in PPT may be prepared by NSS units for Padyatra.

6) It is proposed to provide My Bharat T Shirts Caps to participants - planning for distribution to volunteers through respective college Nodal officer/NSS PO to be made & to be contacted Sports Deptt well before ensuring submission of List & requirement.

NSS Program Coordinator of S P Pune University is requested to conduct a meeting of NSS District & Area Coordinators in Pune city for micro planning. List of participating Institutions shall be prepared & submitted to Sports Deptt at the earliest

PPT consisting of Padyatra , revised Route of Padyatra & Letter issued by SNO Maharashtra is attached for reference.

Encl : As above

Yours faithfully

  
( Ajay B Shinde)

Regional Director-NSS

Copy to 1) Director-NSS, Directorate of NSS, New Delhi

2) State NSS Officer Maharashtra Mumbai



महाराष्ट्र शासन

राष्ट्रीय सेवा योजना (मंत्रालय कक्ष), उच्च व तंत्र शिक्षण विभाग,

एल्फिन्स्टन तंत्र विद्यालय परिसर, ३, महापालिका मार्ग, धोबीतलाव, मुंबई- ४०० ००१.

ई-मेल- [nssmantralaya@gmail.com](mailto:nssmantralaya@gmail.com)

दूरध्वनी क्र. ०२२-२२६७९५६५.

क्र.- रासेयो-२०२४/प्र.क्र.१९/रासेयो कक्ष

दिनांक- १०.०२.२०२५

प्रति,

कार्यक्रम समन्वयक तथा संचालक ,

राष्ट्रीय सेवा योजना, महाराष्ट्र राज्य.

सावित्रीबाई फुले पुणे विद्यापीठ, पुणे

माध्यमिक व उच्च माध्यमिक शिक्षण संचालनालय, पुणे (+२ स्तर)

भारती विद्यापीठ विश्वविद्यालय, पुणे

प्रगत तंत्रज्ञान संरक्षण संस्था (अभिमत विद्यापीठ), पुणे

गोखले राज्यशास्त्र आणि अर्थशास्त्र संस्था (अभिमत विद्यापीठ), पुणे

टिळक महाराष्ट्र विद्यापीठ, पुणे

विश्वकर्मा विद्यापीठ, पुणे

श्री बालाजी विद्यापीठ, पुणे

अजिंक्य डी वाय पाटील विद्यापीठ, पुणे

भारतीय माहिती तंत्रज्ञान संस्था, पुणे

डेक्कन कॉलेज पदव्युत्तर व संशोधन संस्था अभिमत विद्यापीठ, पुणे

डी वाय पाटील विद्यापीठ, अंबी, पुणे

एमआयटी आर्ट, डीझाईन व टेक्नॉलॉजी विद्यापीठ, पुणे

डॉ. विश्वनाथ कराड एमआयटी विश्वशांती विद्यापीठ, पुणे

विषय : दिनांक १९ फेब्रुवारी, २०२५ रोजी शिवजयंती निमित्त पुणे शहरात “जय शिवाजी जय भारत”  
मेगा पदयात्रा आयोजित करणेबाबत...

संदर्भ- १) भारत सरकार, क्रीडा व युवक कल्याण मंत्रालय, नवी दिल्ली यांचेशी आज दि. १०.०२.२०२४  
रोजी झालेली ऑनलाईन बैठक.

उपरोक्त विषयान्वये आज दि १०.०२.२०२४ रोजी दुपारी १२.१५ वा. माननीय केंद्रीय युवा व्यवहार आणि  
क्रीडा राज्यमंत्री यांच्या अध्यक्षतेखाली ऑनलाईन बैठक पार पडली.

सदर बैठकीत मा. केंद्रीय युवा व्यवहार आणि क्रीडा राज्यमंत्री यांनी दि. १९ फेब्रुवारी, २०२५ रोजी शिवजयंती निमित्त पुणे शहरात “जय शिवाजी जय भारत” मेगा पदयात्रेचा कार्यक्रम आयोजित करण्याचे निर्देश देण्यात आलेले आहेत. सदर पदयात्रा लालमहाल शनिवारवाडा ते फर्ग्युसन महाविद्यालय येथपर्यंत आयोजित करण्यात आलेली आहे. पदयात्रेमध्ये पुणे शहरातील रासेयो च्या सर्व विद्यार्थ्यांनी/स्वयंसेवकांनी सहभाग घेणे आवश्यक आहे.

त्यानुषंगाने, पुणे शहरातील विद्यापीठे/महाविद्यालयांमधील सर्व कार्यक्रम समन्वयक तथा संचालक यांना सूचित करण्यात येते कि, दि. १९ फेब्रुवारी, २०२५ रोजी पुणे शहरात आयोजित केलेल्या “जय शिवाजी जय भारत” मेगा पदयात्रेत सर्व विद्यार्थी/स्वयंसेवक सहभागी होतील याची खातरजमा करावी.



(डॉ. निलेश पाठक)

राज्य संपर्क अधिकारी/विशेष कार्य अधिकारी

महाराष्ट्र शासन



पोलीस उप-आयुक्त, वाहतुक शाखा यांचेकार्यालय,  
बंगला नं ६ येरवडा पोस्ट ऑफीस जवळ,  
पुणे-४११००६  
फोननं. :०२०-२६६८८०००



जा.क्रं.पोउआ/वाहतुक/ १२६१./२०२५

दिनांक :- १४/०२/२०२५

प्रति,

मा. पोलीस उप आयुक्त,  
विशेष शाखा, पुणे शहर

विषय - दि.१९/२/२०२५ रोजीचे केंद्रीय युवा कार्यक्रम व क्रिडा मंत्रालयाकडून आयोजित पदयात्रेचा मार्ग निश्चीत करणेबाबत..

संदर्भ- जा.क्र.पोउआ/विशा/बंदोबस्त विभाग/४८६/२०२५, दि.१३/२/२०२५ अन्वये.

उपरोक्त विषय व संदर्भान्वये कळविण्यात येते की, दि.१९/२/२०२५ रोजी सकाळी १०.०० वा. केंद्रीय युवा कार्यक्रम व क्रिडा मंत्रालयाकडून छत्रपती शिवाजी महाराज जयंतीचे औचित्य साधून जय शिवाजी जय भारत या नावाने पुणे शहरात मोठी पदयात्रा एआयएसएसपीएमएस कॉलेज,शिवाजी पुतळा ते फर्ग्युसन कॉलेज अशी काढण्यात येणार आहे. सदर कार्यक्रमाचा मार्ग खालीलप्रमाणे.

मार्ग :- सीओईपी हॉस्टेल ग्राऊंड, शिवाजीनगर पुणे ते फर्ग्युसन कॉलेज, पुणे (अंतर- ३.८ किमी )  
सीओईपी हॉस्टेल ग्राऊंड, डावीकडे वळून स. गो. बर्वे चौक, डावीकडे वळून एआयएसएसपीएमएस कॉलेज  
छ.शिवाजी महाराज पुतळा अभिवादन (हॉल्ट नं १) उजवीकडे वळून कोर्टासमोरील गेटमधून उजवीकडे वळून  
छत्रपती शिवाजी महाराज पुतळा चौक, उजवीकडे वळून स.गो.बर्वे चौक, डावीकडे वळून जंगली महाराज  
रोडने झाशीराणी चौक (हॉल्ट नं. २) सरळ छत्रपती संभाजी महाराज पुतळा, सरळ खंडोजीबाबा चौक यु टर्न  
करून सरळ गुडलक चौक - सरळ फर्ग्युसन कॉलेज गेट डावीकडे वळून फर्ग्युसन कॉलेज पुणे (समाप्त)

(अमोल झेंडे)  
पोलीस उप आयुक्त  
वाहतुक शाखा, पुणे शहर

प्रत सविनय सादर

- १ . मा. विभागीय आयुक्त, पुणे शहर
२. मा. आयुक्त पुणे महानगर पालीका, पुणे
३. मा. जिल्हाधिकारी, पुणे





**Jai Shivaji Jai Bharat**  
**Mega Padyatra**  
**On the Occasion of Birth**  
**Anniversary of Chhatrapati**  
**Shivaji Maharaj**

**Date: 19<sup>th</sup> February 2025**  
**Time: From 9.00 am to 11.00am**

**MY Bharat: Pune, Maharashtra**

**(Ministry of Youth Affairs & Sports, Govt of India)**



# Objectives

---

**Tribute to Chhatrapati Shivaji Maharaj:** Commemorate his birth anniversary by spreading awareness about his contributions to Indian history and governance.

---

**Promotion of Patriotism & Leadership:** Instil values of bravery, self-governance, and strategic leadership among youth and citizens.

---

**Awareness on Good Governance:** Highlight Shivaji Maharaj's administrative skills, military strategies, and inclusive governance as a model for modern India.

---

**Youth Engagement & Participation:** Encourage active youth participation in national development, inspired by Shivaji Maharaj's ideals of self-reliance and empowerment.

---

**Community Mobilization:** Strengthen unity by bringing together people from different communities to celebrate Shivaji Maharaj's legacy.

---

**Promotion of Self-Reliance & Swadeshi Spirit:** Advocate for Atmanirbhar Bharat (self-reliant India) by drawing parallels with Shivaji's emphasis on indigenous economy and administration.

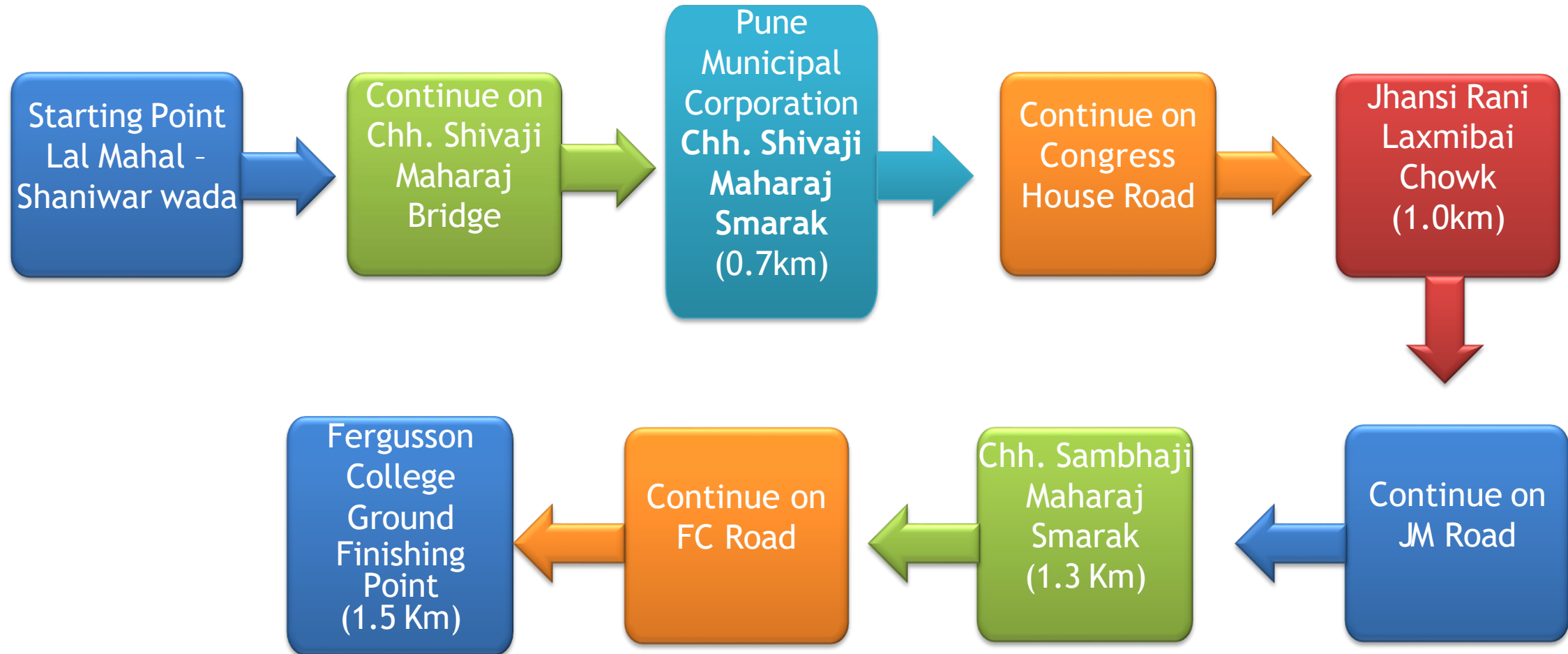
# Activity, Participation & Mobilization

**Activity:** For the celebrations of Birth Anniversary of **Chhatrapati Shivaji Maharaj**, a vibrant **Jai Shivaji Jai Bharat** Mega Padayatra is planned at Pune, Maharashtra.

Exhibitions on the life story and inspirational achievements of Shivaji Maharaj.

**Participation:** It is proposed that 18000 to 20000 **MY Bharat** volunteers will participate in this Padyatra

# Proposed Route Map (Approx Distance – 4.5 kms)





Lal Mahal, Ganesh Rd, Durvankur Society, Kasba Peth, Pune, Maharashtra 411002 to Fergusson College Ground, GRFQ+J8F, Shivajinagar, Pune, Maharashtra 411004  
Walk 4.4 km, 1 hr 3 min



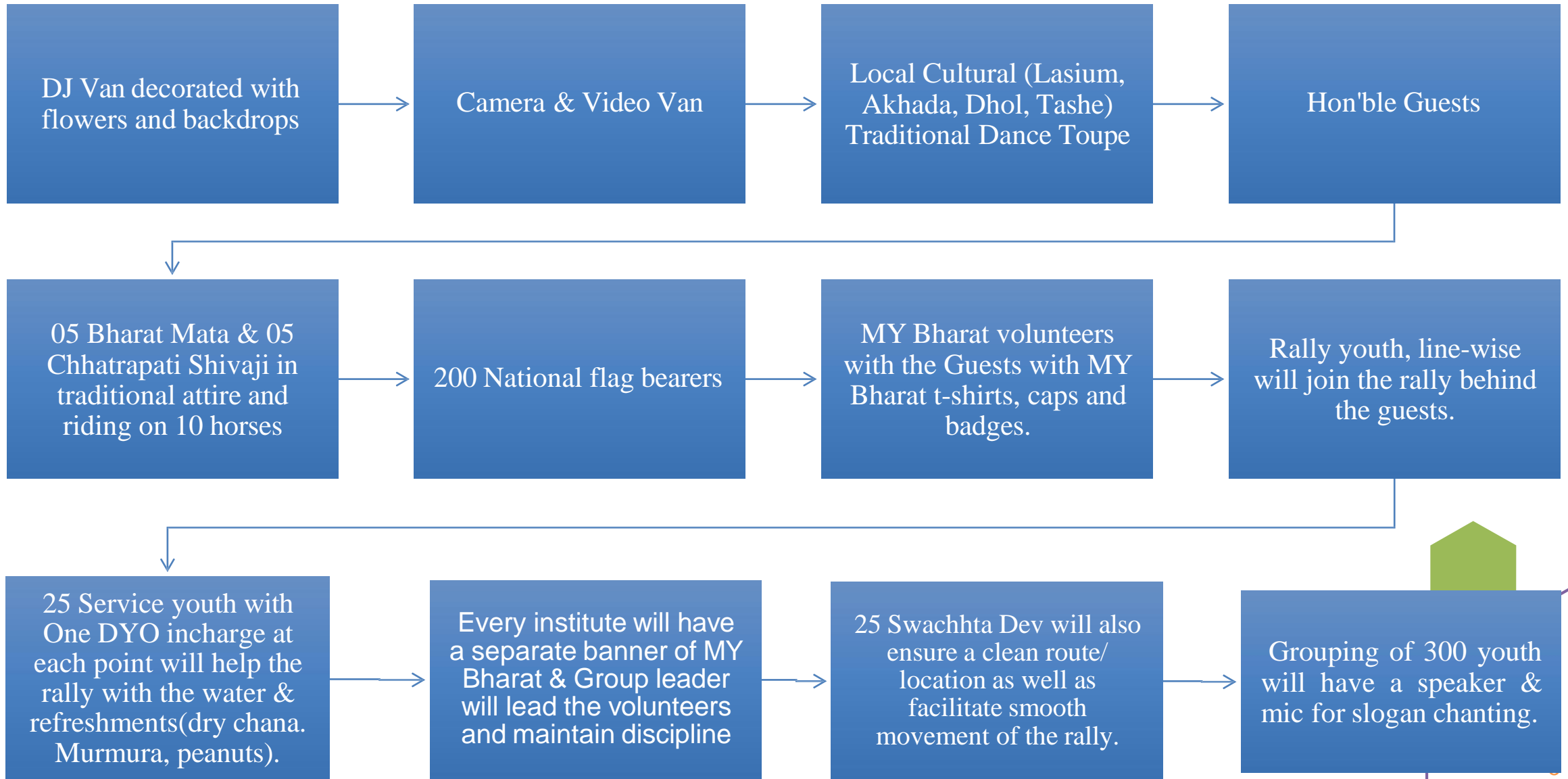
Pune Municipal Corporation  
Chh. Shivaji Maharaj Smarak

Fergusson College Ground  
Finishing Point

Jhansi Rani Laxmibai Chowk

Chh. Sambhaji Maharaj Smarak

# Padyatra Flow Chart



# Pre Event Activities

---

**Registration Drive:** Engaging communities through “My Bharat” sign-ups.

---

**YOGA SESSIONS:** PROMOTING WELLNESS AND UNITY.

---

**SHRAMDAAN & SWACHHATA DRIVES:** ENCOURAGING COMMUNITY SERVICE AND CLEANLINESS SPECIALLY THE STATUES AND SURROUNDING OF CHATTRAPATI SHIVAJI MAHARAJ

---

**CHARITY INITIATIVES:** SUPPORTING LOCAL CAUSES

---

**MEDICAL & AWARENESS CAMPS:** SPREADING HEALTH AND SOCIAL AWARENESS.

---

CONTACTING THE DESCENDANTS OF CHHATRAPTI SHIVAJI MAHARAJ FOR FELICITATION DURING PADYATRA

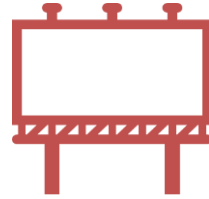


# Branding



## **Branding on Complete Padyatra Route**

Hoarding  
Standees  
Banners highlighting the objective of Padyatra



## **Branding & Facilities at Halt Points**

Hoarding of the event  
Route Map of the event.  
Traditional Cultural Events  
Kiosk of MY Bharat  
Medical/ First Aid Teams  
Refreshment & Drinking Water



## **Branding On Important Places of the city**

Hoarding  
Standees  
Banners highlighting the objective of Padyatra  
Route Map

# Implementation & Coordination Strategy: Coordination with different departments

---

ADMINISTRATION: STATE GOVERNMENT, DISTRICT ADMINISTRATION PLAYS THE KEY ROLE IN ORGANISING THE PADYATRA

---

TRAFFIC POLICE & LOCAL POLICE

---

DEPARTMENT OF CULTURE OF STATE GOVT.: FOR CULTURAL TROUPES TO ACCOMPANY THE PADYATRA.

---

MINISTRY OF INFORMATION & BROADCASTING/ PIB/ AKASHVANI/ DOORDARSHAN: FOR MEDIA COVERAGE & BUZZ CREATION

---

DEPARTMENT OF FIRE SERVICE: FOR PROVIDING THE FIRE TENDERS

---

COLLEGES/UNIVERSITIES: FOR MOBILIZATION OF PARTICIPANTS

---

HEALTH DEPARTMENT/ RED-CROSS: DEPLOYMENT OF AMBULANCES WITH MEDICAL PROFESSIONALS WITH MEDICINES & FIRST AID.

---

# Participation of various collaborating agencies

- District Administration
- NYKS Youth Clubs/ MY Bharat Volunteers
- Department of Sports & Youth Welfare, Maharashtra
- NSS, NCC, Bharat Scouts & Guides
- Higher Education – including private Universities and Engineering College
- Culture Department
- Social Media Influencers
- NGOs & CBOs
- Cultural Artists



# Media & Social Media Coverage: Ensuring Wide Reach and Engagement

## 1. Press Conference

• *Description:* A press conference is scheduled two days before the Padyatra to brief the media, generate awareness, and build anticipation among the public.

## 2. Radio, Print, & Electronic Media Coverage

• *Description:* The event will be extensively covered across multiple media platforms—radio, print, and electronic channels—to reach a diverse audience across regions and demographics.

## 3. Social Media Posts

• *Description:* Regular updates and posts will be shared by the Chief Minister, Deputy CM, Ministers, MLAs, and District Administration handles. Additionally, social media influencers will amplify reach and engagement.

## 4. Live Streaming

• *Description:* The entire Padyatra event will be live-streamed to allow remote audiences to participate in real-time, fostering wider interaction and inclusivity.

# Various committees for organising the event

Organising  
Committee

Main Coordination  
Committee

Inaugural & Closing  
Functions Committee

Padyatra Route &  
Halting Points  
Committee

Refreshment & Water  
arrangement  
Committee

Branding & Publicity  
Committee

VIP Protocol  
Committee

Youth Mobilisation  
Committee

Cultural Committee

Volunteer Committee

Advance Party (Varun  
Tukdi) & Swachhta  
Committee

Emergency Health  
Committee

# Participating VIPs

- Hon'ble Union Minister for Youth Affairs & Sports, Labour & Employment, Govt. of India
- Hon'ble MOS for Youth Affairs & Sports, Govt. of India
- Hon'ble Ministers of Govt. of Maharashtra
- Hon'ble Member of Parliaments
- Hon'ble MLAs
- Representatives of Urban Local Bodies



# Submission

## **High Level Coordination Meeting Chaired by Hon'ble Minister of Youth Affairs & Sports, Govt. of India, with**

- Hon'ble Chief Minister Office of Maharashtra State, Hon'ble Minister for Culture & Hon'ble Minister of Youth Affairs & Sports, Govt. of Maharashtra.
- Cultural Department Maharashtra
- Divisional Commissioner Office Pune
- District Collector Pune
- Traffic & Police Department Pune
- Commissioner Municipal Corporation Pune
- Head of All Prominent Higher & Technical Educational Institutions
- Head of Departments of Pune Administration



Thank  
you

# Jai Shivaji - Jai Bharat PadYatra - SOP

## Checklist

Below document outlines the necessary actionables to be undertaken by the Nodal officers for the seamless execution of various activities planned as a part of “**Jai Shivaji - Jai Bharat**” PadYatra in all 36 districts across Maharashtra on or before 19th February, 2025.

### I. Event Planning: (On or before February 13th)

**A. Finalisation of PadYatra Routes:** In all 36 districts, in coordination with the district administration, the padyatra route needs to be finalized having a stretch of at least 6 -7 Kms covering the important landmarks, monuments and sites which are integral/significant to the life of Chhatrapati Shivaji Maharaj connecting the rural and urban areas.

**B. Formation of various coordination committees** at district level for organizing the event.

#### C. Coordination with other departments

1. **District Administration** for overall organising the padyatra such as finalisation of routes, necessary permissions for drone flying, traffic management, security arrangements, for providing fire tenders, deployment of ambulances with medical professionals and medicines
2. **Department of Culture of state government:** For cultural events and troupes to accompany and take part in the padyatra.
3. **Department of I&PR/PIB/MINISTRY OF INFORMATION & BROADCASTING/ AKASHVANI/ DOORDARSHAN** for media coverage and buzz creation.
4. **Department of education:** For Colleges/Universities to mobilise participants
5. Coordination with NYKS Youth Clubs/ MY Bharat Volunteers, NSS, NCC, Bharat Scouts & Guides, Social Media Influencers, NGOs & CBOs, Cultural Artists etc.,

### II. List of Pre - Buzz Activities - (From February 14th Onwards)

1. **MY Bharat Registration Drives:** Engaging communities through “My Bharat” sign-ups via installing the MY Bharat Kiosks. The photo and video formats of the same shall be uploaded on the MY Bharat Portal
2. **Guest Lectures** on the life history of Shivaji Maharaj shall be organised in collaboration with the educational institutions
3. **Shramdaan & Swachhata Drives:** Community Service and Cleanliness Drive will be undertaken by volunteers, VBYLD participants at statues, forts, historical sites and places relevant to life history of Shivaji Maharaj
4. **Identify and outreach to the DESCENDANTS OF CHHATRAPTI SHIVAJI MAHARAJ** to felicitate them during the padyatra.
5. Organising **Yoga Sessions/Charity Initiatives/Medical Awareness camps**
6. **Local social media influencers engagement** to amplify the outreach of the campaign.
7. Identification and outreach to youth icons, local heroes to invite them to be part of the padyatra
8. **Engagement of Maharashtra state contingent of Viksit Bharat Young Leaders Dialogue 2025** in all the activities at district level

### III. Branding Elements/Activities - PadYatra (On or before February 19th)

- A. **In the entire padyatra route:** Hoarding, Standees, Banners highlighting the objective of Padyatra
- B. **Branding at Hotspot areas:** Hoarding, Standees, Banners highlighting the objective of Padyatra, Route Map at important locations of the city
- C. **Merchandise** - MY Bharat T shirts, caps and placards with the Jai Shivaji - Jai Bharat theme slogans
- D. **At Padyatra Halt points:** There needs to atleast 5 - 6 halt points along the route of the padyatra route where:
  - 1. Kiosk of MY Bharat
  - 2. Exhibition stalls depicting the life history of Shivaji Maharaj
  - 3. State specific youth initiatives stalls,
  - 4. Nukkad Nataks
  - 5. Traditional Cultural Events will be executed.
- E. **Arrangements along the route:** Medical/ First Aid Teams, Refreshment & Drinking Water

### IV. Event Day: (February 19th)

#### A. Inaugural Session

- 1. Youth Icons, local heroes are felicitated and involved in speeches and stage activities.
- 2. Address by Guests
- 3. Arrangements for Virtual Inaugural address by the Hon'ble PM Shri Narendra Modi
- 4. Arrangement of MY Bharat Kiosks and exhibition stalls

#### B. During the Yatra:

- 1. DJ Van decorated with flowers and backdrops
- 2. Camera & Video Van
- 3. Local Cultural (Dhol etc., ), Traditional Dance Troup
- 4. 05 Bharat Mata & 05 Chhatrapati Shivaji in traditional attire and riding on 10 horses
- 5. 200 National flag bearers
- 6. MY Bharat volunteers with the Guests with MY Bharat t-shirts, caps and badges.
- 7. 25 Service youth with One POC incharge at each point will help the rally with the water & refreshments(dry chana. Murmura, peanuts).
- 8. Every institute will have a separate banner of MY Bharat & Group leader will lead the volunteers and maintain discipline
- 9. 25 Swachhta Dev will also ensure a clean route/location as well as facilitate smooth movement of the rally.
- 10. Grouping of 100-300 youth will have a speaker & mic for slogan chanting.

#### C. Closing Ceremony:

- 1. Chief Guest Addresses participants
- 2. Certificates and refreshments provided



## V. **Media & Social Media Coverage:**

### A. **Pre - Event: (February 14th onwards)**

1. A **press conference** is scheduled two days before the Padyatra to brief the media, generate awareness, and build anticipation among the public.
2. **Radio, Print, & Electronic Media Coverage:** The pre - event activities will be extensively covered across multiple media platforms—radio, print, and electronic channels—to reach a diverse audience across regions and demographics.
3. **Social Media Posts:** Regular updates and posts will be shared by the Chief Minister, Deputy CM, Ministers, MLAs, and District Administration handles. Additionally, social media influencers will amplify reach and engagement.

### B. **Event Day (February 19th)**

1. **Live Streaming:** The entire Padyatra event will be live-streamed to allow remote audiences to participate in real-time, fostering wider interaction and inclusivity.
2. **Print/Electronic Media Coverage:** The event activities will be extensively covered across all electronic channels—to reach a diverse audience across regions and demographics. Dedicated teams for photography, videography and live streaming
3. **Social Media Posts:** Event Day photos, videos and participants testimonials needs to be published across platforms

### C. **Post Event (After February 19th)**

1. **Press Coverages and Media clips** needs to be extensively publicised
2. **Highlights of the event day in reel formats and posters** needs to be publicised extensively

## VI. **List of Invitees as Guests (For the event on February 19th in all districts)**

- A. Hon'ble Ministers of Govt. of Maharashtra
- B. Hon'ble Member of Parliaments (both Lok Sabha & Rajya Sabha)
- C. Hon'ble MLAs
- D. Hon'ble MLCs
- E. Representatives of Rural/Urban Local Bodies
- F. Descendants of Chhatrapati Shivaji Maharaj
- G. Local Social Media Influencers
- H. Youth Icons across various fields
- I. NGOs
- J. Local third party organisations formed to highlight Chhatrapati Shivaji Maharaj's legacy
- K. Families of Local heroes associated during the Shivaji Maharaj period
- L. & others