



स्वातंत्र्याचा अमृत महोत्सव



# सावित्रीबाई फुले पुणे विद्यापीठ

(पूर्वीचे पुणे विद्यापीठ)



प्रो. (डॉ.) सदानंद भोसले

एम्.ए., पीएच.डी.

संचालक (अतिरिक्त कार्यभार)

राष्ट्रीय सेवा योजना

गणेशखिड, पुणे - ४११ ००७

कार्यालय क्र. : ०२०-२५६२२६८८/८९  
: ०२०-२५६२२६९०/९१  
: ०२०-२५६२२६९२  
: ०२०-२५६९७३४९

संदर्भ : रासेयो/२०२४-२५/२९३

दि. २३/१०/२०२४

प्रति,  
मा.प्राचार्य/संचालक,  
रासेयो संलग्नित सर्व महाविद्यालये परिसंस्था,  
पुणे, अहमदनगर व नाशिक जिल्हा,  
सावित्रीबाई फुले पुणे विद्यापीठ.

विषय : दि. २७ ते ३० ऑक्टोबर २०२४ दरम्यान राबविण्यात येणाऱ्या उपक्रमाबाबत

महोदय,

मा. क्षेत्रीय संचालक, क्षेत्रीय संचालनालय, युवा व खेल मंत्रालय, भारत सरकार, पुणे यांच्या पत्रानुसार दि. २७ ते ३० ऑक्टोबर २०२४ दरम्यान खालील उपक्रमांचे आयोजन करण्यात यावे.

१. बाजार परिसरात स्वच्छता मोहीम राबविणे.
२. वाहतूक पोलिसांच्या सहकायाने वाहतूक व्यवस्थापन करणे.
३. 'सेवा से सीख' रूग्णालयांमध्ये अनुभवात्मक शिक्षण कार्यक्रम

वरील उपक्रमांचे आयोजन आपल्या महाविद्यालयामधील रासेयो स्वयंसेवकांमार्फत करण्यात यावे. तसेच राबविण्यात येणाऱ्या उपक्रमांची माहिती My Bharat पोर्टलवर Event Create करून अपलोड करण्यात यावे. सदर उपक्रमांची माहिती पुढील गुगल शीटमध्ये सादर करणे अनिवार्य आहे. कळावे, ही विनंती.

SHEET: [https://docs.google.com/spreadsheets/d/1as\\_nYNsvXL9f\\_C4lm2lJ05MI\\_0J6k-C7tXr2pEGQixY/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1as_nYNsvXL9f_C4lm2lJ05MI_0J6k-C7tXr2pEGQixY/edit?usp=sharing)

संचालक(अतिरिक्त कार्यभार)  
राष्ट्रीय सेवा योजना

सोबत : मा. क्षेत्रीय संचालक, क्षेत्रीय संचालनालय, युवा व खेल मंत्रालय, भारत सरकार, पुणे यांचे पत्र

**To,  
NSS Program Coordinators  
in Maharashtra & Goa**

**As directed by the Director of NSS during the online meeting on 17th October 2024, following programmes are proposed to be held from 27th to 30th October 2024.**

- 1. Cleanliness drives in market areas.**
- 2. Traffic management in collaboration with the Traffic Police.**
- 3. "Seva Se Sikhe" - Experiential Learning Program (ELP) in hospitals.**

These events should be conducted in all districts across the country. The Ministry will conduct videography/ media coverage in selected locations throughout the country.

It is requested to involve NSS volunteers in 1) Cleanliness drive at market places, 2) traffic management efforts, in collaboration with the Traffic Police, 3) "Seva Se Sikhe" ELP at hospitals. Opportunities for ELP in hospitals can be found on the My Bharat Portal under ELP Events of above activities organized shall be created on My Bharat

We kindly request you to identify suitable locations for these events and share in the provided sheet to share with the ministry.

**SHEET: [https://docs.google.com/spreadsheets/d/1as\\_nYNsvXL9f\\_C4Im2IJ05MI\\_0J6k-C7tXr2pEGQiXY/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1as_nYNsvXL9f_C4Im2IJ05MI_0J6k-C7tXr2pEGQiXY/edit?usp=sharing)**

This may be given priority

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**AJAY B SHINDE**  
**Regional Director (Maharashtra & Goa)**  
**Regional Directorate of N.S.S.**  
**Government of India, Ministry of Youth Affairs & Sports**  
**A Block, College of Agriculture Campus,**  
**Shivaji Nagar, Pune- 411005**

# 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 27<sup>th</sup> to 30<sup>th</sup> 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 22<sup>nd</sup> 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 24<sup>th</sup> 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 25<sup>th</sup> October 2024.**
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## **Proposed Timelines of Implementation**

**27<sup>th</sup> October 2024-** 1. Issue of Press Release

2. Briefing of Volunteers on schedule for next 3 days

**28<sup>th</sup>, 29<sup>th</sup> and 30<sup>th</sup> October (forenoon) 2024-** 1. Cleaning of identified Markets

2. Helping Patients at identified Public Hospitals

3. Managing identified Traffic Choke Points

**4<sup>th</sup> November, 2024:** 1. Experience sharing on Diwali with MY Bharat 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**
  - 27<sup>th</sup> 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**.
  - 28<sup>th</sup> October 2024 and 29<sup>th</sup> 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.
  - 30<sup>th</sup> October 2024**

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

**4<sup>th</sup> November 2024**

- **Professional Videography- Experience Sharingvideo 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 district wise 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 DoYA.