



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

स्वातंत्र्याचा अमृत महोत्सव

संदर्भ : रासेयो/२०२३-२४/४३४

दि. २८/१०/२०२३

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

विषय : मेरा युवा भारत (MY BHARAT) ऑनलाईन स्पर्धा सहभागाबाबत

महोदय,

मा. क्षेत्रीय संचालक, क्षेत्रीय संचालनालय, युवा व खेल मंत्रालय, भारत सरकार, पुणे यांच्या पत्रानुसार 'राष्ट्रीय युवा धोरणामध्ये' १५ ते २९ वयोगट व १० ते १९ वयोगटातील विद्यार्थ्यांच्या विकासावर शासनाचा भर आहे. त्यानुसार मेरा युवा भारत (MY BHARAT) दि. ३१ ऑक्टोबर २०२३ राष्ट्रीय एकता दिना निमित्त लॉन्च करण्यात आला आहे.

त्या अनुषंगाने मेरा युवा भारत (MY BHARAT) अंतर्गत एक टॅग लाईन आणि लोगो डिझाइन ऑनलाईन स्पर्धांचे आयोजन केले आहे. यामधून सर्वोत्कृष्ट टॅगलाईन आणि लोगोला ५,००० रू. चे बक्षीस देण्यात येणार आहे. स्पर्धेची ऑनलाईन लिंक खाली दिली आहे. अधिक माहितीकरिता सोबतच्या पत्राचे अवलोकन करावे. कळावे, ही विनंती.

१. शीर्षक : मेरा युवा भारतसाठी एक टॅग लाईन सुचवा :

Link: <https://www.mygov.in/task/suggest-tagline-mera-yuva-bharat/>

२. शीर्षक : मेरा युवा भारतसाठी लोगो डिझाइन करा :

Link: <https://www.mygov.in/task/design-logo-mera-yuva-bharat/>

संचालक
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

Madam/Sir,

I am to refer to the subject and to inform you all that the New Initiative of Mera Yuva Bharat (MY Bharat), an autonomous body under the Department of Youth Affairs, Ministry of Youth Affairs and Sports has been set up to serve as an overarching enabling mechanism powered by technology for youth development and youth-led development and provide equitable access to youth to actualize their aspirations and build Viksit Bharat across the entire spectrum of the Government.

The Mera Yuva Bharat (MY Bharat) will benefit the youth in the age group of 15-29 years, in line with the definition of 'Youth' in the National Youth Policy. In the case of program components specifically meant for adolescents, the beneficiaries will be in the age group of 10-19 years. Mera Yuva Bharat (MY Bharat) will help in Setting the focus of the Government on Youth Led development and making the Youth "active drivers" of development and not merely "passive recipients". The Mera Yuva Bharat (MY Bharat) will be launched on 31st October 2023 on National Unity Day.

In this regard the The Department of Youth Affairs in collaboration with MyGov, is hosting a Suggest a Tagline and Design a logo for Mera Yuva Bharat (MY Bharat) contest. All NSS volunteers/Students are invited to show your creative brilliance in writing, harnessing the immense youth energy for nation-building. **The Jury will select the one best TagLine and one Best Logo Design and they will be rewarded with Rs. 5,000/-**

The Contest Online Link is Given Below

Heading: Suggest a Tagline for Mera Yuva Bharat

Link: <https://www.mygov.in/task/suggest-tagline-mera-yuva-bharat/>

Heading: Design a Logo for Mera Yuva Bharat

Link: <https://www.mygov.in/task/design-logo-mera-yuva-bharat/>

In this regard you are requested to share this online contest information among all NSS volunteers and Programme Officers under your jurisdiction and also share in the whatsapp group of your university/College and motivate them to participate in the contest. The details of the contest guidelines are attached with this email.

Participation Guidelines :

1. Participants should upload the logo in JPEG/ JPG/ PNG format only. The logo should be designed on a digital platform.
2. The winner of the competition shall be required to submit the design in an editable and open file format.
3. Participants should ensure that the original designs are submitted.
4. Each entry should submit the detailed logic and explanation of rational and creative thoughts (not more than 100 words) on designed logo in a soft copy. Logo should be designed in a colored format. The size of the logo may vary from 5cm*5cm to 30cm*30cm in either portrait or landscape mode.
5. The logo should be usable on the website/ social media such as Twitter/Facebook, press releases and on printable such as stationery, signage, labels etc., magazines, commercials, holdings, standees, brochures, leaflets, pamphlets, souvenirs and other publicity and marketing material for promotion of Mera Yuva Bharat (MY Bharat)
6. The logo image should be in high resolution with minimum 300 DPI.
7. Logo should look clean (not pixilated or bit-mapped) when viewed on screen at 100%.
8. Entries should not be submitted in compressed or self-extracting formats.
9. The logo design should not be imprinted or watermarked.

Evaluation Criteria

1. All the entries received would be assessed for awards by a Screening Committee for an initial evaluation. After such screening, all approved entries would be assessed by a Selection Committee for the final evaluation.

2. The entries will be judged will be selected on the basis following criteria:

Alignment to Name and overall theme of Mera Yuva Bharat (MY Bharat)

- a. Creativity
- b. Originality
- c. Simplicity
- d. Inspirational element

3. In case of more than the required winners in any category, further selection shall be done with the help of Draw.

4. The decision of the Selection Committee would be final and binding on all the contestants and no clarifications would be issued to any participants or any decision of the Selection Committee.

The primary objective of Mera Yuva Bharat (MY Bharat) is to make it a whole of Government platform for youth development. Under the new arrangement, with access to resources & connection to opportunities, youth would become community change agents and nation builders allowing them to act as the Yuva Setu between the Government and the citizens. It seeks to harness the immense youth energy for nation building

The establishment of Mera Yuva Bharat (MY Bharat) would lead to:

- Leadership Development in the Youth: Improve the leadership skills through experiential learning by shifting from isolated physical interaction to programmatic skills.
- Investing more in youth to make them social innovators, and leaders in the communities. Setting the focus of the Government on Youth Led development and to make the Youth “active drivers” of development and not merely “passive recipients”.
- Better alignment between youth aspirations and community needs. Enhanced efficiency through Convergence of existing programmes.
- Act as a one stop shop for young people and Ministries.
- Create a centralized youth data base.
- Improved two-way communication to connect youth government initiatives and activities of other stakeholder that engage with youth.
- Ensuring accessibility by creating a physical ecosystem.

Need Mera Yuva Bharat (MY Bharat) : India’s youth are to play a critical role in defining the future of the nation -especially at the pivotal juncture of India’s 75 years of independence, as we embark on a paradigm shifting development journey over the next 25 years of building an Amrit Bharat by 2047. Vision 2047 requires a framework that can bring rural youth, urban youth and Rurban youth under a single platform. The existing schemes of the Department were designed and launched at different points in time over the last 50 years with the then prevailing understanding of needs of rural youth in our society. The dynamic shifts in the urban-rural landscape have necessitated a re-evaluation of these approaches. It is imperative to create a framework that unites rural, urban, and rurban youth on a common platform.

- Mera Yuva Bharat can help to create such a framework. There is a need to establish a new contemporary technology led platform for the Government to engage with the present-day youth - In today's fast-paced world, characterized by rapid communication, the prevalence of social media, the emergence of new digital tools and cutting-edge technologies, a technology-driven platform can connect youth to programs that can help them improve their capabilities and also connect them with community activities.
- Ensuring accessibility by creating a physical ecosystem – The Mera Yuva Bharat platform will create such a physical eco-system and empower young individuals to

become catalysts for community transformation. They would act as "Yuva Setu," linking the government with its citizens. Recently, a web portal of the Department of Youth Affairs, yuva.gov.in, hosted a nationwide program called "Meri Maati Mera Desh" in which 50 million young people participated and helped to plant 23 million saplings to create Amrit Vatikas pan-India.

- Mera Yuva Bharat would help to create and sustain such a physical ecosystem that connects millions of young people in a network seamlessly. Mera Yuva Bharat supported by a technology platform would help to increase the Youth outreach efforts of the Department of Youth Affairs.