



राष्ट्रीय सेवा योजना

वीर बहादुर सिंह पूर्वान्वल विश्वविद्यालय, जौनपुर

पत्रांक: 28 / पू०वि०वि० / रा०से०यो० / 2022-23

दिनांक: 01.06.2022



सेवा में,

प्राचार्य / कार्यक्रम अधिकारी (रा०से०यो०)

समस्त-सम्बद्ध महाविद्यालय, वीर बहादुर सिंह पूर्वान्वल विश्वविद्यालय
जौनपुर।

विषय: आजादी का अमृत महोत्सव-विश्व साइकिल दिवस पर कार्यक्रम आयोजन के सम्बन्ध में।

महोदय,

उपर्युक्त विषयक निदेशक-रासेयो, नई दिल्ली के कार्यालय से प्राप्त पत्र संख्या-P-32-1/NSS/DIR/2020/455-470, दिनांक 23.05.2022 एवं क्षेत्रीय निदेशक, भारत सरकार, युवा कार्यक्रम एवं खेल मंत्रालय, क्षेत्रीय निदेशालय, केन्द्रीय भवन, आठवां तल, हाल नं०-1, सेक्टर-एच, अलीगंज, लखनऊ के पत्र संख्या-15-1/रासेयो/क्षेत्रीय/लख/2022-23, दिनांक 31.05.2022 का संदर्भ ग्रहण करने का कष्ट करें। उक्त के संदर्भ में अवगत कराना है कि आजादी के अमृत महोत्सव के अन्तर्गत संस्कृति मंत्रालय द्वारा अनुमोदित विश्व साइकिल दिवस दिनांक 03.06.2022 के अवसर पर आयोजित किये जा रहे कार्यक्रमों की रूप रेखा एवं दिशा-निर्देश आपके आवश्यक कार्यवाही हेतु प्रेषित किये जा रहे हैं।

उक्त के सम्बन्ध में आपसे अनुरोध है कि संलग्न दिशा निर्देशों के अनुरूप दिनांक 03.06.2022 को कार्यक्रम शुभारंभ में आवश्यक सहयोग प्रदान करें तथा दिनांक 04.06.2022 से 10.06.2022 तक प्रत्येक ब्लॉक स्तर पर फिट इंडिया फ्रीडम राइडर साइकिल रैली का आयोजन अधिक से अधिक रासेयो स्वयंसेवकों के सहयोग से करने की कृपा करें।

कार्यक्रम समाप्ति के पश्चात आयोजित कार्यक्रमों की विस्तृत आख्या संबंधित फोटोग्राफ, वीडियो क्लिपिंग एवं पेपर कटिंग सहित क्षेत्रीय निदेशालय ई-मेल आई०डी०-nssrclucknow@gmail.com व शासन के ई-मेल आई०डी०-sloop.nss@gmail.com पर अथवा डाक द्वारा आवश्यक रूप से उपलब्ध कराने की कृपा करें। कार्यक्रम आयोजन न किये जाने की दशा में शून्य रिपोर्ट से भी कारण सहित अवगत करायें।

भवदीय

डॉ०(राकेश कुमार यादव)

कार्यक्रम समन्वयक

प्रतिलिपि: निम्नलिखित को सूचनार्थ एवं आवश्यक कार्यवाही हेतु प्रेषित।

1. निजी सचिव कुलपति जी, माननीय कुलपति महोदया के सूचनार्थ।
2. क्षेत्रीय निदेशक, भारत सरकार, युवा कार्यक्रम एवं खेल मंत्रालय, क्षेत्रीय निदेशालय, केन्द्रीय भवन, आठवां तल, हाल नं०-1, सेक्टर-एच, अलीगंज, लखनऊ-226064 उ०प्र०।
3. विशेष कार्याधिकारी एवं राज्य सम्पर्क अधिकारी, उच्च शिक्षा(रा०से०यो०को०)विभाग, बहुखण्डी भवन, उ०प्र०शासन, लखनऊ।
4. वरिष्ठ आशुलिपिक कुलसचिव, कुलसचिव जी के सूचनार्थ।
5. वरिष्ठ आशुलिपिक वित्त अधिकारी, वित्त अधिकारी जी के सूचनार्थ।
6. प्रभारी वि०वि० वेबसाइट को इस आशय से प्रेषित कि उक्त सूचना को वि०वि० वेबसाइट पर अपलोड करना सुनिश्चित करें।

डॉ० (राकेश कुमार यादव)

कार्यक्रम समन्वयक

भारत सरकार
युवा कार्यक्रम एवं खेल मंत्रालय
(युवा कार्यक्रम विभाग)
राष्ट्रीय सेवा योजना क्षेत्रीय निदेशालय
(उत्तर प्रदेश, उत्तराखण्ड)
केन्द्रीय भवन, आठवाँ तल, हाल नं० 1,
सेक्टर- 'एच', अलीगंज, लखनऊ-226024, उ०प्र०
दूरभाष : 0522 { 2337066 (टेलीफैक्स)
4079533



Government of India
Ministry of Youth Affairs & Sports
(Department of Youth Affairs)
Regional Directorate of National Service Scheme
(Uttar Pradesh, Uttarakhand)
Kendriya Bhawan, 8th Floor, Hall No. 1,
Sector 'H', Aliganj, Lucknow-226024, UP
email : nssrc.lucknow@gov.in, nssrclucknow@gmail.com
nssrclucknow@yahoo.com
facebook : NSSRD LUCKNOW

सं० 15-1/रासेयो/क्षेत्र/लख/2022-23

दिनांक- 31 मई, 2022

सेवा में,

समस्त कार्यक्रम समन्वयक,
राष्ट्रीय सेवा योजना,
उत्तर प्रदेश एवं उत्तराखण्ड

विषय: आज़ादी का अमृत महोत्सव - विश्व साइकिल दिवस पर कार्यक्रम आयोजन सम्बन्धी।

महोदय/महोदया,

इस कार्यालय में निदेशक- रासेयो, नई दिल्ली के कार्यालय से प्राप्त पत्र सं० P-32-1/NSS/DIR/2020/455-470 दिनांक 23 मई, 2022 जो कि स्वतः स्पष्ट है, के सन्दर्भ में आज़ादी का अमृत महोत्सव के अंतर्गत संस्कृति मंत्रालय द्वारा अनुमोदित विश्व साइकिल दिवस दिनांक 03 जून 2022 के अवसर पर आयोजित किये जा रहे कार्यक्रमों की रूप रेखा एवं दिशानिर्देश आपके आवश्यक कार्यवाही हेतु प्रेषित किये जा रहे हैं।

उक्त के संबंध में आपसे अनुरोध है कि संलग्न दिशा निर्देशों के अनुरूप दिनांक 03 जून 2022 को कार्यक्रम शुभारंभ में आवश्यक सहयोग प्रदान करें तथा दिनांक 04 जून से 10 जून 2022 तक प्रत्येक ब्लॉक स्तर पर फिट इंडिया फ्रीडम राइडर साइकिल रैली का आयोजन अधिक से अधिक रासेयो स्वमसेवकों के सहयोग से करने की कृपा करें।

कार्यक्रम समाप्ति के पश्चात आयोजित कार्यक्रमों की विस्तृत आख्या, संबंधित फोटोग्राफ, वीडियो क्लिपिंग एवं पेपर कटिंग सहित इस कार्यालय को ई-मेल द्वारा एवं डाक द्वारा आवश्यक रूप से उपलब्ध कराने की कृपा करें। कार्यक्रम आयोजित न किए जाने की दशा में शून्य रिपोर्ट भी कारण सहित इस कार्यालय को अवगत कराएं।

संलग्नक: उक्तवत्

भवदीय
म. 20/3/2022
(डॉ अशोक श्रोती)
क्षेत्रीय निदेशक रासेयो

प्रतिलिपि सूचनार्थ एवं आवश्यक कार्रवाई हेतु प्रेषित:-

1. निदेशक, रा०से०यो०, निदेशालय, नई दिल्ली- 110011
2. राज्य रासेयो अधिकारी- उत्तर प्रदेश एवं उत्तराखण्ड को इस आशय से प्रेषित की वे उक्त कार्यक्रम समस्त रासेयो संस्थाओं में आयोजित करवाने हेतु आवश्यक कार्रवाई सुनिश्चित करने की कृपा करें तथा समेकित आख्या इस कार्यालय को आवश्यक रूप से उपलब्ध कराने का कष्ट करें।

अ.शा.पी.32 -1/सरोचो/निदेशा/2020/455-470

भारत सरकार
युवा कार्यक्रम और खेल मंत्रालय
राष्ट्रीय सेवा योजना निदेशालय
शिवाजी स्टेडियम, नई दिल्ली

दिनांक: 23 मई, 2022

सेवा में,

समस्त क्षेत्रीय निदेशक
राष्ट्रीय सेवा योजना

विषय : आज़ादी का अमृत महोत्सव-विश्व साइकिल दिवस पर कार्यक्रमों के आयोजन बाबत
महोदया/महोदय,

उपरोक्त विषय में मंत्रालय के पत्र क्रमांक स.आई-11024/1/2022 दिनांक 21 मई 2022 एवं संस्कृति मंत्रालय के पत्र क्र. सी. ओ. स. 21035/3/2020 दिनांक 13 मई 2022 (प्रति रॉलप) के सन्दर्भ में "आज़ादी का अमृत महोत्सव" के अंतर्गत संस्कृति मंत्रालय द्वारा अनुमोदित विश्व साइकिल दिवस दिनांक 3 जून 2022 के अवसर पर आयोजित किये जा रहे कार्यक्रमों की रूपरेखा एवं दिशा निर्देश आपकी ओर आवश्यक कार्यवाही हेतु प्रेषित है।

अतः आप अपने अधिकार क्षेत्र में दिए गए दिशा निर्देशों के अनुसार उक्त कार्यक्रमों के आयोजन करने का कष्ट करें व कार्यक्रम आयोजन के उपरान्त रिपोर्ट निदेशालय को भेजें। साथ ही आयोजित कार्यक्रमों को राष्ट्रीय सेवा योजना के सभी सोशल मीडिया माध्यमों पर अधिक से अधिक अपलोड करना भी सुनिश्चित करें।

भवदीय



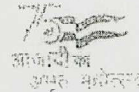
(डॉ. कमल कुमार कर)
सहायक कार्यक्रम सलाहकार

संलग्नक: यथोक्त

प्रतिलिपि-

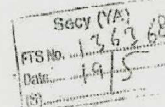
निदेशक, राष्ट्रीय सेवा योजना, युवा कार्यक्रम और खेल मंत्रालय, नई दिल्ली

गोविंद मोहन
सचिव
Govind Mohan
Secretary



भारत सरकार
संस्कृति मंत्रालय
नई दिल्ली-110001
GOVERNMENT OF INDIA
MINISTRY OF CULTURE
NEW DELHI-110 001

DO.No. CM-21035/3/2020- Spl.Cell



May 13, 2022

Dear *Sujata*:

Competent Authority has approved events to be conducted for celebration of 'Azadi Ka Amrit Mahotsav'. The Committee has inter-alia approved the event "World Bicycle Day" on 3rd June, 2022 to be celebrated by Ministry of Youth Affairs & Sports as the event lead. Event details are annexed.

2. In this regard, on the occasion of this milestone celebration, VIPs who may be requested to grace the occasion may be Hon'ble Minister of Youth Affairs and Sports. Accordingly, you may instruct the concerned officers to get the event curated in collaboration with the concerned/related Ministries/ Departments.

3. I shall be grateful if you could kindly get it ensured that the above said program is celebrated with full fervour and having maximum public outreach so as to make this event a grand success. The final programme developed by the Ministry may be shared with Ministry of Culture well in time.

with regards,

Yours sincerely,

Encl: As above

(Govind Mohan)

Ms. Sujata Chaturvedi
Secretary,
Department of Sports

For you pl

Secy (YA) 18/5

mail sent
Most Immediate

19.05.22
Director (IC)
copy to DS (NYKS)

19/5
SANJAY KUMAR, Secretary (Youth Affairs)

20/5

DS/NYKS

Room No. 502, 'C' Wing, Shastri Bhawan, Dr. Rajendra Prasad Road, New Delhi-110 001
Phone : +91-11-23381040, 23386995, E-mail : secy-culture@nic.in

21.5.22

World Bicycle Day

IDEAS@75



- Date • 3 June
- Event Lead • M/o Youth Affairs & Sports
- Other Ministries • I&B, Culture, Education, MoHUA
- Other State & UTs • All states
- Role of MEA • Social media amplification
- Event Highlights •
 - 75 kms relay bicycle rally to be organized across state capitals – to converge in Delhi Rajghat.
 - Event to focus on reviving cycling as a norm to lower global warming.
 - Schools to build projects showcasing Bicycles@2047.
 - E-bicycles to be presented to general public – talk on future of e-bikes in India (SMART CITIES)
 - Sports professionals like Virat Kohli, Neeraj Chopra, PV Sindhu, others from different fields to be invited.
 - Paddle for India – Stationary Bikes branded with AKAH logo at multiple public spaces. Public encouraged to log Kilometers. Same in INR donated to specific causes by cycle brands and other corporates (FICCI, CII)
- Jan Bhagidari • High
- VIP Attendance • M/o Youth Affairs and Sports.

WORLD BICYCLE DAY

PLAN OF ACTION

A PART PROGRAMME OF AZADI KA AMRUT MAHOTSAV

Prelude:

As India is completing 75 years of independence, a series of events are being organised by various Ministries as a part of "Azadi Ka Amrut Mahotsav". Ministry of Youth Affairs and Sports would organise "World Bicycle Day" on 3rd June 2022.

Department of Youth Affairs, Ministry of Youth Affairs & Sports, proposes to organise World Bicycle Day by involving its pioneer youth organisations viz. Nehru Yuva Kendra Sangathan (NYKS) & National Service Scheme (NSS) with the support of their vast network of Youth Volunteers spread across the country.

Objective:

- To celebrate 75 years of India's Independence- Azad Ka Amrut Mahotsav
- To cherish and follow the noble ideas that inspired freedom struggle
- Enhance the spirit of Brotherhood and Nationalism
- To popularise the usage of cycling to solve the dual issues of global warming and unhealthy lifestyle

Plan for the Event:

World Bicycle Day will be celebrated as per the following:

- Launching on 3rd June 2022 from Delhi
- Events at 75 Iconic Places on 3rd June 2022
- Block level Bicycle Rally from 4th June 2022 to 10th June 2022

Committee: Constitution of Steering Committee is proposed as indicated below with senior officials from each of the participating Ministries to plan for the designated activities of the World Bicycle Day:

No.	Ministry	
1.	Secretary, Department of Youth Affairs	Chairperson
2.	Joint Secretary, Ministry of Culture	Member

WORLD BICYCLE DAY

PLAN OF ACTION

A PART PROGRAMME OF AZADI KA AMRUT MAHOTSAV

Prelude:

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No.	Ministry	
1.	Secretary, Department of Youth Affairs	Chairperson
2.	Joint Secretary, Ministry of Culture	Member

3.	Joint Secretary, Ministry of Education, Department of Higher Education	Member
4.	Joint Secretary, Ministry of Tourism	Member
5.	Joint Secretary, Ministry of Information & Broadcasting	Member
6.	Joint Secretary, Ministry of Education, Department of School Education & Literacy	Member
7.	Joint Secretary, Department of Sports	Member
8.	Joint Secretary, Ministry of Railways	Member
9.	Joint Secretary, Housing & Urban Affairs	Member
10.	Joint Secretary, Ministry of External Affairs	Member
11.	Joint Secretary, Ministry of Environment, Forests and Climate Change	Member
12.	Principal Staff Officer to the Commissioner of Police, Delhi	Member
13.	Joint Secretary, Department of Youth Affairs	Member Secretary

Similarly, an Implementation Committee is proposed as per the following composition: -

No.	Name of Officials and Ministries / Deptt.	
1.	Shri Pankaj Kumar Singh, Director, NSS	Chairperson
2.	Shri. Apoorva Shinde, Director, NYKS	Member
3.	Shri Kamal Kumar Kar, Programme Adviser, NSS	Member
4.	Shri Prabhat Kumar, Joint Director, NYKS	Member
5.	Deputy Secretary, Ministry of Culture	Member
6.	Deputy Secretary, Ministry of Education	Member
7.	Deputy Secretary, Department of Sports	Member
8.	Shri Manish Kishan, Under Secretary, Ministry of Youth Affairs	Member
9.	Official of SAI	Member
10.	Official of Khelo India	Member

Role of other Ministries/Deptts:

Ministry of Youth Affairs and Sports; the Nodal/Lead Ministry will need to coordinate with various Ministries and Deptts, local offices of Central Ministries to organize the World Bicycle Day:

- Culture Ministry- Local Troupes for launch event, at 75 iconic places.
- Ministry of Education- Identification of 750 young cyclists and 1000 participants for the launch event at Delhi on 3rd June. Schools to build projects showcasing Bicycles@2047.

- Department of Sports- Sports professionals like Virat Kohli, Neeraj Chopra, PV Sindhu, others from different fields to be invited.
- FICCI/CII – Paddle for India- Stationary Bikes branded with AKAM logo at multiple public spaces. Public encouraged to log kilometres. Same in INR donated to specific causes by cycle brands and other corporates.
- Ministry of Environment, Forests and Climate Change- Event to focus on reviving cycling as a norm to lower global warming.
- Ministry of External Affairs- Social Media Amplification
- Delhi Police- Law & Order
- Ministry of Urban Development- Route permission and other logistic arrangements for the launch event.
- Ministry of I&B: Doordarshan, AIR, PIB, other print and electronic media channels to be channelised for coverage of the event.

Organizational Modalities:

Timeline: 3rd June 2022 to 14th June 2022

1. LAUNCH EVENT:

Date: 3rd June 2022

Venue: yet to be decided

Expected Participation: 750 cyclists and 1000 other volunteers

Implementing Agency: NYKS, Delhi

Venue: SD New Delhi to scout for location bearing in mind the following points:

Capacity of the venue, Indoor/Outdoor, Traffic and Law and order arrangement, Stage details, seating plan

Implementation Committee: The Implementation Committee consisting of representatives from DoS, DoYA, NSS, NYKS, SAI, Khelo India, to be formed for coordination, monitoring and implementation of the event. This committee may decide upon:

- a) Identification of Equipment-Cycles etc. required Inviting Bids from various Agencies for execution/ organisation of the Event while mentioning the outline of the event and technical requirement
- b) Sending invitations to the attendees/ Guests/ Dignitaries

SD NYKS New Delhi to ensure the following:

- Identification of Venue and route of cycling
- Identification of Youth cyclists
- Planning the movement of Youth Cyclists
- Arrangement of Cycles for the participants
- Provision of Food and refreshment at the venue
- Volunteers for manning of refreshment stations

The selected EMA may be assigned the following responsibilities:

- Creating Pre Event Buzz through various media & social media platforms
- Creation of videos and content/tweets for social media
- Branding of event- design of certificates, backdrop, banner, e-posters, logo, etc.
- Setting up of refreshment stations en-route for cyclists

2. EVENTS AT 75 ICONIC LOCATIONS

Date: 3rd June 2022

Coverage: 75 iconic locations

Expected Participation: 5625 participants (75 per location)

Preparatory Activities:

- a) State Directors to entrust the concerned DDs/DYOs to visit the respective locations assigned by NYKS HQ for the event and make elaborate plans w.r.t route (minimum 7.5km) time, VIP engagement, provision for stage/dias, Pre programme buzz, branding of event.
- b) Partnership with Cycling Clubs, Sports Club, Fitness Centres, NSS, Sports Department, etc. of the locality to ensure participation of 75 Youth Cyclists.
- c) Local resources would be mobilised in addition to the funds provided to ensure successful implementation of the event.
- d) Identification and invitation to Ministers/MPs/MLAs any other eminent persons/VIPs for inauguration/flag off
- e) Press release of the planned events

Implementation Strategy:

1. The rally may be held in early morning 6.00 am to 9.00 am
2. Banners would display Fit India Freedom Rider Cycle Rally and caps having the logo of AKAM would be distributed to the participants.
3. Before the flag off, garlanding of portraits, floral tributes at statutes/memorials would be done.
4. VIPs to flag off the rally of 7.5km (minimum)
5. During the journey, locals would be encouraged to join the rally.
6. At the finish point, refreshment would be provided to the participants.
7. Conclusion of the event with National Anthem.

Media and Social Media Strategy:

- Efforts would be made to create pre programme buzz on social media handles of NYKS and by issuing press release in all States and Districts.
- Print, electronic and social media would be used extensively through Facebook photo frames, Instagram Reels, Event Tweets, Quizes, posts, e-posters, etc.
- Celebrity endorsement Videos by Ministers, Actors, Sports personalities, Yoga Gurus, Fitness Enthusiasts would be shared on social media handles with the hashtags such as #AKAM #AzadiKaAmrutMahotsav #BicycleRally #WorldBicycleDay2022 #FitIndia FreedomRider
- Doordarshan, AIR, PIB, other print and electronic media channels would be informed in advance for coverage of the event.
- Extensive use of logos of AKAM, YAS, NYKS, Fit India, etc. on caps, banners, stickers, etc.
- Tagging various Stakeholders on social media posts.
- Live Steaming of events.

3. BLOCK LEVEL FIT INDIA FREEDOM RIDER CYCLE RALLY

Coverage: 5889 Blocks in 601 Districts

Duration: 4th June 2022 to 10th June 2022

Expected Participation: 1,17,780 participants (20 per Block in 5889 Blocks)

Preparatory Activities:

- a. Every DYO would identify locations associated with India's freedom struggle (freedom fighter, Historical Place or at memorials associated with the martyrs) in each block of the District.
- b. State Directors to ensure that the schedule of Districts is prepared in such a way that Fit India Freedom Rider Cycle Rally is conducted on all 30 days across the State
- c. Identification of 20 Youth cyclists in each block.
- d. Coordination with Cycling Clubs, Sports Club, Fitness Centres, NSS, Sports Department, etc. for ensuring Jan Bhagidari
- e. Local resources would be mobilised in addition to the funds provided to ensure successful implementation of the event.
- f. Identification and invitation to eminent persons/VIPs/Peoples' Representatives for inauguration/flag off
- g. On 3rd June 2022, one Cycle Rally of 7.5km shall be held in the HQ block to mark the launch of the month long Fit India Freedom Rider Cycle Rally.
- h. Press release of the planned events

Implementation Strategy:

- a. The rally may be held in early morning 6.00 am to 9.00 am or in the evening, considering the local situation.
- b. Banners would display **Fit India Freedom Rider Cycle Rally** and caps having the logo of AKAM would be distributed to the participants.
- c. Before the flag off, garlanding of portraits, floral tributes at statues/memorials would be done.
- d. VIPs to flag off the rally of 7.5km (minimum)
- e. During the journey, locals would be encouraged to join the rally.
- f. At the finish point, refreshment would be provided to the participants.
- g. Conclusion of the event with National Anthem.

Media and Social Media Strategy:

- Efforts would be made to create pre programme buzz on social media handles of NYKS and by issuing press release in all States and Districts.
- Print, electronic and social media would be used extensively through Facebook photo frames, Instagram Reels, Event Tweets, Quizes, posts, e-posters, etc.
- Celebrity endorsement Videos by Ministers, Actors, Sports personalities, Yoga Gurus, Fitness Enthusiasts would be shared on social media handles with the hashtags such as #AKAM #AzadiKaAmrutMahotsav #BicycleRally #WorldBicycleDay2022 #FitIndia FreedomRider
- Doordarshan, AIR, PIB, other print and electronic media channels would be informed in advance for coverage of the event.
- Extensive use of logos of AKAM, YAS, NYKS, Fit India, etc. on caps, banners, stickers, etc.
- Tagging various Stakeholders on social media posts.
- Live Streaming of events on various social media platforms
