



Anmol Arora <tecniawebsite@tecnia.in>

Fwd: आज़ादी का अमृत महोत्सव "आइकोनिक सप्ताह आयोजन " सम्बन्धी

1 message

Directortias <directortias@tecnia.in>

Fri, Aug 5, 2022 at 6:07 PM

To: Nss Tecnia <Nss@tecnia.in>

Cc: Fit India Youth Club <Fitindiayouth@tecnia.in>, TIAS-Website <tecniawebsite@tecnia.in>, Tecnia Student Welfare <studentswelfare@tecnia.in>, deanacademics@tecnia.in

----- Forwarded message -----

From: **GGSIU NSS Cell** <nsscell@pu.ac.in>

Date: Fri, Aug 5, 2022 at 5:50 PM

Subject: Fwd: आज़ादी का अमृत महोत्सव "आइकोनिक सप्ताह आयोजन " सम्बन्धी

To:

Dear All,

Please find enclosed.

With Warm Regards,**Prof. Varun Joshi**

NSS Program Coordinator,

Professor, USEM

A-002, A-Block, GGSIP University Main Campus

Sector - 16C, Dwarka, New Delhi-110078

Contact Details:

011-25302369 (Direct Landline)

9971122817 (M)

----- Forwarded message -----

From: **NSSRC_DELHI** <nssrcdelhi@gmail.com>

Date: Fri, Aug 5, 2022 at 5:09 PM

Subject: आज़ादी का अमृत महोत्सव "आइकोनिक सप्ताह आयोजन " सम्बन्धी

To:

महोदया/महोदय,

कृप्या उपरोक्त संदर्भ में संलग्नक देखें ।

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With best regards---

(जैंगजिलॉग / Jangjilong)

क्षेत्रीय निदेशक / Regional Director,

रासेयो, क्षेत्रीय निदेशालय / Regional Directorate of NSS,

युवा कार्यक्रम और खेल मंत्रालय, भारत सरकार / Ministry of Youth Affairs & Sports, Government of India

भू-तल, एनेक्सी भवन, शिवाजी स्टेडियम / Ground Floor, Annexe Building, Shivaji Stadium

नई दिल्ली / New Delhi- 110001,

दूरभाष / Phone No. 011-23362991

2 attachments **letter.pdf**
111K **20220805172239.pdf**
548K

पी.18/रासेयो/क्षेत्रीय निदेशा/2022-23/147-234

भारत सरकार

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

दिनांक : 05 अगस्त, 2022

सेवा में,

1. राज्य रासेयो अधिकारी,
दिल्ली ।
2. राज्य रासेयो अधिकारी,
हरियाणा ।
3. राज्य रासेयो अधिकारी,
जम्मू और कश्मीर ।
4. प्रधानाचार्य,
एलाइजर जोल्डन मेमोरियल कॉलेज, लेह, लद्दाख ।

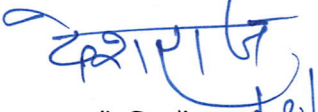
विषय : आजादी का अमृत महोत्सव "आइकोनिक सप्ताह आयोजन" संबंधी।

महोदय/महोदया,

उपरोक्त विषयांतर्गत मंत्रालय के पत्र सं. J-17011/63/2021-CDN दिनांक- 03.08.2022 के सन्दर्भ में "आजादी का अमृत महोत्सव" के अंतर्गत आगामी दिनांक 8-14 अगस्त 2022 को देशव्यापी "आइकोनिक सप्ताह आयोजन" व आगामी 12 अगस्त 2022 को अंतर्राष्ट्रीय युवा दिवस के रूप में किया जाना प्रस्तावित है इस सप्ताह के आयोजन के अंतर्गत अनुमोदित कार्यक्रम (संलग्न) की रूपरेखा आपकी ओर आवश्यक कार्यवाही हेतु प्रेषित है।

अतः संलग्न सूची अनुसार अपने अधिकार क्षेत्र के अंतर्गत समस्त राष्ट्रीय सेवा योजना ईकाइयों द्वारा उक्त अनुमोदित कार्यक्रमों के आयोजन करने हेतु निर्देशित करें व कार्यक्रम के उपरांत रिपोर्ट इस क्षेत्रीय निदेशालय को प्रतिदिन दोपहर 12:00 बजे तक गूगल शीट के साथ ऐक्शन फोटो भेजना सुनिश्चित करें। साथ ही आयोजित कार्यक्रमों की राष्ट्रीय सेवा योजना के सभी सोशल मीडिया माध्यमों पर अधिक से अधिक अपलोड करना भी सुनिश्चित करें।

भवदीय


(जैंगजिलॉग) 05/08/2022

कृते क्षेत्रीय निदेशक

संलग्नक : यथोपरि ।

प्रतिलिपि:

1. सहायक कार्यक्रम सलाहकार, राष्ट्रीय सेवा योजना निदेशालय, शिवाजी स्टेडियम, नई दिल्ली।
2. समस्त कार्यक्रम समन्वयक रासेयो, दिल्ली, हरियाणा और जम्मू और कश्मीर।
3. समस्त जिला समन्वयक, रासेयो +2 स्कूल, दिल्ली व हरियाणा ।
4. कार्यक्रम अधिकारी, एलीजर जोल्डन मेमोरियल कॉलेज, लेह, लद्दाख।



No. J-17011/63/2021-CDN
युवा कार्यक्रम एवं खेल मंत्रालय
Ministry of Youth Affairs & Sports
युवा कार्यक्रम विभाग
Department of Youth Affairs

Shastri Bhawan, New Delhi
Dated the 03rd August, 2022

To

1. The Director General
Nehru Yuva Kendra Sangathan
New Delhi-110001
2. Director
National Service Scheme

Subject: Celebration of "Iconic Week" as a part of 'Azadi ka Amrit Mahotsav' - reg.

Sir,

I am directed to say that the Ministry of Youth Affairs & Sports has been assigned celebration of the Iconic Week from 08th to 14th August, 2022 as a part of "Azadi Ka Amrit Mahotsav".

2. Accordingly, it has been decided to carry out **celebration of the Iconic Week from 08th to 14th August, 2022 across the country through NYKS and NSS**. The Iconic Week would attract participation of youth leaders and volunteers from across the country under the overall spirit of "Jan Bhagidari and Jan Andolan".

3. The objectives of the Iconic Week Programme are as under:

- Showcase the strength and power of youth voluntary action in national building activities.
- Exhibit youth-led community mobilization and convergence initiatives for partnership in local and iconic places development.
- Inculcate respect among the youth and the masses by remembering and documenting stories our Freedom Struggle Unsung Heroes.
- Appreciating and developing feeling of proud to be Indians by visiting Iconic Places by youth and realizing India's traditional values and glories of freedom struggle of the past.
- Ignite among youth the spirit and aspirations as well as dreams of a young, new and iconic India.

Time Line:

From 08th to 14th August, 2022

Level and Geographical Coverage through NYKS and NSS:

- All States and UTs
- All Districts
- 30,000 Educational Institutions
- 2.50 lakh Sub-District/Village Youth Clubs
- 100 Iconic Places across India (Annexure-I)

Contd....2/-

Activities to be carried out during the Iconic Week

Part A

As a part of the Iconic Week celebrations, the NYKS and NSS shall undertake the following massive outreach activities through young leaders, youth volunteers and local communities' mobilization across India.

- **Swachhta Everyone's Business**- Cleaning of locals Hospitals, Schools, Statues and Social Assets Adoption for their maintenance and cleanliness.
- **Organizing Gram Sabha** – Gram Gaurav Gatha with respect to unsung heroes of freedom struggle, orientation about AKAM and Har Ghar Tiranga, highlighting youth social activists' initiatives for their villages, narrations by youth about innovations they took for community development.
- **Documentation of Stories/Biographical Sketches** of Unsung Heroes of Indian Freedom Struggle at local level in prescribed templates and their vetting.
- **100 Iconic Places**- Conducting cleanliness drives in the premises, organizing Tiranga Yatra upto the selected iconic places and Tiranga Hoisting.
- **Environment Enrichment** - Civil Society Responsibility: Plantation – Medicinal Plants and local species sapling plantation on Ganga Basin as well as rest of the country plus motivation for kitchen gardening.
- **Catch the Rain** – Water Harvesting activities at Home, Field and Community places.

Part B

Creating Buzz/publicity on Social Media Platforms – Visibility Campaign:

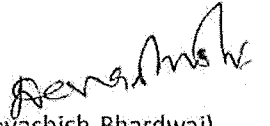
In order to reach out to the youth and masses in general across the country with information and messages behind Iconic Week with perceptible visibility of activities, the following actions may be taken:

- Posting of data, activities and their photos and Press Clipping on Social Media Platforms, Twitter, Websites, WhatsApp Groups, Instagram, Facebook, YouTube etc.)
- Display and share activities under the Iconic Week on the YouTube Channel, Websites of DoYA and NSS, NYKS.
- Promote Hashtag #AmritMahotsav, #IconicWeek through Twitter, Facebook, WhatsApp, Instagram, Emails, Message, banners.

Reporting Formats

NYKS and NSS shall furnish reports for monitoring/gauging progress reports in the reporting formats placed at **Annexure-II**.

3. This issues with the approval of the competent authority.


(Devashish Bhardwaj)

Deputy Secretary to the Government of India
Tel. 23383292

Copy to :

- (i) Shri Apoorva Shinde, Director (Programmes), NYKS
- (ii) Dr. Kamal Kumar Kar, Asst. Programme Advisor, NSS
- (iii) Smt. G.S. Chitra, Director (NYKS), DoYA