



सावित्रीबाई फुले पुणे विद्यापीठ

(पूर्वीचे पुणे विद्यापीठ)



डॉ. प्रभाकर देसाई

एम्.ए., पीएच.डी.

संचालक

राष्ट्रीय सेवा योजना

गणेशखिंड, पुणे - ४११ ००७

कार्यालय क्र. : ०२०-२५६२२६८८/८९

: ०२०-२५६२२६९०/९९

: ०२०-२५६२२६९२

: ०२०-२५६९७३४९

स्वातंत्र्याचा अमृत महोत्सव

संदर्भ : रासेयो/२०२१/४०९

दि. १५/१२/२०२१

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

विषय : “आजादी का अमृत महोत्सव अंतर्गत दि. १५ ते ३१ डिसेंबर २०२१ दरम्यान संविधान दिनाच्या” कार्यक्रमांचे आयोजन करण्याबाबत

महोदय,

मा. क्षेत्रीय संचालक, रासेयो क्षेत्रीय संचलनालय, भारत सरकार, पुणे यांच्या पत्रानुसार सहाय्यक कार्यक्रम सल्लागार, युवा व क्रीडा मंत्रालय, नवी दिल्ली, भारत सरकार यांनी निर्देशित केल्यानुसार आजादी का अमृत महोत्सव अंतर्गत दि. १५ ते ३१ डिसेंबर २०२१ दरम्यान संविधान दिनाच्या कार्यक्रमांचे आयोजन करण्याबाबत निर्देशित करण्यात आले आहे.

तरी आपण आपल्या महाविद्यालयामध्ये सोबत जोडलेल्या पत्रानुसार उपक्रम दि. १५ डिसेंबर २०२१ पासून या उपक्रमाची सुरुवात करून दि. ३१ डिसेंबर २०२१ पर्यंत राबविण्यात यावेत. या उपक्रमाबाबत फेसबुक, व्हाट्सअप आणि सोशल मिडीयाच्या माध्यमातून जास्तीत जास्त प्रसिद्धी द्यावी. कोरोना साथीच्या आजाराचा प्रादुर्भाव पाहता सदर उपक्रम राबविताना शासकीय नियमांचे पालन करण्यात यावे. ह्या सर्व सूचनांचे पालन करून महाविद्यालय व परिसंस्थांच्या पातळीवर उपक्रम प्रभाविपणे राबवून या उपक्रमाचा अहवाल व छायाचित्रे त्वरीत <https://forms.gle/wtfkgSkTsZftYj9c9> गुगल फॉर्मवरती भरण्यात यावा. कळावे, ही विनंती

संचालक
राष्ट्रीय सेवा योजना

सोबत : सहाय्यक कार्यक्रम सल्लागार, युवा व क्रीडा मंत्रालय, नवी दिल्ली, भारत सरकार यांचे पत्र

अ.शा.पी.24 -1/रासेयो/निदेशा/2021/1556-1571

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

दिनांक:9 दिसम्बर ,2021

सेवा में,

समस्त क्षेत्रीय निदेशक
राष्ट्रीय सेवा योजना

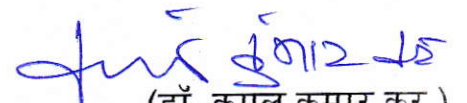
विषय : "आज़ादी का अमृत महोत्सव" संविधान दिवस ,2021 आयोजन -संबंधी

महोदया/महोदय,

उपरोक्त सन्दर्भ में मंत्रालय के मेल दिनांक 8, दिसम्बर 2021 (संलग्न) में दिए गए दिशा निर्देशों व कार्य योजना के अनुसार दिनांक 26 नवम्बर,2021 से दिनांक 31 दिसम्बर,2021 तक अपने अधिकार क्षेत्र में आने वाली समस्त राष्ट्रीय सेवा योजना इकाइयों में संविधान दिवस संबंधी गतिविधियों का आयोजन कराने का कष्ट करें व गतिविधियों की रिपोर्ट समयसर निदेशालय को भेजना सुनिश्चित करें ताकि संकलित रिपोर्ट मंत्रालय को भेजी जा सकें।

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

Youth Led Campaign on Know Your Constitution - Strategies for Execution in all States and UTs of India

Background:

- The constituent Assembly of India adopted the Constitution on 26th November, 1949 which became effective on 26th January, 1950. **Constitution Day or Samvidhan Diwas** in India therefore is celebrated every year on **26th November** to honour and remember the father of Constitution **Dr B R Ambedkar**. It is also to apprise youth and masses about the supremacy and importance of Constitution of India, Fundamental duties as well as how it is strategizing governance, welfare, growth and development of all without discrimination, promoting solidarity amongst its citizens and integrity of the country.
- Understanding among Millennials about **Indian Constitution and its Features** is at sub-optimal level. They can only become more responsive, law abiding and conscious of their duties, if they are properly oriented about the basic tenets and spirit of Indian Constitution. The informed youth in turn can be engaged in creating awareness on Indian Constitution among their peer groups and communities.

Proposal:

In view of the above, **Department of Youth Affairs** plans to undertake **Nationwide Campaign on Know Your Constitution** with following **focus areas** through the instrumentalities of NYKS and NSS across the country.

The campaign was launched on **26th November, 2021** by celebrating **Constitution Day (Samvidhan Diwas)**. The activities would start from **15th December, 2021** and culminate on **31st December 2021**.

Focus Intervention Areas:

- **Know your Constitution** - Salience of Indian Constitution for promoting Constitution values among citizens.
- Essence of **Preamble** – youth and masses to understand its contents, solemnly resolved, respect and abide by its principles
- **Fundamental Duties** of a Citizen - tasks integral to the Indian way of life
- Furthering the spirit of **Nationalism** among youth and their partnership in **Nation Building**
- Contributions of Father of Constitution- **Dr B R Ambedkar** and other associated
- **Buzz creation on Social Media Platforms** for wider dissemination of messages among youth and masses across India

Objectives:

- Make Youth aware of basic tenets and spirit of Indian Constitution – **Know Your Constitution**
- Create interest among youth to know more and understand the Constitution of India
- Enable youth and masses to know their Fundamental Duties and their importance for furthering the spirit of Nationalism and partnership in Nation Building
- Enunciate qualities of Responsible and Productive Citizen for peaceful coexistence.
- Spread the importance of the Constitution of India in Governance, affirmative actions and how these are helpful towards the unity, growth and development of our country.
- To make aware youth about the contributions of Dr. B. R. Ambedkar in developing Constitution of India as well as about his messages, life and works in uplifting the weaker sections of society

Activities:

A) Observance of Constitution Day on 26th November, 2021 the Samvidhan Divas and Subsequent Activities till 31st December 2021 across the country:

- (i) **Administration of Pledge by Hon'ble President of India on 26th November, 2021** - Pledge/Oath taking by Youth, Families and Village Communities at National, State, District, Sub-District and Villages in all States/UT in India:
- (ii) **Subsequent Activities to be organised till 31st December 2021:**
 - **Translation** of Oath in Regional Languages.
 - **Organize Gram Sabha** - Administering of **Pledge on Fundamental Duties, Kartavaya Samvaad** - sharing of the contents based on Fundamental Duties enshrined in Constitution of India
 - Discussions on **Fundamental Duties** and preparation of action plans
 - **Pledge/Oath taking - Reading of Preamble of Constitution**
 - **Know your Constitution** - Talks by experts on Indian Constitution
 - **Knowledge Competitions** – Quiz Contests, Poster making, Painting, Slogan writing, Declamation Contests, Essay writing competitions
 - Placing **Preamble Wall** in Offices, Youth Clubs and signature campaign
 - **Lectures and discussion** on Life and Work of Dr B R Ambedkar Ji
 - **Playing Jingles** on Fundamental Duties in respective Regional Languages
 - Run by Youth.
 - **Special Meetings** and discussions on Indian Constitution by Youth Clubs, District NYKs and NSS State / Regional Centres, Institutions throughout the country.
 - **Buzz creation on Social Media Platforms** with Hash Tags including sharing of Videos and Jingles
 - Carry out **cleanliness drives** by removal of non-biodegradable pollutants like polythene bags, plastic material as a part of Fundamental Duties

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 **Know Your Constitution** with perceptible visibility of activities, following actions would be taken:

- **Pledge Taking and Reading of the Preamble** of the Constitution and obtain an **e-certificate** from designated portals e.g. <https://www.mygov.in/campaigns/constitution-day/>
- Self-administer/ Sign Pledge on Fundamental Duties
- **Posting of data**, activities and their photos and Press Clippings on **Social Media Platforms** (Twitter, Websites, WhatsApp Groups, Instagram, Facebook, Youtube, etc.)
- Display and share activities under **Know Your Constitution Short Films** on the You Tube channel of Prassar Bharti Archives, **videos and jingles** on <https://www.panchayat.gov.in/constitution-day> and other Social Media Platforms
- **Online awareness campaign** by circulation of salient features and PDF of Indian Constitution, E-posters, Preamble Wall, recorded video blogs/messages on social media.
- Dissemination of **Slogans** on Fundamental Duties on social media platforms.
- **Posting the self-videos** of Reading of Preamble and Pledge taking on Social Media.
- Translation of Pledge in **Regional Languages** and posting the same on social media.
- **Promote hash tag # It's My Duty and # Mera Kartavya, #Samvidhan Divas** through Twitter, WhatsApp, Instagram, Emails, Message, Banners

Time Line:

From 26th November 2021 to 31st December, 2021

Level and Coverage:

- National
- All States and UTs
- All the Districts across the country
- 30,000 Educational Institutions
- 2.10 Lakh Sub-District / Villages

Deliverables and Expectations from NYKS and NSS:

- Preparation of Action Plan and Guidelines by NYKS and NSS for implementing activities and monitoring for visible outcomes across India
- Develop Key Performance Indicators (KPIs) with Targets Set for each activity and coverage
- Buzz creation and reporting on visibility on Social Media Platforms
- Sharing of weekly outcome reports with outreach; data on extent of participation, coverage, types of activities; linkages established; media coverage, activities videos and photos; Good Practices worth reporting by NYKS and NSS
- Submission of consolidated final report and outcomes
