

Yuva Utsav: – India@2047

Guidelines of District Level Yuva Utsav

2024-25



Nehru Yuva Kendra Sangathan

Ministry of Youth Affairs and Sports, Government of India

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BACKGROUND

I am talking about the strength of 130 crore countrymen, witnessing their dreams and feeling their resolutions from the ramparts of Red Fort, I believe we must focus our attention on the “Panch Pran” for the coming 25 years. We must concentrate on our resolves and strength, and we must take up the responsibility of fulfilling all the dreams of the freedom fighters by embracing those **Panch Pran by 2047** when the country celebrates 100 years of independence.

The Panch Pran of Amrit Kaal- Goal of developed India, to remove any trace of colonial mindset, take pride in our roots, unity and sense of duty among citizens.

**Shri Narendra Modi,
Hon’ble Prime Minister of India**

Hon’ble Prime Minister laid out five resolves (Panch Pran – पंच प्रण) for India as he emphasized that India was transitioning from 'Amrit Mahotsav' to 'Amrit Kaal' from the ramparts of the Red Fort on 15th August 2022.

Taking inspiration from the Panch Prans given by Hon’ble Prime Minister of India, NYKS to conduct a Mega Program as a part of **Azadi Ka Amrit Mahotsav** with expanded macro-outreach under NYKS Annual Action Plan under the umbrella Program- - **Yuva Utsav: India@2047**.

This initiative aims to rekindle the spirit of patriotism and values of India’s Freedom Struggle by engaging the youth in various events progressing from District level to State and National levels.

Science Mela, Young Artists, Writers, Photographers, practitioners of Traditional art forms, and young India as a whole shall lead this movement from the grass-root level to the national level, fostering youth interest in science and technology and bringing the rich heritage, culture and values of our nation to the central stage of public discourse with “**Yuva Shakti se Jan Bhagidari**” as driving force for this grand celebration.

OBJECTIVES

- To celebrate the Azadi Ka Amrit Mahotsav by disseminating the message of Panch Pran.
- To spread the ideals and values of India’s Freedom Struggle during the Amrit Kaal of India’s Independence (India @2047).
- To generate appreciation about the diverse spiritual and cultural heritage of country among the masses.
- To form a fraternity of young innovators, Artists, Writers, Photographers and Orators of the country under the mentorship of experts.
- To showcase the significant strides in various fields in recent years made by India.

YUVA UTSAV- DISTRICT LEVEL

1. Components of Yuva Utsav: India@2047

To ensure that a wide spectrum of talented youth is engaged in this Yuva Utsav, 6 program components to include young talents from the diverse fields like – Science and Technology, Painting, Poetry, Oration, Photography, Folk/Traditional arts and forum for Youth Club members are made part of this program.

The participants shall be drawn from the diverse backgrounds so that the diversity of the district/state is captured adequately. The national level Utsav shall ensure that the State Cultural events and youth participants selected be the best possible representation of the inclusive heritage and culture of the country.

The Yuva Utsav is planned to be organized at District, State and National Levels with a uniform format to ensure progression from district to state and state to national levels under the following five components:

- A. Science Mela Exhibition- Group and Individual Event
- B. Young Artists Camp- Painting
- C. Young Writers Camp - Poetry
- D. Photography Workshop
- E. Declamation Contest
- F. Cultural Festival- Group events

The District Level Yuva Utsav has been planned in such a way to make it a celebration of Yuva Shakti during the nation's progression toward its centennial of independence in 2047 (India's Amrit Kaal). For the successful organization of the event, the DYO of the concerned district NYK shall form a **Yuva Utsav Organization Committee. A 3-member Sub Committee** to be formed for each of the 6 components of Yuva Utsav for screening, planning and coordination. **The theme for the Yuva Utsav will be Panch Prans as given by Hon'ble PM across all events at all levels.**

The 6 events shall take place in a total **4 adjacent venues/stages**- 2 venues for Artists, Poetry and Photography Contest and 1 venue for holding of Science Mela and 1 venue where Declamation and Cultural Festival will take place sequentially during forenoon, afternoon and evening sessions.

2. Target Group and Eligibility:

- **Youth in the Age group of 15-29 years (as on 30th September, 2024) for all the events.**
- **For Declamation Contest**, Winners of the National youth Parliament Festival (NYPF) at national level and any Declamation Contest organized by district NYK during any of the previous years shall not be allowed for this year event.

3. Registration:

- **Creation of Event on My Bharat Portal:** all district NYK shall create an event for their district with detailed activities planned and schedule of the festival under the mega event Yuva Utsav on My Bharat portal.
- **Registration on My Bharat Portal:** registration of all the participants taking part in the event is mandatory therefore the participants taking part in any of the event of Yuva Utsav should be asked

to register under the mega event of Yuva Utsav on My Bharat portal.

- One Youth to participate in only one Contest.

GENERAL GUIDELINES

4. VIP Involvement –

- Deputy Director and District Youth Officer should meet, apprise and ensure to extent invitation to VVIPs such as Hon'ble Governors, Hon'ble Ministers (Central/State) Hon'ble Chief Ministers, Deputy Chief Ministers during the District Level Yuva Utsav.
- Involvement of People's Representatives- **Hon'ble Cabinet Ministers. Minister of State of Govt of India, Hon'ble MPs/MLAs, District Panchayat Presidents, Mayors, and PRIs in the Organization Committee should be ensured** so that public ownership through broad-based stakeholders' participation be achieved.
- VIPs, Celebrities and other locally influential persons to be involved at each stage so that mass awareness and participation take place at all levels.

5. Event Guidelines-

- **The Yuva Utsav shall be hosted in an Educational Institute/ Colleges mandatorily.**
- The selection of the venue (Educational Institute/Colleges) at all levels should be in such a way so that the public be able to enter and engage in the various activities as audience.
- Across all 6 components, no content shall include objectionable language, nor should it hurt any religious sentiments or create any unrest. DDs/DYOs shall screen the content for the same to ensure the above. In case of impromptu events like painting, poem, declamation and photography such content would lead to immediate disqualification.
- Science Mela is added and distinctive component of this year Yuva Utsav, so planning and coordination with District Administration and schools/colleges shall be ensured to obtain suitable infrastructure and effective conduct of the programme.
- Participants should take care of their own belongings and should not leave it unattended at any time.
- Paintings/Poems should be unique and should not be a copy of any existing painting/poems and should be free from any plagiarism and copyright violation.
- All participants should dress properly and the costume of participants of Cultural Events should be traditional, elegant and presentable.
- All the plans for expenditure towards the conduct of Yuva Utsav must be placed before the committee and their approval obtained.

6. Media Plan

- Continuous social media activity through Live streaming of events, photo posts, Online polls, online short quizzes etc. for engagement maximum number of youths online to be ensured.
- Press Releases, pre and post Press Meet etc. shall be organized to ensure extensive Media publicity through TV Channels, Newspapers and Radio and regional media outlets.
- **Using the Hashtags-** #YuvaUtsav #YouthProgram #YuvaShakti #My Bharat

- **Twitter posts by Participants** – All Participants of YUVA UTSAV may be requested to post about YUVA UTSAV with taglines such as “I am excited to participate in YuvaUtsav”, selfies of participants, and tag above mentioned Twitter accounts with Hashtag #My Bharat.
- **Pique interest with teaser posts** – All State Offices /District NYKs may create teaser posts about YUVA UTSAV in form of short videos, creative, or short videos of local influencers with a message to youth to participate in Yuva Utsav.
- **Buzz Creation**– District NYKs may involve local social media influencers, and public representatives to create buzz about the Yuva Utsav.

7. Organization Committees

For the successful organization of the Yuva Utsav, an Organization Committee shall be formed for the District and State. Among other duties, the Organization Committee shall shortlist the panel of judges selected for each of the events.

- a) **State level Organization Committee:** Chief Secretary of the State/ Secretary of Youth Empowerment or representative of Secretaries - Chairperson, NYKS State Director, Nodal Officers of NSS, BSG, Department of Education, Skill, Culture, Youth Welfare departments, Principal of schools/colleges hosting the event
- b) **District level Organization Committee:** DM/DC- Chairperson, DYO NYKS, Nodal Officers of NSS, Navodaya Vidyalaya, Kendriya Vidyalaya, other leading Govt. Schools, BSG, Host Institutions, Skill, Culture, Youth Welfare and other Line departments.

8. Branding

- Branding shall be done to ensure uniformity of the events held across the country.
- Materials including standardized Hon’ble PM photos, Hon’ble MoYAS photo, Standees design, entrance gates design, arches and banners shall be prepared and circulated. The same design shall be used across all programs at all levels. Dedicated Music/Jingle for Yuva Utsav shall be prepared.

9. School/Educational Outreach

- District NYK should map the existing schools and educational institutes in the district and inform them well in advance about the upcoming District Yuva Utsav. Such an advance information and other relevant IEC materials (flyers/ one pager details) will be useful for onboarding of large number of school/colleges and thereby ensuring quality participants in all six events and footfalls also.
- Prior coordination with colleges and educational institution running courses like science and technology shall be established to involve maximum youth student under the component of Science Mela Exhibition competitive event under the Yuva Utsav.
- The DD/DYO should make all the efforts to involve as many as education institutions possible to make the Yuva Utsav a grand event.

10. Collaborative Departments/Agencies

In addition to the core components of Yuva Utsav the following allied programmes are planned to be organized to expand the scope and reach of the programme and to showcase the innovations, achievements and initiatives of Government Departments/Agencies/Organizations:

SI No.	Activity	Concerned Department
1.	Fit India Stalls & Games	Dept. of Sports, MoYAS
2.	Exhibition & Drone Demonstration	Ministry of Civil Aviation
3.	5G technology Demonstration	MeiTY, Dist. Chamber of Commerce
4.	COVID vaccination IEC	Ministry of Health, NHM
5.	Nano Urea Awareness	Dept. of Agriculture
6.	Skill Development Stalls	MSDE, PM-Kaushal Kendra, National Livelihood Mission
7.	DJ/ Cultural Performance/ Bands	Ministry of Culture
8.	Media Desk	MIB
9.	Veer Gatha	Public Relation Dept & Org. Committee
10.	Any other local department/ agency	State Government/ District Administration

The above list is only illustrative and not exhaustive. District Youth Officers may invite other such Departments/ Organizations which are suitable for the event.

During the Yuva Utsav, only stalls/exhibitions highlighting the successes and innovations of the government, innovations by the young and appropriate agency/department for the development of youth should be chosen for the event.

11.Duration and Budget of District Level Yuva Utsav

Duration – 1 Day

Budget – 1,70,000 (Rs One Lakh Seventy Thousand Only)

Budget Bifurcation

Programme Name	Minimum Participation	Honorarium to Resource Person/ Judges		Prizes/ Allowances		Organizational Expenses (for 1 Day)	Food and Refreshments (Rs. 150 per Participants* 260 participants)	Total Budget (In Rs.)
		No. of Judges	Amount (Rs.)	Prize Money	Total Amount (Rs.)			
Science Mela (Competitive Event-Individual)	10	3	1500	1st -3000 2nd-2000 3rd –1500	6500	60,000	39,000	1,70,000
Science Mela (Competitive Event-Group)	50	3	1500	1st -7000 2nd-5000 3rd - 3000	15000			
Young Writer's Contest	30	3	1500	1st -2500 2nd-1500 3rd –1000	5000			
Young Artist's Contest	30	3	1500	1st -2500 2nd-1500 3rd –1000	5000			
Photography Contest & Workshop	30	3	1500	1st -2500 2nd-1500 3rd –1000	5000			
Declamation Contest	10	3	1500	1st -5000 2nd-2500 3rd - 1500	9000			
District Cultural Fest (Group Events)	100	3	1500	1st -7000 2nd-5000 3rd - 3000	15000			
Total	260	21	₹ 10,500		60,500	60,000	39,000	1,70,000

Component Wise Details

A. EXHIBITION OF SCIENCE MELA- COMPETITIVE EVENT (GOUP AND INDIVIDUAL)

"The Science of today is the Technology of tomorrow."— Edward Teller

Background:

Science and technology encourage logical thinking, problem-solving, and innovation, essential for addressing modern-day challenges such as Environment and climate change, health crises etc.

The Exhibition Science Mela is a dynamic event aimed at fostering youth interest in science and technology by showcasing innovative projects developed by young minds. This event will provide an interactive platform where youth and students, educators, and the public can engage with breakthrough ideas and technological advancements that address both local and global challenges. By spotlighting the importance of innovation in science and technology in everyday life, the Exhibition of Science Mela seeks to inspire the next generation of innovators and encourage their active participation in the field of Science and Technology.

Objectives:

- To provide a platform for youth and students to present their innovative science and technology projects.
- To spark curiosity and interest in science and technology among youth
- build a community of young innovators who are passionate about using science for societal development.

Participation: Participation of minimum 10 team (maximum 05 person allowed in a team under Group event) and 10 individuals in each of the respective category of event should be ensured. Participation in the group event should be limited to maximum of five (05) persons, as the winners (1st and 2nd) in each category (group and individual) at the district level will advance to the state level competition.

Event Highlights:

- **Exhibition of Science & Technology Project:** Exhibition of Science Mela shall be an added component of Yuva Utsav during the year 2024-25. Youth and students from schools, colleges, and technical institutions will present their innovative projects. These projects will focus on various fields including biotechnology, robotics, artificial intelligence, renewable energy, environmental conservation, healthcare technology, digital solutions etc..
- **Awards and Recognition:** Awards will be given to recognize youth who demonstrate exceptional innovation, creativity, and technical proficiency in their projects. awards will be given to the team showcasing outstanding projects, recognizing creativity, innovation, and practical application.
- **Individual and Group Project:** Event of Science Mela shall be organized in both Individual and Group event. The maximum no. of person in group event (project) should be 05.

Implementation Strategy:

- Science Mela will be organized in collaboration with Science and Technology Councils. The youth will participate in the Mela by showcasing their projects reflecting Innovation in Science and Technology. The Competition in this category will be for individual and group separately.
- The competitions shall be based on practical applications, frugal innovations, Presentation and Impact. To the extent possible, passive models/craftwork of existing systems (dams, solar system etc.) should be discouraged. Innovation shall occupy the center stage of the exhibition item. These are only indicative guidelines, and each district is free to expand on this theme.
- Wide publicity of the Science Mela exhibition may be ensured through social media posts, letters to institutions, Organizations and applications may be invited specifying the details of competition fixed for the district level Yuva Utsav.
- Representation from all Blocks of the District should be ensured as far as possible.
- **Interested youth or participating team shall have to registered on My Bharat portal and apply for their participation in the event-Exhibition of Science Mela under the Mega Event of Yuva Utsav on My Bharat portal.**
- Coordination with School, Colleges and University and educational institutions offering courses like science and technology shall be established so that maximum youth participation and a diverse science project of science and technology showcased at the Science Mela during Yuva Utsav.
- Coordination should be established with School, Colleges and University to encourage participation of youth and students having interest in technology driven innovative projects.
- **Screening of applicants:** The registered team or participants will be asked to submit video/past project which would then be screened for final selection for their participation at District level. The decision of the sub-committee on Science Project under Science Mela Exhibition will be binding and final in the screening process.
- **Sub-Committee:** 03 members sub-committee shall be formed at District level. The principals of schools/colleges who are partnering for the conduct of Science Mela under the Yuva Utsav should be included as members of the committee.
- **Judges & Evaluation:** 03 Judges having the field expertise (Professors/ Innovators/experts etc.) would judge the participants on the criteria agreed upon by the panel so as to ensure that the best science-tech project that showcase the unique & distinct innovation and its relevance in dealing societal and environmental challenges should be selected for their sent to the state level program. The Projects will be assessed on following parameters:
 - Innovation in approach- 50 marks
 - Quality of presentation- 20 marks
 - Impact- 30 marks**Total- 100 marks**

Additional Guidelines:

- DDs and DYOs shall ensure to identify adequate premises for effective organization of Science Mela as key component of Yuva Utsav.
- Coordination should be established with District Administration, Department of Science and Technology, Education Department, Science and Technology Councils and other line Departments.

- The District NYK to give wide publicity, inviting participation of youth and students from various schools/colleges and other educational institutions of the district.
- The entire program shall be video graphed and live streamed on the social media platforms.
- Winners at district level shall be awarded a certificate of Merit/prize money. 02 Winners (1st and 2nd) will participate in the State level event. Winners may also be given **Modi@20** book.

B. YOUNG ARTISTS CONTEST- PAINTING

"Art is the expression of the soul." - Rabindranath Tagore

The art of painting predates civilization and language. It is the earliest form of expression of human species. Painting as an art form has grown and taken roots in the various civilizations around the world. In India we have diverse painting traditions (Madhubani, Pattachitra, Kalamkari etc.) and a flourishing generation of artists talented in modern art- employing acrylic painting, oil pastels, murals and other media. These diverse traditions need to be propagated and preserved as part of our cultural heritage. Artistic expression and learning are an intrinsic component of overall development of an individual. In this backdrop, the youth talented in painting may be given a platform to express their talents, connect with fellow artists and learn from the maestros.

Objectives:

- To Promote local talents in painting and sculpture.
- To network the young artists of the district under MyBharat platform.
- To provide a platform for the young artists to learn from the maestros/experts. To preserve rich local painting traditions like Mural, Madhubani, Pahadi etc.

No. of Participants: Minimum 30 per programme

Implementation Strategy:

- The DD/DYO may consult with experts/judges and decide on the type of painting competition to be held in the district- Traditional painting, watercolour, acrylic, oil painting, pastels, charcoal, etc.
- Wide publicity to the contest may be ensured through social media posts, letters to institutions and applications may be invited specifying the mode of competition fixed for the district level competition.
- Screening of applicants: The registered applicants will be asked to submit the portfolio of their work which would then be screened for final selection of 30 participants at District level. The decision of the sub-committee on young artist contest will be binding and final in the screening process.
- Representation from all Blocks of the District should be ensured as far as possible.
- **Judges & Evaluation:** 03 Judges having the field expertise (Professors/ Artists etc.) would judge the participants on the criteria agreed upon by the panel. An indicative marking pattern is as follows:
 - Adherence to theme- 25 Marks
 - Colour Scheme- 25 Marks
 - Creativity and Uniqueness- 25 Marks
 - Quality of artistic composition (including neatness) and overall design- 25 Marks
- **Themes:** Panch Pran
- The Judges shall brief the participants on the marking pattern and expectation from the participants.

Additional Guidelines:

- Efforts shall be made to arrange an exhibition of the paintings by the participants at the Cultural venue in the afternoon.
- The District NYK to give wide publicity, inviting participation from the youth of the district.
- Winners at district level shall be awarded a certificate of Merit/prize money. 02 Winners (1st and 2nd) will participate in the State level event. Winners may also be given **Modi@20** book.
- Social Media posts shall be made with the paintings tagging @NYKSIndia in Twitter, Facebook and Instagram. Live Streaming of participant briefing, and the competition may be done through official handle.

C. YOUNG WRITERS CONTEST-POETRY

"Poetry is the language of the soul." – Gulzar

Background:

Poetry, the highest form of literature, influences us because it shows different shades of human beings. Poetry is one of the most ancient arts and the product of human imagination, it can tap the emotions of humans and has the power to change the world.

During Freedom Struggle too, poets like Harivansh Rai Bachchan, Makhanlal Chaturvedi, Shyamlal Gupta, Ram Prasad Bismil, Rabindra Nath Tagore and many others whose words inspired the young guns of India to revolt and fight for "Swaraj".

Objective:

- To provide a platform for young writers to showcase their talent.
- To provide an intellectual environment to young writers in the district.
- To bring out the creativity of young writers and to encourage them.
- To provide mentorship support to writers through expert insights from the established Writers.

Implementation Strategy:

- **Wide publicity to the poetry contest** may be ensured through social media posts, letters to institutions (Language and Culture Departments and concerned Organizations) and applications may be invited specifying the details of the competition fixed for the district level competition
- **Screening of applicants:** The registered applicants will be asked to submit the portfolio of their work which would then be screened for final selection of 30 participants at District level.
- Representation from all Blocks of the District should be ensured as far as possible. **The decision of the sub-committee on young writers contest will be binding and final in the screening process.**
- **District level event:** On the given theme, the participants would be required to write and submit their work within the given time. The winners may be asked to recite their poem.
- **Themes:** Panch Pran.
- **Language of Poems:** Official Language of State/Hindi/English
- **Judges and Parameters of Evaluation:** 03 Judges having the field expertise (professors/leading writers/journalists/poets etc.) would judge the participants on the following criteria:
 - o Adherence to theme- 25 Marks
 - o Creativity and Originality- 25 Marks
 - o Coherence of form and structure (harmony of words, presentation)- 25 Marks
 - o Clarity of imagery/ facts and language- 25 Marks

Additional Guidelines:

- The District NYK to give wide publicity, inviting participation from the youth of the district.
- The District NYK should create buzz in local media and social media about the event/programme.
- Participants to be shortlisted based on previous experience in case of surplus application.
- A recital of winner's poems may be made at the end of the contest.
- Winners at district level shall be awarded a certificate of Merit/prize money. 02 Winners (1st and 2nd) will participate in the State level event. Winners may also be given **Modi@20** book.
- Excerpts from best poems may be published to Social Media handles of District NYKS.

D. MOBILE PHOTOGRAPHY CONTEST

"Photography is not about the camera but about the eye behind the camera."

—Ansel Adams

Background:

Photography can be considered as a form of visual art. As a means of visual communication and expression, photography has distinct aesthetic capabilities. With photography we can document something and make it eternal. Photography lets us see something we may never have noticed otherwise. Photography is a way to express your ideas for others to see. Nowadays, one need not have a fancy Camera to capture good shots. Mobile phones are good enough for most photography suited for most people's needs. They are convenient to use, easy to handle and seamlessly integrate with social media.

Objective:

- To help amateur rural smartphone photographers to showcase their talent.
- To provide Youth an opportunity to learn the nuances of photography and help them evolve their skills.

Implementation Strategy:

- **Wide publicity of the contest** may be ensured through social media posts, letters to institutions, Organizations and applications may be invited specifying the details of competition fixed for the district level Yuva Utsav.
- **Screening of applicants:** The registered applicants will be asked to submit the portfolio of their work which would then be screened for final selection of 30 participants at District level.
- Representation from all Blocks of the District should be ensured as far as possible. **The decision of the sub-committee on photography contest will be binding and final in the screening process.**
- **District level event:** A brief session would be conducted during which the judge/ resource person is expected to give information on **techniques, tips & tricks angles, manual focus, lighting and other aspects of Mobile Photography.** The Youth participants should be informed about various photo editing apps that are available free of cost.
- After the session, the participants would be asked to submit 03 Best photographs on different themes as mentioned above in the next 2 hours.
- Judges and Parameters of Evaluation: 03 Judges having the field expertise would judge the participants on the following criteria:
 - o Creativity/Editing - 25 Marks
 - o Technical expertise (Lighting, Colour Balance, Sharpness, Exposure)- 25 Marks
 - o Aesthetic Value- 50 Marks
- **Themes:** Panch Prans

Additional Guidelines:

- The District NYK to give wide publicity, inviting participation from the youth of the district.
- Participants to be shortlisted based on previous work/experience in case of surplus application.
- A slide show of participant's submissions may be made live at the venue.
- Winners at district level shall be awarded a certificate of Merit/prize money. 02 Winners (1st and 2nd) will participate in the State level event. Winners may also be given **Modi@20** book.

E. DECLAMATION CONTEST

"The mind is everything. What you think you become." – Buddha

Background:

In order to encourage mass youth participation, creation of Nationwide Patriotic environment and vision for India @ 2047, Declamation Contest is one of the components of District Yuva Utsav.

Genesis:

The concept has its genesis in the vision of Hon'ble Prime Minister about engagement of youth in Nation Building and empowerment as leaders in all walks of life during Amrit Kaal.

It is to rekindle positivity, passion and leadership amongst the youth in India and at the same time give them an opportunity to engage in Nation Building activities, especially for social and financial inclusion at one hand and development of their personality through public speaking and presentation on the other hand.

Aim:

The aim of the Declamation Contest is to strengthen the spirit of Nationalism and Patriotic feeling amongst youth and masses for enhanced participation in nation building. In this process, youth are empowered with leadership qualities and communication skills for their overall personality development and to enable them to lead in all walks of life and contribute towards Nation Building during the period of Amrit Kaal.

Theme/Subject: Panch Pran

Objectives:

- a. To strengthen the spirit of Nationalism and Patriotic feeling amongst youth and masses for enhanced participation in nation building.
- b. To identify youth with leadership qualities and good communication skills for their further development and empowerment to enable them to take lead in understanding the functions and policies of the Govt. towards Nation Building & popularizing Flagship Schemes of Govt.

Target Group:

Youth in the age group of 15 - 29 years.

Prizes:

- o **District Level** -1stPrize: - Rs. 5,000/-, 2nd Prize: - Rs. 2,500/-, 3rdPrize: - 1,500/-

Implementation Strategy:

- **Wide publicity of the contest** may be ensured through social media posts, and applications may be invited from Youth Clubs and cultural groups/institutions.
- **Screening of applicants:** The registered participants will be asked to submit video of their

speeches which would then be screened for final selection of at least 10 participants at District level. As far as possible all blocks may be represented at the district level. **The decision of the sub-committee on declamation will be binding and final in the screening process.**

- The speech will be of **7 minutes duration (maximum) in Hindi or English only**. The time limit will be strictly enforced. A 30 second warning will be given.
- **Judges & Evaluation:** 03 Judges having the field expertise (Professors/ orators etc.) would judge the participants on the criteria as below:

S. No.	Marking Criteria	Marks
1.	Content and Substance i. Amount of Factual Data Presented ii. Historical and authentic references iii. Analysis of current situation iv. Suggestions/recommendations for improvement v. New ideas brought out	30
2.	Communication/Oratory skills	20
3.	Presentation skills	20
4.	Clarity of ideas and thoughts	20
5.	Confidence level	10
	Total	100

Expected Outcome of Declamation Contest:

- The event would provide opportunity to participating youth to exhibit their presentation skills, art of public speaking and engage in positive discussion so as to further ignite Nationalism and vision for India @2047.
- The programme will enhance capacities of NYKS officials and youth volunteers to undertake alternate strategy for rural youth mobilization, development and empowerment
- The entire program shall be video graphed and live streamed on the social media platforms.
- It will set up a New Model with live demonstrations for youth led advocacy, sharing of suggestion and ideas of youth for inclusive growth and development for nation building.
- The 1st prize-winner at the district level contest from each district will be eligible for participation in State Level Declamation Contest.

F. DISTRICT CULTURAL FESTIVAL- Group events

"To dance is to live, and to live is to dance." - Kavita Ramdya

All the great civilizations of the world have evolved through the expression of culture in their respective art forms. Performance arts- be it dance, music, theatre, martial, ritualistic or other traditional arts, signify the unique identity and heritage of human civilization. The story of our pasts- the values of our evolution and the memories of our forefathers are preserved through these cultural expressions in local communities.

In order to facilitate youth to understand and appreciate this art and cultural aspects of our country and to explore the fraternal links with one another's cultures, provision of Cultural Festival has been made under the Yuva Utsav.

Objectives:

- To promote the traditional art forms and save them for posterity.
- To inculcate appreciation for the cultural diversity among youth.
- To provide a platform for young traditional artists to showcase their talent.

No. of Participants: 100 per programme (10 teams)

Duration of the programme and Level: 01 Day at District level Yuva Utsav

Implementation Strategy

- **Only group folk dance will be allowed in the district cultural festival to ensure the uniformity across the country.**
- The DD/DYO may consult with experts/judges and **decide on the list of programs** to be held in the district- folk, classical dances, traditional instruments, theatre, music etc.
- **Wide publicity to the contest** may be ensured through social media posts, and applications may be invited from Youth Clubs and cultural groups/institutions.
- **Screening of applicants:** The registered teams will be asked to submit video/past achievements of their work which would then be screened for final selection of 10 teams at District level. The selection shall be based on the display of the local art & culture, diversity and quality of performance, traditional costumes etc. **The decision of the sub- committee on cultural festival will be binding and final in the screening process.**
- **Judges & Evaluation:** 03 Judges having the field expertise (Professors/ Artists/experts etc.) would judge the participants on the criteria agreed upon by the panel so as to ensure that the best performances that capture the unique & distinct identity of the district is sent to the state level program.

Additional Guidelines:

- The District NYK to give wide publicity, inviting participation from the youth of the district.
- Winners at district level shall be awarded a certificate of Merit/prize money. Only 1st Winner (maximum 10 persons) at district level event will participate in the State level event.
- Winners may also be given **Modi@20** book. The entire program shall be video graphed and live streamed on the social media platforms.