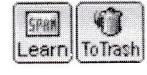


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All headers

From: "K. Siva Prasad IAS" <sectogovernor@punjab.gov.in>

To: vc@ptu.ac.in, svc@ptu.ac.in, director@thapar.edu, vc@pau.edu, vcgndu@gmail.com, officebfuh

Subject: Reg Student Outreach strategy

All attachments

PFA.

K. Siva Prasad, IAS
ACS To Governor, Punjab & Administrator U.T Chandigarh
Punjab Raj Bhavan
Sector 6, Chandigarh
0172-2740592
0172-2740608-10

Attachment 2: Student Outreach strategy 10 Dec 23.docx (25KB) Delete WebDisk 0-1 a

Type: application/vnd.openxmlformats-officedocument.wordprocessingml.document Download
Encoding: base64

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Ideas for the Vision of Viksit Bharat@2047

Student Outreach Strategy for their participation

Suggested Outreach Activities

Objective: To obtain the **maximum participation** from students in giving suggestions on the Vision for Viksit Bharat@2047 **on the Viksit Bharat webpage.**

Activities: A few suggested activities/ events that may be organised in the university/ college/ institute campus to make students aware about Viksit Bharat@2047 vision and the need for them to share their ideas on the portal:

1. Emails to Students:

- a. Emails to students from VC of the University/ Head of institutions may be sent clearly stating the purpose of the **Ideas for Viksit Bharat@2047** campaign and asking students to give their suggestions it.
- b. **A draft email is being sent to the Raj Bhawans and is to be shared** with the Vice Chancellors / Heads of Institutions. This will have the webpage link and QR code.
- c. VCs/ Heads of Institutions may send this to the email i.d.s of students available in the institution records. Students should be encouraged to click the link and fill in their ideas.
- d. Common hashtag **#Ideas4ViksitBharat** to be used.

2. Reaching students through University/ College Social media:

- a. NITI Aayog will post infographics on its social media handles. These will have **embedded links to the webpage**, and QR code, for giving ideas.
- b. Universities and colleges should retweet and reshare these posts.
- c. They can tag NITI Aayog and **#Ideas4ViksitBharat**

3. Encouraging prominent alumni to encourage students to participate. This can be through social media or guest lecture.

4. Traditional Methods of Creating Awareness: Use traditional methods to create awareness.

- (i) **Posters, banners, standees** that contain the information in an attractive way along **with webpage link and QR code** should be pasted/ erected at appropriate places in the campus including hostels. These should be designed and placed in such a manner that students can easily scan QR code for the **#Ideas4ViksitBharat** portal.
- (ii) **Notices on Notice boards** are a great place where small size posters or print outs **with QR Code and weblink** can be displayed.
- (iii) **A selfie booth** may be erected in campus with catchy slogans like, I have shared my idea for VikasitBharat@2047. Have you? **And also having the QR code and weblink**
- (iv) **Class representatives** to sit with classmates to discuss about the campaign and ensure greater participation.
- (v) **Faculty members to talk** about it for a few minutes in classes and encourage students to participate in **Ideas4ViksitBharat**.
- (vi) **Idea Exchange, workshops and seminars** on Viksit Bharat to be organised once in a week.
- (vii) **Half Marathons/ Marathons and Cycle Runs** for **Ideas4ViksitBharat** may be organised.
- (viii) **Infographics/ short films/ social media posts** to be extensively shared on class/ subject/ college whatsapp groups.
- (ix) **An inter section/ inter-class competition** may be organised which section or class shared the most ideas. **Winner may be given an award.**
- (x) **Debate/ extempore competition among students on the theme Ideas4ViksitBharat.**

This is only an indicative list. Universities and colleges may come up with more and many innovative ideas. College fests, cultural functions, and other occasions for student gathering should be utilised to make **Ideas4ViksitBharat** popular and large participation be ensured.

Background on the importance of Youth for Viksit Bharat@2047

Viksit Bharat@2047 is the vision of the Government of India to make India a developed nation by 2047, the 100th year of its independence. The vision encompasses various aspects of development, including economic growth, social progress, environmental sustainability, and good governance.

As India stands at this crucial juncture, poised to take off on its growth trajectory, it is important to realize that tremendous dedication and belief in India's destiny, immense desire, potential, talent and capabilities of the Indians, especially the youth, coupled with steadfast leadership, is necessary to realize this potential. There is enormous work that needs to be undertaken in a mission mode to make India Viksit Bharat by 2047. Youth, who constitute the largest population group, has a huge role as they will be the vanguard to lead India to Viksit Bharat by 2047.

The Prime Minister has invited youth of the country to participate in India's bold, ambitious and transformative agenda Viksit Bharat @2047 by participating in a youth movement of "**Ideas from Youth for Viksit Bharat@2047**".

A webpage "**Ideas for the Vision of Viksit Bharat@2047**" has also been developed on mygov.in to enable youth to share suggestions on their vision of Viksit Bharat by 2047. On the portal, participants will be actively encouraged to contribute their suggestions on following three:

- i) How should a Viksit Bharat look like in 2047 in different aspects?**
- ii) What do we need to do to reach this goal?**
- iii) What can you do to make Viksit Bharat@2047 possible?**

Prizes will be awarded to 10 best suggestions received, 2 each in five themes (i) Empowered Indians, (ii) Thriving and Sustainable Economy, (iii) Innovation, Science & Technology, (iv) Good Governance & Security, and (v) India in the World.

India accounts for 20% of the world's total young population. Viksit Bharat is an enormous opportunity for them. Therefore, it is important that college and university students participate in **Ideas from Youth for Viksit Bharat@2047** enthusiastically and in large numbers.