



प्रो. रजनीश जैन
सचिव

Prof. Rajnish Jain
Secretary



विश्वविद्यालय अनुदान आयोग
University Grants Commission

(शिक्षा मंत्रालय, भारत सरकार)
(Ministry of Education, Govt. of India)

बहादुरशाह जफर मार्ग, नई दिल्ली-110002
Bahadur Shah Zafar Marg, New Delhi-110002

Ph.: 011-23236288/23239337

Fax : 011-2323 8858

E-mail : secy.ugc@nic.in

D.O.No.2-54/2022(CPP-II)

May, 2022

Respected Madam/Sir,

As you are aware, India is completing 75 years of independence. On this occasion, a series of events are being organized by various Ministries as part of "**Azadi Ka Amrut Mahotsav**". Ministry of Youth Affairs and Sports is organizing "**World Bicycle Day**" on 3rd June, 2022 with an objective to cherish and follow the noble ideas that inspired freedom struggle, to enhance the spirit of Brotherhood and Nationalism and to popularize the usage of cycling to solve the dual issues of global warming and unhealthy lifestyle. The details of the programme/plan of action for the event is annexed.

All Higher Educational Institutions are requested to ensure that the programme is celebrated with full fervour and having maximum outreach through the institutions' websites/display boards/notice board/distribution of pamphlets so as to make this event a grand success. You are also requested to ensure that the information on the event is disseminated to all affiliating colleges / institutions.

With kind regards,

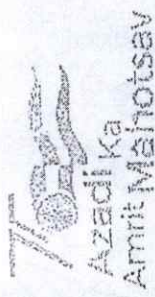
Yours sincerely,

(Rajnish Jain)

Encl : As above

The Vice-Chancellors of all universities
The Principals/Directors of all colleges / institutes

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 AKAM 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

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 statues/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.

Budget Outlay:

Head	Amount per location	Total for 75 locations
Refreshment @Rs. 100/- per head	7500 (100*75)	5,62,500/-
Organisational expenses (branding, VIP engagement, photographs, PA system, Caps, etc.)	10000/-	7,50,000/-
Miscellaneous/contingency	2500/-	1,87,500
Grand Total	20,000/-	15,00,000/-

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 statutes/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

Budget Outlay:

Rs. 1,17,78,000/- (One Crore seventeen lakh seventy eight thousand)

Head	Amount
Cap, water bottle, refreshment, stickers, banners, etc.	2000/- per block
