



# सहसंचालक, तंत्रशिक्षण, विभागीय कार्यालय, अमरावती.

शासकीय तंत्रनिकेतन परिसर, गाडगेनगर, अमरावती.  
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स्वातंत्र्याचा अमृत महोत्सव

जा.क्रमांक:- विकाअ/शिक्षण/२०२५/११०१  
दिनांक ११ APR 2025

प्रति,

प्राचार्य,  
सर्व पदविका पदवी व पदव्युत्तर पदवी संस्था,  
अमरावती विभाग, अमरावती.

विषय :- दिनांक १४ एप्रिल २०२५ रोजी भारतरत्न डॉ. बाबासाहेब आंबेडकर यांच्या १३४ व्या जयंतीचे औचित्य साधून दिनांक १३ एप्रिल २०२५ रोजी संपूर्ण राज्यात पदयात्रा आयोजित करण्याबाबत.

संदर्भ :- १. मा.राज्य संपर्क अधिकारी/विशेष कार्य अधिकारी, महाराष्ट्र शासन, मुंबई यांचे पत्र क्रमांक रासेयो-२०२५ / प्र.क्र.३६ / रासेयो कक्ष दिनांक ९/४/२०२५.

२. क्षेत्रीय संचालक, रासेयो, क्षेत्रीय निदेशालय, पुणे यांचे पत्र क्रमांक:-

F.No. ३०/०२/NSS/RD/PUNE/२०२५-२६/३-५९ दि. ३ एप्रिल २०२५ रोजीचे पत्र.

महोदय,

उपरोक्त विषयाबाबत आपणास सादर कळविण्यात येते की, दिनांक १४ एप्रिल २०२५ रोजी भारतीय राज्यघटनेचे शिल्पकार भारतरत्न डॉ. बाबासाहेब आंबेडकर यांच्या १३४ व्या जयंतीचे औचित्य साधून संपूर्ण राज्यात दि. १३ एप्रिल २०२५ रोजी “जय भिम पदयात्रा” चे विद्यापिठांतर्गत संलग्नीत महाविद्यालयाने आयोजित करण्यात यावे. तसेच सदर पदयात्रेत रासेयो स्वयंसेवकांनी जास्तीत जास्त प्रमाणात सहभागी व्हावे, असे आपणास आवाहन करण्यात येत आहेत तसेच याबाबत मा. राज्य संपर्क अधिकारी /विशेष कार्य अधिकारी, महाराष्ट्र शासन, मुंबई यांनी त्यांचे संदर्भ १ चे पत्रा-वये सुध्दा कळविलेले आहे. सोबत सदर पदयात्रा राबविण्याबाबतची कार्यपद्धती, चे लिस्ट, जय भीम घोषवाक्ये तसेच संदर्भ १ व २ चे पत्र व सहपत्रे सोबत जोडलेले आहेत.

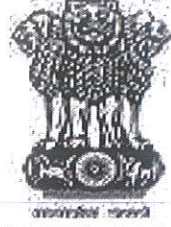
सदर पदयात्रेत राष्ट्रीय सेवा योजनेचे स्वयंसेवक सहभागी झाल्याबाबतची सांख्यिकीय माहिती/अहवाल राज्य संपर्क अधिकारी, रासेयो कक्ष, उच्च व तंत्रशिक्षण विभाग, मंत्रालय, एलफिन्स्टन तंत्र विद्यालय परिसर, ३ महापालिका मार्ग, धोबीतलाव, मुंबई यांना दिनांक २१ एप्रिल २०२५ पर्यंत सादर करण्यात यावी व त्याची एक प्रत या कार्यालयास सादर करण्यात यावी.

सहपत्र :- वरील प्रमाणे.

( मनोज म. अंधारे )  
प्र. सहसंचालक तंत्रशिक्षण,  
अमरावती.

प्रत :- १. राष्ट्रीय सेवा योजना संचालक तथा कार्यक्रम सम-वटाक, संत गाडगोबाबा अमरावती विद्यापिठ, अमरावती यांना-  
माहिती व आवश्यक कार्यवाही करीता.

२. प्रोग्रामर, तंत्रशिक्षण विभागीय कार्यालय, अमरावती यांना- संकेतस्थळावर टाकण्यासाठी.



महाराष्ट्र शासन

उच्च व तंत्र शिक्षण विभाग, मंत्रालय,

एलफिन्स्टन तंत्र विद्यालय परिसर, ३, महापालिका मार्ग, धोबी तलाव, मुंबई-४०० ००१.

ई-मेल-nssmantralaya@gmail.com

दूरध्वनी क्र.०२२-२२६७९५६५

क्रमांक: रासेयो-२०२५/प्र.क्र.३६/रासेयो कक्ष,

दिनांक:- ०९ एप्रिल, २०२५

प्रति,

रासेयो संचालक तथा कार्यक्रम समन्वयक,  
सर्व विद्यापीठे रासेयो संलग्नीत, (मुंबई शहर वगळून)  
महाराष्ट्र राज्य.

विषय:-दिनांक १४ एप्रिल, २०२५ रोजी भारतरत्न डॉ. बाबासाहेब आंबेडकर यांच्या १३४ व्या जयंतीचे औचित्य साधून दिनांक १३ एप्रिल, २०२५ रोजी संपूर्ण राज्यात पदयात्रा आयोजित करणेबाबत.

संदर्भ:- क्षेत्रिय संचालक, रासेयो, क्षेत्रिय निदेशालय, पुणे यांचे पत्र क्र. F. No. ३०/०२/NSS/RD/PUNE/२०२५-२६/३-५९, दिनांक ०३ एप्रिल, २०२५ रोजीचे पत्र.

महोदय,

उपरोक्त विषयान्वये आपणांस असे सूचित करण्यात येते की, दिनांक १४ एप्रिल, २०२५ रोजी भारतीय राज्यघटनेचे शिल्पकार भारतरत्न डॉ. बाबासाहेब आंबेडकर यांच्या १३४ व्या जयंतीचे औचित्य साधून संपूर्ण राज्यात दिनांक १३ एप्रिल, २०२५ रोजी "जय भीम पदयात्रा" चे विद्यापीठांतर्गत संलग्नीत महाविद्यालयांनी आयोजन करावे. सदर पदयात्रेत रासेयो स्वयंसेवकांनी जास्तीत-जास्त प्रमाणात सहभागी व्हावे, असे आवाहन करण्यात येत आहे. संदर्भाधीन पत्रान्वये सदर पदयात्रा राबविण्याबाबतची कार्यपद्धती, चेकलिस्ट, जय भीम घोषवाक्ये सोबत जोडली आहे.

२. सबब, सदर पदयात्रेत रासेयो स्वयंसेवक सहभागी झाल्याबाबतची सांख्यिकीय माहिती /अहवाल राज्य संपर्क अधिकारी, रासेयो कक्ष, उच्च व तंत्र शिक्षण विभाग, मंत्रालय, एलफिन्स्टन तंत्र विद्यालय परिसर, ३, महापालिका मार्ग, धोबी तलाव, मुंबई-४०० ००१ यांना दिनांक २१ एप्रिल, २०२५ पर्यंत सादर करण्यात यावा.

आपला,

(डॉ. निलेश पाठक)

राज्य संपर्क अधिकारी/ विशेष कार्य अधिकारी

महाराष्ट्र शासन



## SoP for organizing MY Bharat Padyatra

### 1. Theme

- a. The Padyatra theme should **reflect the essence of the day being celebrated**, focusing on youth empowerment, awareness, and unity.
- b. It should **emphasize the role of MY Bharat volunteers as the backbone of the event**, showcasing their leadership, organizational skills, and dedication.
- c. **The entire event will be volunteer-driven**: led, organized, and executed by MY Bharat volunteers, from planning activities to setting up refreshment stalls and ensuring cleanliness post the event.
- d. The **primary goal of the Padyatra is to inspire young participants** to recognize the significance of the day and understand how the **MY Bharat portal serves as a one-stop solution for exploring opportunities** to contribute to society while developing essential skills.
- e. The event name can be "MY Bharat \_\_\_\_\_ Vijay Diwas padyatra"

### 2. Route

- a. The total route length should be between 6 and 8 kilometers.
- b. Route should be selected in such a way that it connects rural areas to urban areas.
- c. Residents along the route should feel a strong connection to the significance of the day we are celebrating.
- d. The route should include cultural landmarks, monuments, rivers, temples, memorials, gram devta and sites associated with notable local personalities.

### 3. Merchandise

- a. MY Bharat T-Shirts
- b. MY Bharat Caps
- c. Placards:
  - i. Approximately **500 placards** to be printed featuring slogans related to the day we are celebrating.
  - ii. Each institution participating in the padyatra must bring **25 handmade placards** featuring slogans, hashtags, facts, and other content aligned with the theme.

### 4. Pre-Events

- a. **MY Bharat Outreach**: Ten days prior to the event, an outreach program should be conducted in all institutions within the district and nearby districts.

1. A detailed minute-by-minute outline is being provided as a **sample**.
2. It should include **activities** like the facilitation of youth icons, speeches by the youth icons, and an address by the chief guest.
3. Additionally, a **video** will be showcased as part of the ceremony.
4. **MY Bharat volunteers** will actively participate both on stage and in managing backstage operations, dressed in branded T-shirts and caps.
5. Post the ceremony on stage Chief Guest and Youth Icons will move towards **visiting the exhibition** of the multiple stalls which will be setup to spread awareness, importance and showcase the significance of that day.
6. At least five MY Bharat kiosks should be set up during the inaugural session, supported by over 20 MY Bharat volunteers, to ensure that all youths participating in the padyatra are registered with MY Bharat.
7. MY Bharat QR codes can also be placed on the chairs, allowing the audience at the inaugural session to easily scan them.
8. Providing sufficient space for media personnel to set up their cameras and live broadcasting equipment.
9. A rangoli reflecting the theme of the event should be created in front of the stage.
10. Selfie Booth of MY Bharat.





## Standee

- v. Placards: These placards should be held by MY Bharat volunteers.

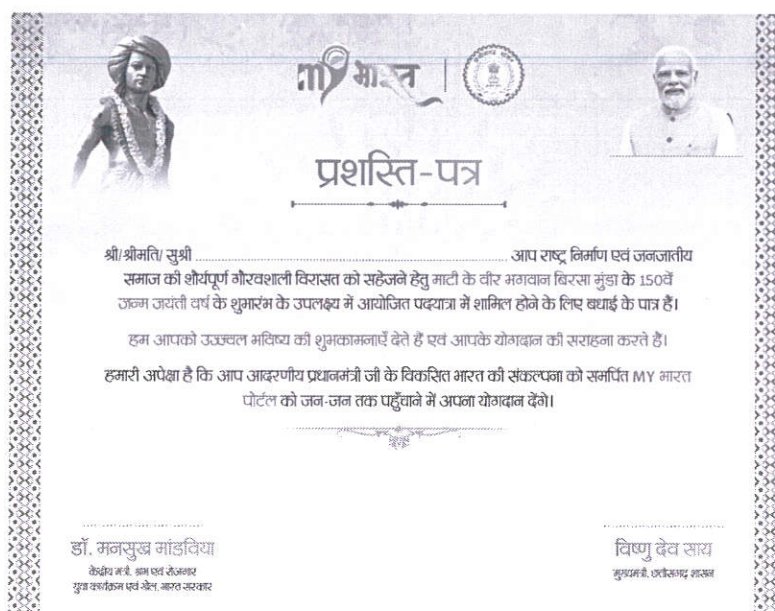


## Hand Holding poster



- x. **Invite Padma Shri awardees** from various towns so that youths can be inspired by seeing them and hearing their stories.
  - xi. Theme-based exhibitions should be organized along the route.
  - xii. All padyatris should be dressed in MY Bharat T-shirts and caps.
  - xiii. LED screens can be installed at select locations along the route to display videos related to the themes.
  - xiv. Selfie booths should be set up at halt points to allow people to capture selfies.
  - xv. Traditional folk songs can be performed by women at the halt points.
  - xvi. A **DJ should be set up** at both the beginning and the midpoint of the rally. The song selection should align with the theme and include patriotic songs.
  - xvii. If there are any **statues along the route**, arrangements for garlanding and honoring them should be made.
  - xviii. **Varun Tukdi:** This group should include MY Bharat volunteers and senior personnel from the administrative team, who will ensure that everything is prepared along the route before the padyatris arrive.
  - xix. **Swachhata Tukdi:** This group will consist of approximately 20-30 MY Bharat volunteers, focusing on cleaning the route as the padyatris move forward, ensuring that cleaning is happening in the background while the yatra progresses. It should have both boys and girls.
  - xx. The padyatra **will not have any stops**; it will move continuously.
  - xxi. The **cleanliness of the temples** along the route can be managed by the MY Bharat volunteers.
  - xxii. **Refreshments should be** Chana, Murmura, Fruits, Buttermilk, Nimbupani, Sev, Traditional items if any. **ONLY.** Institutions and other community groups should be encouraged to sponsor such small stalls of refreshment.
  - xxiii. The MY Bharat initiative was launched by Hon. Prime Minister Shri Narendra Modi. An infographic titled "**Pradhanmantri ke MY Bharat se Judiye**" can be created.
  - xxiv. The **felicitation of various communities** in the villages or the oldest person in the village can be organized.
  - xxv. MY Bharat team can facilitate the various artisans from each village.
  - xxvi. **Retired army officers or veterans** in the district should be invited, and the **families of martyred personnel** should be honored.
- c. Closing Ceremony:**
- i. Each padyatri will be addressed by the chief guest.
  - ii. An **announcement** will be made regarding the certificates, allowing padyatris to download them.
  - iii. Refreshments should be served to everyone at the closing ceremony.
  - iv. A photo booth should be set up at the closing ceremony.

h. Sample certificate can be seen below:



- i. **Photographer:** 2 Nos, **Videographer:** 3 Nos, **Reel Makers:** 2 Nos, **Drone:** 1 Nos. **Live Stream:** 1 setup
- j. **IMP:** The production team should be briefed three days prior to the event about the entire plan. They will need to **create short reels in real-time** to be shared across various MYAS social media handles. Additionally, they should ensure that **photos capturing key moments**, such as the inauguration, plantation drives, the start of the yatra, viewing exhibitions, felicitation of youth icons, padyatris enjoying refreshments, dancing, and sharing joyful moments, are sent promptly to the Delhi team for dissemination. **All content captured by the team should focus on the youth rather than being centered around the ministers.**
- k. Post event a 3 minute highlight video should be made by the End of the day to showcasing:
  - i. Thumbnail
  - ii. Welcoming of the yatris and guest (Traditional angle)
  - iii. Inaugural ceremony:
    - 1. **10-15 sec highlight speech** of chief guest, youth icons, the content of the speech should be in line with the day celebrated.
    - 2. **Felicitations** of Youth Icons

- s. **Road patchwork** should be completed to ensure there are no issues for the padyatris while walking.
- t. All **journalists should be invited to the padyatra**, and a letter should be sent to each of them.

**7. Permissions:**

- a. Flying Drone
- b. Traffic Police
- c. Police and Security

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## **PRE EVENT**

- Activities- Yoga, cleanliness drive
- Route surveillance
- Meetings with authorities
- Checkpoints surveillance
- Live workshops
- Briefing audience and all stakeholders about everything

### **1) Finalising Route**

- Terrain
- Nearby locations
- Checkpoints
- Activities/refreshments in checkpoints

### **2) Preparation of list of -**

- a) Number of districts to be covered
- b) Target Crowd
- c) Mybharat registration
- d) Distance
- e) Total institutions

### **3) Authorities Approached( Name and contact number Xcel Sheet with specific work allocation)**

- State authority where the padyatra needs to be conducted
- District authority
- NYKS, State Culture Dept, Ministry of Education, Police Authorities, State health department, Municipal Corporation, State finance Dept, Tribal dept, educational colleges , NGOs
- Sponsors
- Journalists
- Celebrities
- Tribal youth icons (List of Tribal Youth Icons who has done some notable things in field of Social Work, Education, Youth Empowerment, Social Entrepreneurship etc. List of Youth Icons from each state.)
- Padma shri awardee

### **4) Media Team**

#### **a) Social Media Team / Electronic**

- Whatsapp group for all stake holders(Leader, handlers & editors)
- 4 Major Handlers -Youtube, Instagram, Twitter, Facebook(can go live also)
- 2- 3 Editor- who edits and uploads on social media(reels, shorts)
- 2-3 good quality mobile phones
- 1-2 photographer(Name, Contact Number, Count, Angles to be covered, Data Sharing)

- 1-2 videographer(Name, Contact Number, Count, Angles to be covered, Data Sharing)
- Drone
- Placards
- Hashtags for the trend
- Uploads- Posts, Banners, Posters, Hoardings, Pamphlets(PM Modi approved photos)
- Logo of MY Bharat, MoYAS in all adds
- Television Commercial, News Channel Coverage (National, State as well as Regional), Callertune, radio channels

**b) Print Media Team**

- Whatsapp Group for all stake holders ( leaders and photographers)
- 2-3 camera men(Name, Contact Number, Count, Angles to be covered, Data Sharing)
- Uploads in - Newspapers, Magazines, newsletter

**c) Press Conference - Script, journalists**

**4) Start of Padyatra**

- Invitations to guests (CM/ Other leaders)
- Stage
- Mic
- Speakers
- Lights
- Welcoming bouquet
- Felicitation memento(shawls, certificate) to young leaders( sports icon, List of Retd. Army and Veteran Officers etc)
- Tent, Chairs
- Refreshments- food box, water
- Medical camp for urgency(Sickel Cell Testing Camps in various rural areas of the district, Team of Doctors and Nurses should be available on the route. 5 First Aid kits, Ambulance and other emergency services should be available. Mobile Medical Units can be deployed on the routes.)
- Stalls showcasing local amenities
- Cultural Activities- Malkhamb, Tribal Dance
- My Bharat Kiosk- Registration, Id cards, Caps, Shirts, badges
- QR codes for registration on chairs, rods, banners etc
- Selfie booth
- Walkie talkies
- Car passes
- Proximity passes
- My Bharat Volunteer Team at various places

**5) Start Of Padyatra**

- Young one in role of Bharat Mata , Important leaders- Gandhi etc in traditional attire

- All stakeholders on the way - Ministers, Journalists, Media team, audience and people
- Police and District security with their protocols
- Route maps print outs or Boards
- Small boards / charts with young ones for presentation- honouring the leaders(birsa munda)
- Medical team
- Cleanliness team at back of padyatra(Identifying 50 members (25 B and 25 G) who will perform cleanliness. Separate list, Tshirt, ID Card and Cap should be given to them)
- Moving washrooms
- Auto with speakers
- Proper lightings
- Route arrows every 500m
- 6-7 wireless mic
- Internet connectivity for transmission (can be at checkpoints)

#### **6) Checkpoints**

- Activities to be performed
- Refreshments(Chana, Murmura, Buttermilk, Water, Sakar, Glucose sachet , Banana, Amrud etc)
- Sanitary facility for girls
- Exhibition on the go
- Ek ped maa ke naam - location, theme, saplings for tree, pledge
- While doingpadyatra a smriti van can be create in every village, Shamshan can be used to create smriti van
- Lok geet by young ladies
- Tribal performances
- Old age people and their felicitation
- Mandir or monument of Tribal Gram Devta can be halting place.
- Rangoli - Rangoli in every village. #Har\_Ghar-Gaurav\_ki\_Rangoli
- Gav Sabha- To be conducted in every village to make them aware about the JJGD Padyatra

#### **7) Samapan Of Padyatra**

- Destination point
- Stage , mic, chairs
- Refreshments, washrooms
- Mybharat kiosk for certificate downloads
- Gifting/merchandise- keyrings, badges, caps etc
- Feedback point- brief video/ explain padyatra event in one word- compile 20-30 such videos.



## SLOGANS

भीमकानामलो,  
अधिकारथामलो।

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जयभीमजयभारत

जयभीमकानाराहै, येबदलावकाइशाराहै!

एकहीनारा, एकहीनाम — बाबासाहेबहमाराअभिमान

जिनसेअंधकारसबहाराहै।वहजयभीमकानाराहै