

QR Code has been developed by MyGov.
QR Code may be given prominence through
websites and social media for direct access to the
Viksit Bharat portal.



Standard Operating Procedure

Engage youth in contribution towards Viksit Bharat@ 2047

Introduction

Viksit Bharat@2047 represents the Government of India's ambitious vision to transform the nation into a developed entity by the centenary of its independence in 2047. Encompassing diverse facets of development, such as economic prosperity, social advancement, environmental sustainability, and effective governance, this vision underscores the critical juncture at which India currently stands. Realizing this vision demands unwavering dedication, a firm belief in India's destiny, and a profound recognition of the vast potential, talent, and capabilities of its people, particularly the youth. With the largest demographic share, the youth are positioned as the vanguard in leading India toward Viksit Bharat by 2047. In response to this national call, the Prime Minister has extended an invitation for the youth to actively engage in the transformative agenda through a youth movement called "Ideas from Youth for Viksit Bharat@2047." A dedicated webpage, "Ideas for the Vision of Viksit Bharat@2047," has been established on mygov.in, providing a platform for the youth to contribute their suggestions and shape the collective vision for a developed India by 2047.

Objective of the Programme:

To encourage widespread student participation in providing suggestions for the vision of Viksit Bharat@2047, which aims to maximize engagement on the Viksit Bharat webpage.

Standard Operating Procedure:

The strategic direction is to harness the innovative ideas of the youth for nation-building, encouraging their active involvement in shaping the vision of Viksit Bharat by 2047. Ensuring the participation of every young individual, especially those in colleges, institutes, and universities, is integral to this significant endeavor in nation-building. Consequently, an extensive outreach initiative is imperative to engage the entire youth population across the country. The Department of Higher Education, under the Ministry of Education, will spearhead the communication and outreach efforts in this context.

Standard Operating Procedure for Raj Bhawan/State Government

Activity	Implementation Strategy
QR code has been developed by MyGov. State Governments through RajBhavans may be encouraged to put up this QR code on the websites of State Governments for direct access to the Viksit Bharat Portal.	Develop an e-handbook for the students on the process to log on to the portal and submit their ideas. E- book also consists of objectives and need for engaging youth in contribution towards Viksit Bharat 2047. Disseminate this information to all the other departments and Universities to display QR code of Viksit Bharat@2047 portal through a formal communication.
Hon'ble Governors/ LGs in State to hold follow up VCs with Vice Chancellors /Directors of the institute to reinforce the need to engage youth and also to review the progress.	Vice Chancellors may identify the coordinators who can coordinate with affiliating colleges and constituent colleges to get the updates. A structured schedule may be designed for conducting follow-up video conferences, thereby fostering a systematic approach to monitor data and analyze the ongoing progress.
Approved Banner as shared by NITI Aayog may be placed as backdrop in all the events being organized.	Banner approved by the central government will be sent to all the institutions. The institutions and universities shall display these banners in all the events they are organizing
The #Ideas4ViksitBharat hashtag may be used across all social media platforms in order to make it viral and encourage students to further tweet and share.	Engage influential students with a substantial social media following to share and attract more participants. Leveraging the reach of these individuals can help in spreading awareness. Additionally, among the 3.5 lakh students involved in Community Service Projects within higher education, encourage them to actively discuss Viksit Bharat not only with their peers but also with school students and various communities during their field visits to schools, NGOs, and other organizations.
A focused and impactful Social Media Campaign in the States may be initiated to encourage the youth to share their ideas on the vision of Viksit Bharat	Community engagement coordinator or Board for Community Development through education may encourage students post about Viksit Bharat along with their community service projects. A training/workshop should be given to the students to use these initiated community service projects to identify their ideas to contribute as an individual to the Viksit Bharat@2047.

Standard Operating Procedure for Department of Higher Education/ Ministry of Higher Education

Activity	Implementation Strategy
To put QR Code in the Ministry's website for easy access.	Communicate and share the QR code to the Ministry's and to all the Universities and affiliated colleges update on their websites
The #Ideas4ViksitBharat hashtag may be used across all social media platforms in order to make it viral and encourage students to further tweet and share.	Encourage students to increase words of mouth about Viksit Bharat initiatives and tag each other under the hashtag.
To hold follow up VCs/ webinars with Vice Chancellors /Directors to reinforce the need to engage youth and also to review the progress.	A structured schedule may be designed for conducting follow-up video conferences, thereby fostering a systematic approach to monitor data and analyze the ongoing progress
To launch an audio-visual campaign and print advertisement on the subject. It may be carried in all prominent news channels and newspapers. This may be replicated in social media.	Conduct idea challenge tagging and record their videos to increase the visibility and interest in students.
Use of WhatsApp groups, especially the broadcast groups formed for media to disseminate information about QR Code.	Initiate regular forwards and reminders on the existing Board for Community Development through Education whatsapp groups and Nodal officers groups with the students
A Social Media Campaign may be initiated to encourage youth to share their ideas on the vision of Viksit Bharat.	Encourage students form as groups to focus on their ideas together and promote them existing BCDE and the other social media pages. Make students connect each other with their thoughts. Viksit Bharat Idea driven Connections

Standard Operating Procedure for Universities/Institutions

ACTIVITIES
QR Code may be given prominence through websites and social media by Universities/ Institutes.
WhatsApp groups formed especially broadcast groups for media may be utilized for the dissemination of QR Code
A Social Media Campaign by universities and colleges may be initiated to encourage students to share their ideas on the vision of Viksit Bharat.
The #Ideas4ViksitBharat hashtag may be used across all social media platforms in order to make it viral and encourage students to tweet and share.
Information during Lecture: Dedicated 10 minutes at start of day in college.
Dedicated Room for Feedback Collection: Designate existing IT Labs/ Library as a Viksit Bharat Ideation Center to facilitate the students for submitting the feedback form for the period of 11 December 2023 to 25 December 2023
Dedicated Timing: Allot dedicated time of the day for the next 2 weeks to allow students to fill the form
SOP for Feedback Submission: Paste the step-by-step approach on the classroom/ IT labs/ library/ notice board walls for the ease of students
Universities and Colleges to organize Viksit Bharat Utsav by involving students in discussions and debates
Common Banner needs to be placed as backdrop in all the related events organized everywhere. The #Ideas4ViksitBharat hashtag may be used across all social media platforms in order to make it trend and encourage students.
3-5 posts on every social media handle of theirs should be released per day with #Ideas4ViksitBharat.
Community Radio of Universities and Colleges (if existing) may hold discussion on the Vision of Viksit Bharat with students and faculties including an outside expert. Students may be encouraged to participate in such discussions.
NCC cadets, NSS volunteers and youth from other youth organizations to be encouraged for participating in the campaign.

Standard Operating Procedure for students

Activities
<p>Students to follow the steps while submitting their Feedback on the portal</p> <p>Step – 1: Visit the MyGov Portal (mygov.in) and proceed to the Viksit Bharat Consultation section.</p> <p>Step – 2: Answer the following questions sequentially on the Portal; - How should a Viksit Bharat look like in 2047 in different aspects? - What do we need to do to reach this goal? - What can you do to make ViksitBharat@2047 possible?</p> <p>Step – 3: Provide the idea for the Viksit Bharat @ 2047 and mention about your role/ contribution towards making India as a developed nation.</p> <p>Step – 4: Submit the form along with your email ID and download the Certificate from your email.</p> <p>Step – 5: Share your experience and your thoughts, pictures with certificates on Social Media with #Ideas4ViksitBharat</p>
<p>Students to upload the Selfie with the specific background/ ViksitBharat @ 2047 banner showing participation in the initiative on their Facebook or Instagram account tagging #Ideas4ViksitBharat</p>
<p>Making it as DP on social media platforms may be encouraged.</p>

Actions to be undertaken

Department of Higher Education/State Government

- Communication regarding QR code to the other higher education departments
- Developing e-Handbook
- Emails or any other communication regarding Viksit Bharat@2047 received from the Central Government or Raj Bhavan will be shared with all the Vice Chancellors/Head of the Institution.
- Active participation on social media to increase the visibility of Viksit Bharat@2047
- Review the progress of events and students' participation on Viksit Bharat
- Support the ideas of students for the implementation
- Direct the Universities/Institutions to conduct Idea challenge programmes

Universities/Institutions/College

- The Emails received from the state government may send to the both students and faculty.
- The faculty may share it with the current students and Alumni of the universities
- Identify coordinators to mobilize students on the importance of their contribution towards Viksit Bharat@2047
- Encourage faculty members to talk about Viksit Bharat@2047 in their classrooms
- Identify thematic areas to make talk about their ideas everyday
- Provide any required technical support or guidance to the students in submitting their ideas on the portal.
- Conduct programmes or competitions in line with Viksit Bharat for the active participation of students