SoP for Universities and Students - Viksit Bharat@2047

Objective of the Communication

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 realise 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 realise this potential. There is enormous work that needs to be undertaken in a mission mode to make India Viksit Bharat by 2047. For this to happen, there is a need to chalk out a bold, ambitious and transformative agenda, and its communication to all stakeholders. The role of the youth, who constitute our largest population group, has a huge role here as they will lead India to Viksit Bharat by 2047.

Therefore, it is important to channelise the innovative ideas of the youth into nation-building by inviting them to ideate and contribute to the vision of Viksit Bharat by 2047. It is important that every youth, more so the youth in colleges/ institutes and Universities take part in this important nation building exercise. Therefore, it is important that outreach initiative of this program reaches to every youth in the country. Department of Higher Education, Ministry of Education will lead the communication and outreach in this regard.

SoP for Universities along with Communication Plan for #Ideas4ViksitBharat

Entity	Pre Event Activities	Post Event Activities
Universities/ Institutes	Universities/ Institutes to share the weblink to all	QR (developed by mygov) Code may be given prominence through
	college for the faculty and students to attend the event on 11 th December 10.30 AM.	websites and social media by Universities/ Institutes. It will give direct access to access to Vikshit
	2. Ensure Participation on LIVE Session: Identify the space	Bharat Portal. 2. WhatsApp groups formed especially
	from where the faculty and students can attend the Live Session	broadcast groups for media may be utilized for the dissemination of QR Code.
	3. Clearly outline the purpose and goals of the event to the	3. A Social Media Campaign by universities and colleges may be
	faculty members, staff and students for maximum number feedback to be	initiated to encourage students to share their ideas on the vision of Viksit Bharat.
	submitted on mygov.	4. The #Ideas4ViksitBharat hashtag
	4. Appoint a dedicated team to	may be used across all social media
	promote, organize, disseminate information, and	platforms in order to make it trend and encourage students.
	mobilize the students for this	5. Information during Lecture:
	whole event, ensuring the	Dedicated 10 minutes at start of day
	feedback from students on	in college.
	MyGov Portal.	6. 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
		7. Dedicated Timing: Allot dedicated
		time of the day for the next 2 weeks
		to allow students to fill the form
		8. 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
		Viksit Bharat Utsav by involving

students in discussions and debates.

- 10. **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.
- 11. At least 3-5 posts on every social media handle of theirs should be released per day with #Ideas4ViksitBharat.
- 12. 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.
- 13. Engaging youth through NCC/NSS and Nehru Yuva Kendra Sangathan.
- 14. NCC cadets, NSS volunteers and youths from other youth organizations to be encouraged for participating in the campaign.

SoP for Students for #Ideas4ViksitBharat

Entity	Pre-Event Activities	Post Event Activities
Students		 Students to follow the steps while submitting their Feedback on the portal Step – 1: Visit the MyGov Portal (mygov.gov.in) and proceed to the Viksit Bharat Consultation section or use QR code to reach directly at Vikshit Bharat portal. Step – 2: Answer the questions using the dropdown options for the 3 questions. Step – 3: Provide the idea for the Viksit Bharat @ 2047 in 3-5 lines and mention about your role/contribution towards making India as a developed nation. Step – 4: Submit the form along with your email ID at the designated place and download the Certificate of Accomplishment from your email. Step – 5: Share your experience and your thoughts on social media with #Idea4ViksitBharat Students to upload the Selfie with the specific background/ViksitBharat @ 2047 banner showing participation in the initiative on their Facebook or Instagram account.