

UNIVERSITY OF MUMBAI  
NATIONAL SERVICE SCHEME



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Vidyapeeth Vidyarthi Bhavan,  
2<sup>nd</sup> Floor, 'B' Road, Churchgate,  
Mumbai – 400 020.  
No. NSS/ECD/2021-2022/358.  
Date: 08.01.2022

To,  
The Principal of Colleges Affiliated to University of Mumbai, having NSS Unit/s.

Sub:- Celebration of National Youth Day, 2022 and Birth Anniversary of Swami Vivekananda on 12th January, 2022 as part of Azadi Ka Amrit Mahotsav (AKAM).

Dear Sir / Madam,

This is to inform you that, the NSS Cell, University of Mumbai have received a communication from Directorate of NSS, Pune along with the communication from Ministry of Culture, GOI regarding celebration of the National Youth Day and the Birth Anniversary of Swami Vivekananda on 12th January, 2022.

Taking stock of the situation due to COVID-19, the activities under the said celebrations are now likely to be carried out through virtual mode along with physical mode as per the prevailing situation. The events are to be popularized through all modes of communication including social media in order to ensure the maximum participation of the youth of the country in the celebrations.

In this regard, it is requested to use the **#NationalYouthDay** and **#AmritMahotsav** and other branding material of AKAM while popularizing and organizing the events under the above celebrations. It is also requested to share the web-links of the virtual events with live audience participation so that the officers from the Ministry of Youth Affairs and Sports could also participate in these events.

Guidelines for strategy of using Azadi ka Amrit Mahotsav Logo received from the Ministry are also attached. It is requested to ensure that events are projected as a part of Azadi ka Amrit Mahotsav. Logo and # for Azadi ka Amrit Mahotsav may please be used by NSS units.

Activities for Celebration of National Youth Day, 2022 and Birth Anniversary of Swami Vivekananda on 12th January, 2022 as part of Azadi Ka Amrit Mahotsav (AKAM) to be undertaken by NSS units as per the above guidelines received from the Ministry. Brief consolidated report on the activities undertaken by NSS units may please be submitted through District Co-ordinator to the University along with photos, video / news cutting after the completion of programme to NSS Cell for onward transmission to NSS RD Pune.

Looking forward for your co-operation.

With regards,

Yours sincerely,

Mr. Sudhir S. Puranik  
Director, NSS

Encl:- Letter received from Ministry of Culture, Government of India..

C.C. to 1) The Regional Director NSS, NSS Regional Directorate, Pune.  
2) The State NSS Officer, NSS, Govt. of Maharashtra.