

PUBLIC ENGAGEMENT DURING OPENING CEREMONY OF WORLD CUP HOCKEY

In order to celebrate World Cup Hockey 2018 being organised by the State and make people connected to the mega event, 'World Cup Sports Festival' is planned to be organised across the State during 25th November – 16th December 2018. As a part of the Sports Festival, it is planned to create opportunity for people across the State to witness the grand Opening Ceremony and enjoy the sporting extravaganza.

DATE: 27th November 2018

TIME: 6 PM onwards

District Level

- LED screens will be installed at prominent places with seating capacity of 1000 people each to witness the Opening Ceremony
 - Districts with less than 10 blocks – Installation at 1 place
 - District within 11 -20 blocks – Installation at 1 place 2 places
 - Districts more than 20 blocks – Installation at 1 place 3 places
- The installation sites at district level will be finalised by the District Collector
- District Sports Officer will coordinate the necessary logistics arrangement with support of District level Youth Coordinators
- Districts are flexible to decide the additional activation/cultural programme before the opening ceremony to keep the crowd engaged
- Local People's Representatives to be invited to inaugurate the programme at the respective districts
- Registration of the people witnessing the Opening Ceremony at district level need to be ensured by the District Youth Coordinator and countersigned by the District Sports Officer
- Funds amounting **Rs 2,00,000/-** for installation of LED screens at each site will be transferred to the account of District Sports Officer by the Department of Sports & Youth Services, to ensure necessary arrangements (hiring of the LED screens, refreshments for participants etc.)
- Utilization Certificate duly signed by District Sports Officer along with the photographs of the programme and registration sheet shall be submitted to the Department of Sports & Youth Services.

Municipal Corporation Level

- LED screens will be installed at prominent places at 5 Municipal Corporations as well, with seating capacity of 2000 people to witness the Opening Ceremony

4

- The installation sites at Municipal Corporations will be finalised by the Commissioner, Municipal Corporation
- Nodal Officer to be designated by the Commissioner-MC to supervise and organize the programme at MC level.
- Municipal Youth Coordinators shall work in coordination with the designated nodal officer and ensure necessary arrangements are done.
- Registration of the people witnessing the Opening Ceremony at MC level need to be ensured by the Municipal Youth Coordinator and countersigned by the designated nodal officer
- Funds amounting **Rs 2,50,000/per Municipal Corporation** will be transferred to the account of District Sports Officer by the Department of Sports & Youth Services to ensure necessary arrangements (hiring of the LED screens, refreshments for participants etc.)
- Utilization Certificate duly signed by District Sports Officer along with the photographs of the programme and registration sheet shall be submitted to the Department of Sports & Youth Services.

Gram Panchayat Level

- As a part of sports promotion and campaign, Biju Yuva Vahinis will also organise necessary arrangement for public viewing of opening ceremony at their respective GPs/ULBs
- LCD Projectors and Screens may be installed at Panchayat/ULB office or any other prominent place in the Panchayat/ULB having seating space for **at least 250 people**
- BDOs/Executive Officers will be the nodal persons to ensure that Opening Ceremony is broadcasted for public viewing at the respective Panchayat/Wards within their jurisdiction
- Panchayat Executive Officer (PEO)/Ward Level Officers shall be responsible to organise the programme at their respective Panchayat/Wards
- Block/Ward Level Youth Coordinators shall work in coordination with the PEOs/Ward level officers
- Registration of the people viewing the opening ceremony will be ensured by the Office Bearers of Biju Yuva Vahinis and countersigned by the Panchayat Executive Officer/Ward level Officer
- Funds transferred to the accounts of PDDRDA/DUDAs under 'Promotion of Sports among Youth' for onward transfer to the accounts of the Biju Yuva Vahinis through

4

the BDOs/EOs shall be utilized for organisation of the programme at the Panchayat/Ward level.

- An amount of **Rs 8000/-** may be utilized by the Biju Yuva Vahinis for making the necessary arrangements (hiring of the Television/LCD projector, screens, refreshments for participants etc.)
- Resolution duly signed by the members and office bearers must be passed by the BYV groups for conduct of the programme at Panchayat/ULB level.
- Documentation & Reporting of the programme conducted at various levels is mandatory as per the reporting format provided in the operational guidelines
- Photography and videography of the events is mandatory. BYCs shall ensure soft copies of the reporting formats along with good pictures or videos are shared via BYV mobile application, whatsapp group or other means of communication agreed
- Biju Yuva Vahinis need to submit the Utilization Certificate duly signed by the office bearers and countersigned by the PEO/Ward Officer at the Block/ULB office

Household Level:

- Ensuring maximum outreach of the Grand Opening Ceremony, the members of Biju Yuva Vahini and Panchayat Executive Officer (PEO) will identify volunteers from each locality having facility of television & DTH at household level
- PEOs and Biju Yuva Vahini members shall prepare the database of households who will volunteer for group viewing of the Opening ceremony as per the format at ***Annexure -1*** and submit the same to the PDDRDA office latest by **22nd November 2018**
- Biju Yuva Vahini members shall be tagged to the identified households to get the actual turn out of people at household level and report the same to the PDDRDA office by 28th November 2018.
- Households volunteering for the cause shall be incentivized by the Biju Yuva Vahini in the form of 'Letter of Appreciation' from Biju Yuva Vahini

Activation within Bhubaneswar

- Canter activation will be done for a period of 7 days within the city to create the buzz and make people connected to the Mega event
- President/Secretaries of the Residents Welfare Associations shall be motivated to arrange facilities of watching the Opening Ceremony by the residents and other interested people within the premises of their Apartments
- Biju Yuva Vahini members of Bhubaneswar Municipal Corporation shall prepare a database of President/Secretaries of the Residents Welfare Associations (RWAs) who

ki
+

will volunteer for the purpose and collect the requisite information as per the format at **Annexure – 2** and submit the same to the District Sports Officer latest by **22nd November 2018**

- Biju Yuva Vahini members shall be tagged to the identified RWAs to get the actual turn out of people at different identified apartments and report the same to the BMC office by 28th November 2018
- The President/Secretaries of the Association shall be incentivized in form of 'Letter of Appreciation' and presentation of memento/World Cup replica

Activation at Slums in Bhubaneswar

- Arrangements will also be made for arranging live telecast of the Opening Ceremony at 30 identified slums of Bhubaneswar.
- Television set with DTH facility/LCD projector and screen will be installed at the identified slums for public viewing
- Biju Yuva Vahini members, BMC, will identify and prepare a database of the slums as per the format in **Annexure – 3** and submit to the District Sports Officer by 22nd November 2018
- Biju Yuva Vahini members shall be tagged to the identified slums to get the actual turn out of people at different slums and report the same to the BMC office by 28th November 2018
- Funds amounting Rs 3,00,000/- (@ Rs 10,000/per slum) will be placed by the Department of Sports & Youth Services to the account of District Sports Officer for making the necessary arrangements.
- Utilization Certificate duly signed by District Sports Officer, Khordha along with the photographs of the programme and registration sheet shall be submitted to the Department of Sports & Youth Services.

1/10

Annexure -1

DATABASE OF HOUSEHOLDS VOLUNTEERING FOR GROUP VIEWING OF THE OPENING CEREMONY

Sl	Name of the Head of the Household (HH)	Name of the Biju Yuva Vahini member tagged to the HH	Village	GP	Proposed Number of people to view the opening ceremony at HH level	Actual Turn Out

**DATABASE OF RESIDENTS WELFARE ASSOCIATIONS VOLUNTEERING FOR
OPENING CEREMONY GROUP VIEWING**

Sl	Name of the President/Secretary of the Resident Welfare Association	Name of the Biju Yuva Vahni tagged to the Apartment	Name of the Ward	Proposed Number of people to view the opening ceremony	Actual Turn Out

DATABASE OF SLUMS FOR GROUP VIEWING OF THE OPENING CEREMONY

Sl	Name of the Slum	Name of the Biju Yuva Vahini member tagged to the Slum	Ward	Proposed Number of people to view the opening ceremony at HH level	Actual Turn Out