

STATE YOUTH WELFARE BOARD, ODISHA
C-1, Nayapalli, Bhubaneswar-751012
Tele fax: 0674-2396715 / 2536793

Letter No. : 28/BYV/SYWB

Dt. 28-07-2018

From:

Chanchal Rana, IAS
CEO, Biju Yuva Vahini

To,

Commissioner cum Secretary,
Department of Higher Education,

Sub: Support for 'MU HERO' campaign under Biju Yuva Vahini sub scheme

Madam/Sir,

In inviting reference to the subject mentioned above, this is to mention that a new sub scheme 'Biju Yuva Vahini' has been rolled out in the State under the State Youth Welfare Board, Department of Sports & Youth Services, which aims to promote youth leadership, volunteerism, social actions and sports at community level.

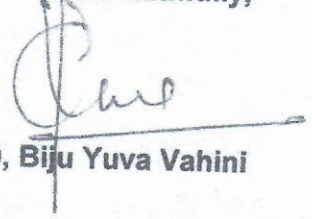
1. Under the programme, a state wide 'Mu Hero' campaign will be launched shortly to identify local heroes or 'change agents' who have set benchmark for the community and who motivate and inspire others. Young girls and boys between the age group of 15-35 years who have done exemplary work/motivated others/ brought laurels for the State will be recognized and felicitated by the Government. The overall objective of the campaign is to recognize the local heroes/change makers such that they feel motivated and in turn inspire their communities.
2. In order to sensitize the youth at the GP /ULB level, an intensive youth outreach campaign will be organised wherein 'Mu Hero' Caravan will cover every district and block of the State. The canter activation will engage with youth from within and outside the ambit of educational institutes.
3. Under the campaign, 6 canters will cover all 314 Blocks over a period of 4 months in a defined route plan and will use various modes of communications viz: street plays, folk dance, music, games, theme based IEC materials, audio visuals etc. to create awareness about the campaign and engage with young people in an informative and entertaining way.

4. The canter will be stationed at central location at each Block, preferably at colleges having open ground and indoor hall/auditorium facility which can accommodate at least 500 participants. It is requested to kindly provide Block wise list of Colleges where the canter can be stationed for activation purpose.
5. It is also requested to designate a nodal officer from the selected colleges for smooth coordination and ensure participation of students during the canter activation.

Necessary instructions may kindly be communicated to the colleges for extending the required support. Your kind cooperation and support is sought to make the 'Mu HERO' campaign a success. Mr. Rasmi Ranjan Mohapatra (9439263500), SYWB will be in touch with the Higher Education Department for the needful.

An affirmative action in this regard will be solicited.

Yours faithfully,



CEO, Biju Yuva Vahini