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**STATE YOUTH WELFARE BOARD, ODISHA**  
**C-1, Nayapalli, Bhubaneswar-751012**  
**Email: [bijuyuvavahini@gmail.com](mailto:bijuyuvavahini@gmail.com)**

Letter No. : *BYV-31/0494/SYWB*

Dt. 16-08-2018

From:

**Chanchal Rana, IAS**  
CEO, Biju Yuva Vahini

To,

**All Collector(s),**

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

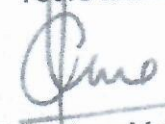
Madam/Sir,

In inviting reference to the subject mentioned above, this is to mention that under Biju Yuva Vahini sub scheme, a state wide 'Mu Hero' campaign will be launched by Hon'ble Chief Minister on 27<sup>th</sup> August' 2018. The campaign aims to recognize 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.

1. 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 and engage with young boys and girls across the State.
2. Six (6) canters will cover all 314 Blocks over a period of 2 months (till October 2018) in a defined route plan to create awareness and engage with young people in an informative and entertaining way. The campaign will not only help in connecting with youth but will also create opportunities for youth to exchange their opinion and ideas on development, social change, discuss the issues and challenges faced by youth and possible solutions overcome the challenges.
3. The tentative route plan for each canter and the block wise location details for your district where the canter can be stationed for activation purpose is annexed for kind reference and finalization at your end.

4. Each canter will be accompanied by a team of 15 people (male and female) which will reach at the District on the specified date mentioned in the route plan. It is requested that a preparatory meeting may please be convened by 3<sup>rd</sup> week of August (latest by 25th August 2018) involving the local Hon'ble MLAs/MPs, Superintendent of Police, DIPRO, BDOs/DSOs/College Principals/District Youth Coordinators (BYV) etc. of canter en-route area for organization of district level flag-off/ reception & halting/security arrangements for the participants for the canter routes within your jurisdiction.
5. District Sports Officers are requested to ensure that hoardings of 'Mu Hero' are installed in front/near Collectorate office for maximum public viewing and awareness well ahead of the District level flag off of the canter. Prototype of the hoarding will be given by the State Youth Welfare Board to the District Sports Officers.
6. District Level flag off of the canter will be done in presence of local representatives and members of the District level Committee of the BYV programme. During the district level flag off, the 5 heroes recommended by each district should be recognized/felicitated and announcement will be made about the canter movement for each block to sensitize and engage with youth.
7. Collector and SP of the concerned district are requested to kindly ensure the safety and security of the participants during the District and Block Level Canter activation and deploy adequate security at reception site, accommodation and programme venue.

Yours faithfully



CEO, Biju Yuva Vahini

Memo No. 0495 /Date 16.8.18

Copy along with copy of Canter Routes forwarded to all SPs/PD,DRDAs/PD,DUDAs/District Sports Officers/DYCs for information and needful action.



CEO, Biju Yuva Vahini