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Fwd: Celebration of Janjatiya Gaurav Diwas from 1st to 15th November 2025 - reg.

1 message

GGSIU NSS Cell <nsscell@ipu.ac.in>

Fri, Nov 7, 2025 at 6:20 PM

To: a.sharmamba@delhitechnicalcampus.ac.in, a.vijay@delhitechnicalcampus.ac.in, Annu Aggarwal <aa.iitm@gmail.com>, aarthaswani@bpitindia.com, Army Institute of Education Greater Noida <aie@awesindia.edu.in>, "Dr. Yogesh Kumar" <aieyogesh12@gmail.com>, aimt nssunit <aimtnssunit@aimt.ac.in>, Akhil Das <akhildass@ipu.ac.in>, amit.kumar@iitmipu.ac.in, Amit Yadav <amityadav@bcips.ac.in>, "Dr. Anil kumar" <anilcollegemail@gmail.com>, Ankit Jain Education <ankitjain679@gmail.com>, Ankur Tayal <ankur.tayal@jimsindia.org>, Ashish Joshi <ashish.j@ipu.ac.in>, Bhumika Dasoar <bhumika.dasoar@cpj.edu.in>, bpitindia17@gmail.com, NSS - COE New Delhi <bvcoend.nss@bharatvidyapeeth.edu>, CEPS GGSIU <ceps@ipu.ac.in>, chairman.gnitgroup@gmail.com, Kalpana Singh <kalpanasankalp@gmail.com>, Greater Noida Institute of Tech <registrar.gnitgroup@gmail.com>, chetna.mahaur@gitarattan.edu.in, coedelhi@bharatvidyapeeth.edu, "University School of Architecture & Planning GGS IP University, Delhi" <dean.usap@ipu.ac.in>, Dean USAR <dean.usar@ipu.ac.in>, "University School of Basic & Applied Sciences, GGS IP University, Delhi" <dean.usbas@ipu.ac.in>, "University School of Bio-Technology, GGS IP University, Delhi" <dean.usbt@ipu.ac.in>, Dean USCT <dean.usct@ipu.ac.in>, Dean USDI <dean.usdi@ipu.ac.in>, "University School of Education, GGS IP University, Delhi" <dean.use@ipu.ac.in>, "University School of Environment Management, GGS IP University, Delhi" <dean.usem@ipu.ac.in>, "University School of Humanities & Social Science, GGS IP University, Delhi" <dean.usshs@ipu.ac.in>, "University School of Information & Communication Technology, GGS IP University, Delhi" <dean.usict@ipu.ac.in>, Dean USLA <dean.usla@ipu.ac.in>, "University School of Law & Legal Studies, GGS IP University, Delhi" <dean.uslls@ipu.ac.in>, "Prof Durgesh Tripathi Dean USMC, GGSIU, Delhi." <dean.usmc@ipu.ac.in>, "Dean, University School of Management Studies, GGSIU" <dean.usms@ipu.ac.in>, deepshikha.kalra@meri.edu.in, You are Hacked <dhruv.srivastava77@gmail.com>, Delhi Institute of Advanced Studies <dias@dias.ac.in>, Malati <malati_nvs@yahoo.com>, DIRD College <dirdcollege123@gmail.com>, DIRD Holambi <dirdcollege456@gmail.com>, dirdmails@gmail.com, "Dr. K. 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Cc: Varun Joshi <varun.joshi@ipu.ac.in>

Dear All,

Please find the enclosed and act accordingly.

With Warm Regards,
Prof. Varun Joshi
Professor, USEM & NSS Program Coordinator,
NSS Office: NSS Cell GGSIPU,
Old USAP Building, Opp. Nescafe,
& A-002, A-Block, GGSIP University Main Campus,
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Contact Details: 011-25302369 (Direct Landline)
9971122817 (M)

----- Forwarded message -----

From: **NSSRC_DELHI** <nssrcdelhi@gmail.com>

Date: Thu, Nov 6, 2025 at 5:16 PM

Subject: Celebration of Janjatiya Gaurav Diwas from 1st to 15th November 2025 - reg.

To: <directorcolleges-hed@jk.gov.in>, nssofficejammu <nssofficejammu@gmail.com>, Dr Hema Gandotra <gandotrahema@gmail.com>, Coordinator NSS <nss@uok.edu.in>, <wakar@kashmiruniversity.ac.in>, Dr. M.A.A Siddiqui <dsw@skuastkashmir.ac.in>, SUBHASH KASHYAP <sck2412@gmail.com>, National Service Scheme - NSS CUJAMMU <nsscujammu@gmail.com>, < Sujata.che@cuajammu.ac.in>, NSS SMVDU <nss@smvdu.ac.in>, Amit Pal Kour <Amitpalkour111@gmail.com>, <dr.gopal.verma@csu.co.in>, <javediqbal@bgsbu.ac.in>, <javedkasana@gmail.com>, <registrar@bgsbu.ac.in>, Vice Chancellor <vc.ladakhuniversity@gmail.com>, Dr. Jigmat Dachen <jigmat@kashmiruniversity.ac.in>, <nss.coordinator@cusrinagar.edu.in>, Tariq Ganaie <tariqtech@gmail.com>, <registrar@cukashmir.ac.in>, <shabir@cukashmir.ac.in>, Dr. Dinesh Kumar Sharma <snoharyana@gmail.com>, Ku Nss <kunss1969@gmail.com>, Co-ordinator office N.S.S <co.nss@mdurohtak.ac.in>, Indira Gandhi University Rewari <nssigu@gmail.com>, Program Coordinator NSS Indira Gandhi University Meerpur Rewari <nss@igu.ac.in>, NSS CDLU <nss@cldu.ac.in>, nssgju <nssgju@gmail.com>, Mahavir Parshad <mparshad1980@gmail.com>, <nss@bpswomenuniversity.ac.in>, NSS COORDINATOR <nsscoordinator@cblu.ac.in>, nss <nss@crsu.ac.in>, Bhagat Singh <bsdahiya@gmail.com>, Chander Shekhar Dagar <csdagar@gmail.com>, dswhauhisar <dswhauhisar@gmail.com>, sindhu.biotech <sindhu.biotech@gmail.com>, Pradeep Kumar <pradeeppsy@cuh.ac.in>, NSS CUH <nss@cuh.ac.in>, <atmaram@jcbouseust.ac.in>, bcmanju10 <bcmanju10@rediffmail.com>, registrar.uhsr <registrar.uhsr@gmail.com>, <dsw.supva@gmail.com>, <nakul.singh@svsu.ac.in>, National Service Scheme <nss@svsu.ac.in>, National Service Scheme Gurugram University <nss@gurugramuniversity.ac.in>, <renu@gurugramuniversity.ac.in>, <amitdbranlu@gmail.com>, <nss@dbranlu.ac.in>, DEAN COH,MHU <deanmhu.hry@gmail.com>, Adesh Tripathi <tripathi.adesh@mmumullana.org>, Dr. Manjeet Kumar <manjeetkumarmdu@gmail.com>, <nachiketavats1985@gmail.com>, <dr.pallavi@lingayasvidyapeeth.edu.in>, <sagar.arora@jagannathuniversityncr.ac.in>, Neeraj Kumari <neeraj.kumari@krmangalam.edu.in>, <sunilkumar@starexuniversity.co.in>, SUBHASH SINHMAR <subhashsinhmarsociology@gmail.com>, <Jasdeep.chadha@iilm.edu>, <registrar@srmuniversity.ac.in>, <neelu.c@srmuniversity.ac.in>, Sridharbabu Yarramaneni <drysridharbabu@gmail.com>, Dr. Yarramaneni Sridharbabu <yarramaneni.sridharbabu@bmu.edu.in>, Himangshu Rathee <himangshu@ncuindia.edu>, Dean Student Welfare <dsw@gdgu.org>, <kunal.adhikary@gdgu.org>, <nss@gdgu.org>, ज्योतिष <nareshdutt82@gmail.com>, Neha Agriculture <drneha.agri@geetauniversity.edu.in>, <rajenderyadav@sushantuniversity.edu.in>, IKKilam DSW <dean.dsw@mriu.edu.in>, <kaushal@sgtuniversity.org>, <dr@sanskaramuniversity.ac.in>, <subhash.liberal@sanskaramuniversity.ac.in>, <registrar@mvn.edu.in>, <nss.coordinator@mvn.edu.in>, <registrar@mru.edu.in>, <deanstudents@mru.edu.in>, <adepedelhi@gmail.com>, Leena Vyas <leenavyas69@gmail.com>, NSS Centre Admin <nsscentre@admin.du.ac.in>, <nkbishnoi@clc.du.ac.in>, <Jahmed2047@jamiyahamdard.ac.in>, jawed ahmed <Jawed2047@gmail.com>, Mr. Viqar Husain Siddiqui (D/o Art Education) <vsiddiqui@jmi.ac.in>, <preetidd@mail.jnu.ac.in>, NSS JNU Coordinator <nssjnu@jnu.ac.in>, Kiran Goswami <kiranccm@gmail.com>, <registrar@slbsrsv.ac.in>, <vc@slbsrsv.ac.in>, saurabh dubey <saurabhdubeyup91@gmail.com>, <nss@slbsrsv.ac.in>, Samrat Mukhopadhyay <Samrat.mukhopadhyay@textile.iitd.ac.in>, nssincharge <nssincharge@iitd.ac.in>, samrat <samrat@textile.iitd.ernet.in>, <samrat@textile.iitd.ac.in>,

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Madam/Sir.

With reference to the D.O. letter No. 18015/12/2025-DAJGUA dated 11 October, 2025 (attached), received from the Ministry of Tribal Affairs (MoTA) regarding collaboration with NSS for the nationwide celebration of Janjatiya Gaurav Diwas 2025 and "Janjatiya Gaurav Varsh Pakhwada" scheduled from 1st to 15th November, 2025

2 MOTAs has also shared IEC materials, links for approved creatives, and a list of activities/events of States/UTs for uploading/hosting in the appropriate section of the platform materials (attached).

3. The following activities are to be undertaken through NSS:

- Organising public awareness campaigns and Capacity-building activities in areas with predominantly tribal populations, on various schemes and initiatives of DoYA
- Celebrate the day (15.11.2025) commemorating tribal freedom fighters to honour their contributions to the freedom movement and Indian society.
- Uploading of the event details on the dedicated portal by MOTAs: <https://adiprasaran.tribal.gov.in/jigd/home.aspx>
- Posting of relevant messages on their Social Media Handles, incorporating the official hashtags, as indicated by MoTA, for coordinated social media visibility:

#JanjatiyaGaurav Varsh, #Birsa Munda 150, #Empowering Tribals ViksitBharat

In this regard, all State NSS Officers and PCs are requested to take appropriate action in accordance with the above directions and ensure wide participation and visibility of NSS in the event under your respective jurisdictions.

https://drive.google.com/drive/folders/1LNcd_RahgxrPQCasDDwLY2TBXFEDmj4v?usp=sharing

<https://docs.google.com/document/d/1YprwFPaws16RY2jHvtJqRbrb8KAhQhpsMVnHAAtjS4Ec/edit?usp=sharing>

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With best regards---

(श्रवण राम / Sharwan Ram)

क्षेत्रीय निदेशक / Regional Director,

रासेयो, क्षेत्रीय निदेशालय / Regional Directorate of NSS,

युवा कार्यक्रम और खेल मंत्रालय, भारत सरकार / Ministry of Youth Affairs & Sports, Government of India

भू-तल, एनेक्सी भवन, शिवाजी स्टेडियम / Ground Floor, Annexe Building, Shivaji Stadium

नई दिल्ली / New Delhi- 110001,

दूरभाष / Phone No. 011-23362991

----- Forwarded message -----

From: Paokhonen Haokip <haokip.paokhonen@tribal.gov.in>

To: mybharat <my.bharat@gov.in>

Cc: roshantandan <roshantandan@gov.in>, ganeshnagarajanifs <ganeshnagarajan.ifs@gov.in>, SANJAY KUMAR SHARMA <sanjayks.dgsnd@gov.in>, adityasharma44 <adityasharma44@kpmg.com>

Bcc:

Date: Tue, 04 Nov 2025 14:31:20 +0530

Subject: Request to host list of activities of MoTA w.r.t. JJGD-2025

Sir/Madam,

The Janjatiya Gaurav Diwas (JJGD) is celebrated on 15th November every year since 2021 to honour all the tribal freedom fighters and for remembering and acknowledging their contribution to the freedom struggle

and cultural heritage, and to re-energize the efforts for the socio-economic development of the tribal regions. This year, it being the culmination of the 150th Birth Anniversary of the Bhagwan Birsa Munda on 15.11.2025, Ministry of Tribal Affairs has decided to celebrate the 5th Janjatiya Gaurav Divas 2025 as a commemorative event in every states/UTs during the period commencing from 1st November 2025 till 15th November 2025 as Janjatiya Pakhwada. Details of events/activities to be conducted and organised in States/UTs are attached herewith for information and reference.

2. In this context, celebration of the main commemorative event/culmination event on 15.11.2025 at the national level would be led by the Ministry of Culture and the Hon'ble Prime Minister will grace the grand event at Dediapada Block, Narmada District, Gujarat . MYBharat being one of the most used platforms with a wide reach among the youth, it is believed that activities/events proposed to be taken up during the Janjatiya Pakhwada period will reach the target audience through your platform. It is, therefore requested that the list of activities to be undertaken as part of the Pakhwada period of JJGD be hosted on the MyBharat platform so that maximum reach across the country can be ensured through the platform. Please find attached to this email, the list of activities and an SOP previously issued by the Ministry to the States/UTs. It is further requested that the volunteers associated with your platform may kindly be encouraged to engage/participate in the activities. Also appended below are the links for approved creatives and list of activities/events of States/UTs respectively for uploading/ hosting at the appropriate section in the platform:

https://drive.google.com/drive/folders/1LNcd_RahgxrPQCasDDwLY2TBXFEDmj4v?usp=sharing







<https://docs.google.com/document/d/1YprwfPaws16RY2jHvtJqRbrb8KAhQhpsMVnHAjS4Ec/edit?usp=sharing>

In this regard, Sh. Ganesh Nagarjan, Deputy Secretary, Ministry of Tribal Affairs shall be the Nodal Point of contact from the Ministry's end for clarifications, if any.

Regards,

US (TRI & Media)
Ministry of Tribal Affairs

6 attachments

-  **DO to Secy Tribal Affairs_0001.pdf**
276K
-  **List of activities to be undertaken for JJGD (1).docx**
20K
-  **SOP for JJGD (1) (1).docx**
26K
-  **Request to host list of activities of MoTA w.r.t. JJGD-2025.eml**
78K
-  **SOP for JJGD (1) (1).docx**
26K
-  **List of activities to be undertaken for JJGD (1).docx**
20K

डॉ. पल्लवी जैन गोविल, भा.प्र.से.
Dr. Pallavi Jain Govil, IAS



सचिव
भारत सरकार
युवा कार्यक्रम और खेल मंत्रालय
युवा कार्यक्रम विभाग
Secretary
Government of India
Ministry of Youth Affairs & Sports
Department of Youth Affairs

D.O. No. J-17011/588/2025-MY BHARAT

Dated: 4th November, 2025

Dear Ranjana,

This is with reference to the D.O. letter dated 24.10.2025 from the Ministry of Tribal Affairs (MoTA) regarding the organisation of "Janjatiya Gaurav Varsh Pakhwada" from 1st to 15th November, 2025 to commemorate the 150th Birth Anniversary of Bhagwan Birsa Munda, with 15th November being celebrated as "Janjatiya Gaurav Diwas."

2. Department of Youth Affairs (DoYA) conveys its appreciation for this meaningful initiative to honour the legacy of Bhagwan Birsa Munda and to celebrate the rich heritage, valour, and contributions of the tribal communities of India. The commemoration provides a valuable opportunity to engage young citizens in understanding and promoting the diverse tribal traditions, sports, and culture that form an integral part of our national identity.

3. In addition to activities proposed by MoTA, it is proposed that:

- A dedicated event page for Janjatiya Gaurav Varsh Pakhwada will be developed on the MY Bharat Portal. This will act as a central repository for all relevant IEC material, enabling States, District Tribal Departments, and other stakeholders to seamlessly upload and access information, photos, videos, and best practices related to their local initiatives.
- Quiz and Essay Competitions can also be hosted on MY Bharat portal based on the theme of 'Janjatiya Gaurav Varsh Pakhwada'.

4. To ensure smooth coordination, Shri Roshan Tandon (roshan.tandan@gov.in) has been nominated as the Point of Contact (POC) from DoYA.

5. The Department looks forward to continued collaboration with MoTA to ensure wide participation and effective execution of Janjatiya Gaurav Varsh Pakhwada through the youth networks of MY Bharat and NSS.

With warmest regards,

Yours sincerely,

Pallavi Jain Govil
(Dr. Pallavi Jain Govil)

Ms. Ranjana Chopra, I.A.S
Secretary,
Ministry of Tribal Affairs,
Government of India,
New Delhi-110001.

Annexure

Illustrative List of Activities to be undertaken:

Theme	Activities
Tribute & Recognition	- Floral tributes to Birsa Munda and tribal freedom fighters - Display of posters/digital content on tribal heroes
Capacity Building	- Training on PMJANMAN, Dharti AABA, law empowerment, NEP pedagogy - Financial and digital literacy for Ashram school children
Community Outreach	- Survey/IEC campaign for saturation of PVTG benefits - Health camps/workshops with traditional healers - Youth clubs for mentorship, sports, debates (new)
Documentation & Data	- Documenting success stories, digitization, ST beneficiary data - Monograph and photo handbook development - Digitization drive for tribal languages/scripts (new)
Cultural Celebration	- Writing/art competitions - Tribal games, sports festivals, folk dance/music festivals - Inter-tribal Youth Parliament (new) - National Networked Art Mosaic (new)
Innovation & Media	- Short films, photography, social media campaigns - VR experience corners (new) - Live audio dramas (new) - Webinars/social media interactions with tribal achievers (new)
Enterprise & Food	- Food festivals, pop-up tribal food joints - Pop-up artisan shops/workshops - Tribal Culinary MasterChef Challenge (new)
Literature & Academia	- Tribal literary festival and storytelling events - Competitions in tribal languages, especially unwritten languages
Environmental & Heritage	- Tree plantation events with folklore QR codes (new) - Birsa Munda Heritage Mobile Museum (new) - Adopt-a-Tribal-Site initiative (new)
General/Inclusive	- Any other relevant initiative for wider engagement - Broadened participation: urban schools/private sectors invited (new) - Accessibility in tribal languages and outcome reporting (new)

Any other initiative/activity that is fit to be taken up under the Janjatiya Divas celebrations during the period. This will ensure that adoption of the whole of government and whole of India approach in tribal welfare and development

SoP for the Janjatiya Gaurav Diwas-2025
(Culmination event of the Janjatiya Gaurav Varsh on 15th November, 2025)

1. Occasion: Janjatiya Gaurav Diwas 2025

- i. In 2021, Government of India declared 15th November, the birth anniversary of Bhagwan Birsa Munda, the legendary freedom fighter and tribal leader of the country, as Janjatiya Gaurav Divas to commemorate the contributions of tribal communities in the freedom struggle, and motivate the coming generations for protecting our cultural heritage and national pride.
- ii. Ministry of Tribal Affairs has decided the 5th Janjatiya Gaurav Divas 2025 during the period commencing from 1st November, 2025 to 15th November, 2025 to coincide with the 150th Birth Anniversary of the Bhagwan Birsa Munda and to celebrate the diverse cultural and traditional heritage of the various Indian tribal communities as well as to recognize their contribution to the socio-economic fabric of the nation.
- iii. It has been decided to adopt a whole of government and whole of India approach during this occasion. Accordingly, it has been decided that celebrations in the State capitals and other Districts should focus on and enable public participation on a large scale on this day.
- iv. With this in view, the following paragraphs delineate illustrative activities to be taken up for organizing events on the Janjatiya Gaurav Divas, i.e 15th November, this year.

2. Objectives of the celebrations:

- i. To establish Janjatiya Gaurav Divas as an annual day to respect the tribal freedom fighters
- ii. Enthusiastic public participation by celebrating the day as a cultural festival.
- iii. To emphasize the significance of this day and the celebration around it as a day of national pride in the diverse tribal population and their immense potential.

3. Proposed venue of the celebrations

The celebrations should be carried out by identifying a prominent thoroughfare (streets/roads) in the State Capitals and Districts, where various artists, students of schools and higher education institutions (including of the nearby EMRS and Ashram schools), tribal entrepreneurs, tribal artisans, NGOs working with the tribal population, SHG and VDKV members from tribal communities, other stakeholders in tribal matters as well as the general public could participate in a festive atmosphere. State Government/District Administration may finalise the thoroughfare/street, with the requisite permission and facilities for conduct of programmes in a participatory manner.

4. Participants

It is expected that the ambience of the venue would be of a celebratory festival which would draw public participation. Efforts should be made to maximize people's participation. Indicative list of participants:

- i. Hon'ble Ministers, Public representatives, Padma and other awardees, prominent personalities, Tribal leaders
- ii. Officials from TWD and Line departments
- iii. SMTs, DMTs..... Village level nodals under the Adi Karmayogi Abiyan
- iv. Adi Sathis/ Adi Sahyogis under the AKA

- v. Participation from educational institutions, EMRS and Ashram school students from the nearby areas.
- vi. Members of various VDVKS along with their products for display/sale, for which necessary arrangements can be made.
- vii. Artists for participating in the cultural performances. They should preferably be artists who have had less exposure to such events, though highly talented. Thus, this event could also act as a talent discovery forum.
- viii. NGOs/ CSOs associated with tribal matters.
- ix. General public.

5. Arrangements for floral tributes

Space for paying floral tributes to the photo / statue of Bhagwan Birsa Munda and other tribal freedom fighters of the states may be designated at the venue. Other logistic arrangements should also be made. State Government and District Administration will make necessary administrative and security arrangements for these events in accordance with the anticipated participation.

6. Display and performance

- i. Display of material on Central and State Government schemes.
- ii. Posters/digital content on the Tribal Heroes may be displayed. Content on this for many of the freedom struggles of the tribal communities/leaders will be shared by the MoTA(Link shall be shared). The State Government may utilize both this material as well as its own authenticated material for display of such tribal heroes.
- iii. Performances of various kinds of Arts including tribal dance, tribal storytelling, tribal puppetry, tribal drama or any art form depicting tribal themes such as Mission to eliminate sickle cell disease, schemes of Government of India and the State Government for tribal development, the efforts of Tribal Freedom Fighters, depiction of success stories of tribal achievers, tribal entrepreneurship and so on may also be facilitated.

7. Other facilities to be provided

- a. **Food Stall:** The occasion can be used to popularize tribal food, tribal cuisine.
- b. **Temporary stalls for sale/display of tribal products by tribal artisans/TRIFED:** These will enable a vibrant display of the various tribal products.
- c. **Security to be arranged:** The itinerary of the visiting dignitaries may be obtained from the respective offices which should coordinate with concerned departments for their security, protocol and logistics. Further, arrangements for public security will also need to be made.
- d. **Drinking water and toilet facilities**

8. Financial Support

The State Government/District Administration/UT Administration may make necessary budgetary arrangements for the events which may be held at all the Districts, especially those with tribal population. Supporting grants will also be provided by the MoTA under the scheme of Support to TRI.

Media Outreach

1. Print Media Outreach

A. Pre-Event (1st–14th November)

- Press Releases
 - Issue state-level press releases highlighting upcoming JGD celebrations, key events, Chief Guest participation, and special initiatives.
 - Ensure dissemination to:
 - State & regional newspapers (Hindi, English & local languages)
 - Tribal-focused publications & local bulletins
- Print Advertisements
 - Coordinate with DIPR/Information Dept. for state-level newspaper advertisements highlighting:
 - The significance of JJGD
 - Event schedule & key messages

B. During Event (15th November)

- Live Event Coverage
 - Ensure media presence at major state-level JGD functions.
 - Facilitate interviews with key dignitaries, tribal leaders, and beneficiaries.
 - Provide press kits, backgrounders, and quotes for easy reporting.
- Event Highlights
 - Release same-day press notes with key announcements, quotes, images, and outcomes to local & national media.
 - Highlight participation numbers, cultural programmes, and Vision 2047 commitments.

C. Post-Event (16th–18th November)

- Post-Event Press Release
 - Share state-level impact stories, outcomes, and beneficiary voices.
 - Highlight key dignitary statements and future plans announced.

2. Digital & Social Media Outreach

A. Pre-Event

- Social Media Countdown Campaign (10 days prior)
 - Daily posts on X, Facebook, and Instagram
 - Tag MoTA (@TribalAffairsIn), PMO, Hon'ble PM, and other important handles.
- Thematic Hashtags
 - Use hashtags like #JanjatiyaGauravDiwas #JanJatiyaGauravVarsh #BirsaMunda150
 - Add state-specific tags to localize reach.
- Short Videos & Reels
 - Feature interviews of tribal artisans, students, entrepreneurs, and elders.
 - Onboard local tribal influencers to promote event to a larger audience.

B. During Event

- Live Streaming
 - Stream state-level main events on YouTube, Facebook Live, and X.
 - Coordinate with NIC/State IT Cell for smooth streaming from multiple districts.
- Real-time Social Media Coverage
 - Post real-time updates (photos, reels, quotes, dignitary messages) using official handles.
 - Tag @TribalAffairsIn, state government handles.

C. Post-Event

- Highlight Reels & Storytelling
 - Create short recap videos and carousel posts summarising key moments, attendance, and impact.
 - Post testimonials from tribal communities and youth participants.
- Submit social media report to MoTA (trimedia.tribalaffairs@gmail.com)

3. Coordination & Support

- Designate State Nodal Officers for Media to coordinate between DIPR, Tribal Dept., and MoTA.
- Ensure timely content sharing with MoTA for amplification at the national level.
 - Share daily updates, pictures and relevant information on MoTA Media Connect WhatsApp Group

Documentation

- a. Documentation of the events may be done in a clear and precise manner. Photos and videos of high quality of the activities undertaken may be uploaded on all social media platforms including the portal of this Ministry.
- b. All activities may be uploaded on official social media platforms of your office
- c. All activities undertaken may be uploaded on the portal of this Ministry
- d. The inshortsapp (Public App) may also be used effectively for spreading awareness of the awareness and achievements under the Mission effectively.