

तत्काल
तिथिबद्ध

क्रमांक 53/01/2025-5पोल01
हरियाणा सरकार
मुख्य सचिव कार्यालय
राजनैतिक एवं संसदीय कार्य विभाग
(राजनैतिक शाखा-1)

दिनांक चण्डीगढ़, 29 अक्टूबर, 2025

सेवा में,

1. हरियाणा सरकार के सभी प्रशासनिक सचिव।
2. हरियाणा सरकार के सभी विभागाध्यक्ष।
3. आयुक्त अम्बाला/गुरुग्राम/हिसार/रोहतक/फरीदाबाद तथा करनाल मण्डल।
4. हरियाणा सरकार के सभी उपायुक्त।

विषय: भारत के लौह पुरुष व राष्ट्रीय एकता के मुख्य वास्तुकार सरदार वल्लभभाई पटेल की 31 अक्टूबर, 2025 को 150वीं जयंती मनाने बारे।

महोदय/महोदया,

उपरोक्त विषय पर मुझे डॉ० मनसुख मांडविया, मंत्री, श्रम एवं रोजगार व युवा कार्यक्रम एवं खेल, भारत सरकार के अर्द्ध सरकारी पत्र व श्रीमति पल्लवी जैन गोविल (भा. प्र. से.) सचिव, भारत सरकार, युवा कार्यक्रम और खेल मंत्रालय, युवा कार्यक्रम विभाग के अर्द्ध सरकारी पत्र क्रमांक J-17011/551/202-MY BHARAT, dated 10th October, 2025 की संलग्न प्रति उनके अनुलग्नको सहित भेजते हुए यह कहने का निर्देश हुआ है कि 31 अक्टूबर, 2025 को भारत के लौह पुरुष व राष्ट्रीय एकता के मुख्य वास्तुकार सरदार वल्लभभाई पटेल की 150वीं जयंती एकता दिवस के रूप में मनाने का निर्णय लिया गया है।

अतः आपसे अनुरोध है कि राष्ट्रीय एकता दिवस के संदेश को फैलाने के लिए समुचित कार्यक्रम (संलग्न पत्रों अनुसार) आयोजित किये जायें व इसके साथ पूर्व वर्षों की भांति शपथ ग्रहण समारोह का भी आयोजन किया जायें।

उपरोक्त के अतिरिक्त राष्ट्रीय एकता दिवस के उपलक्ष में प्रत्येक जिला मुख्यालय व ब्लॉक स्तर पर सुबह 7:00 बजे से 8:00 बजे तक (रन फॉर यूनिटी) कार्यक्रम भी आयोजित किया जायेगा। संलग्न सूची में उल्लिखित गणमान्य व्यक्ति मुख्य अतिथि के रूप में हरी झंडी दिखाकर कार्यक्रम का शुभारंभ करेंगे। माननीय मुख्यमंत्री महोदय फतेहाबाद में राज्य स्तरीय समारोह की अध्यक्षता करेंगे। उक्त संलग्न सूची अनुसार उपायुक्त अपने जिले से सम्बन्धित महानुभावों से "रन फॉर यूनिटी" समारोह हेतु सम्पर्क करेंगे।

भवदीय

अशोक

अधीक्षक, राजनैतिक

कृते: मुख्य सचिव, हरियाणा सरकार।

दिनांक चण्डीगढ़, 29 अक्टूबर, 2025.

पृ० क्रमांक:- 53/01/2025-5पोल01

एक-एक प्रति माननीय मुख्य मंत्री/माननीय मुख्य मंत्री के मुख्य प्रधान सचिव/प्रधान सचिव/अतिरिक्त प्रधान सचिव/उपप्रधान सचिव/विशेष कार्य अधिकारियों/मुख्यमंत्री कार्यालय के अन्य पदाधिकारियों/अध्यक्ष/उपाध्यक्ष, हरियाणा विधान सभा/मंत्रीगण/राज्य मंत्रीगण/मुख्य सचिव, हरियाणा सरकार के मुख्य स्टाफ अधिकारी/विशेष वरिष्ठ सचिवों/वरिष्ठ सचिवों/सचिवों/निजी सचिवों को सूचनार्थ भेजी जाती है।

अशोक

अधीक्षक, राजनैतिक

कृते: मुख्य सचिव, हरियाणा सरकार।

दिनांक चण्डीगढ़, 29 अक्टूबर, 2025

पृ० क्रमांक:- 53/01/2025-5पोल01

एक प्रति विशेष सचिव, सचिवालय स्थापना शाखा, हरियाणा सरकार को आवश्यक कार्रवाई हेतु भेजी जाती है।

अशोक

अधीक्षक, राजनैतिक

कृते: मुख्य सचिव, हरियाणा सरकार।

दिनांक चण्डीगढ़, 29 अक्टूबर, 2025

पृ० क्रमांक:- 53/01/2025-5पोल01

एक-एक प्रति निम्नलिखित को सूचनार्थ एवं आवश्यक कार्रवाई हेतु भेजी जाती है :-

1. महानिदेशक, पुलिस, हरियाणा।
2. महानिदेशक, सूचना एवं लोक सम्पर्क विभाग, हरियाणा।
3. महानिदेशक, स्कूल शिक्षा, विभाग, हरियाणा।

अशोक

अधीक्षक, राजनैतिक

कृते: मुख्य सचिव, हरियाणा सरकार।

सीसी :-

1. विशेष वरिष्ठ सचिव/विशेष सचिव, राजनैतिक

Run for Unity 31-October, 2025 each District Level Function

S. No.	Name of District	Chief Guest at the District Level	Name of Municipal Corporation/ Council / Committee	Name of Dignitaries as Chief Guest at Committee / Council /Sub-Division Level
1	Ambala	Sh. Anil Vij, Energy Minister, Haryana	Ambala	Sh. Aseem Goel
			Naraingarh	Sh. Pawan Saini
			Mullana	Smt. Santosh Sarwan
2	Bhiwani	Smt. Shruti Choudhary, Women & Child Development Minister, Haryana	Bhiwani	Sh. Ghanshyam Saraf, MLA, Bhiwani
			Loharu	Sh. Jai Parkash Dalal
			Bawani Khera	Sh. Kapoor Singh, MLA, Bawani Khera
3	Charkhi Dadri	Sh. Dharambir Singh, MP, Lok Sabha	Charkhi Dadri	Sh. Sunil Satpal Sangwan, MLA, Charkhi Dadri
			Badhra	Sh. Umed Singh, MLA, Badhra
4	Faridabad	Sh. Mool Chand Sharma, MLA, Ballabhgarh	Badkhal	Sh. Dhanesh Adlakha, MLA, Badkhal
			Faridabad NIT	Sh. Satish Kumar Phagna, MLA, Faridabad NIT
			Pirthla	Sh. Tek Chand Sharma
5	Fatehabad	Sh. Nayab Singh, Hon'ble Chief Minister, Haryana	Tohana	Sh. Devender Singh Babli
			Fatehabad	Sh. Dura Ram
			Ratia	Smt. Sunita Duggal
6	Gurugram	Sh. Rao Inderjeet Singh, Minister of State for Statistics & Programme Implementation and Planning, Govt. of India	Sohna	Sh. Tejpal Tanwar, MLA, Sohna
			Gurugram	Sh. Mukesh Sharma, MLA, Gurugram
			Pataudi Mandi	Smt. Bimla Chaudhary, MLA, Pataudi
7	Hisar	Sh. Ranbir Gangwa, Public Health Engineering, Minister, Haryana	Hisar	Smt. Savitri Jindal, MLA, Hisar/Sh. Kamal Gupta
			Hansi	Sh. Vinod Bhayana, MLA, Hansi
			Narnaund	Captain Abhimanyu
			Uklana	Sh. Anoop Dhanak
			Nalwa	Sh. Randhir Panihar, MLA, Nalwa
			Adampur	Sh. Bhavya Bisnoi
8	Jhajjar	Dr. Arvind Kumar Sharma, Cooperation Minister, Haryana	Bahadurgarh	Sh. Rajesh Joon, MLA, Bahadurgarh/ Sh. Dinesh Kaushik
			Jhajjar	Sh. Kaptan Birdhana
			Beri	Sh. Sanjay Kablana
			Badli	Sh. Om Prakash Dhankar
9	Jind	Dr. Krishan Lal Midha, Deputy Speaker, Haryana Vidhan Sabha	Safidon	Sh. Ram Kumar Gautam, MLA, Safidon
			Uchana	Sh. Devender Chatarbhuji Attri, MLA, Uchana Kalan
			Juiana	Captain Yogesh Bairagi
10	Kaithal	Sh. Kartikeya Sharma, MP, Raja Sabha	Kaithal	Sh. Leela Ram
			Pundri	Sh. Satpal Jamba, MLA, Pundri
			Cheeka	Sh. Kulwant Ram Bazigar
			Kalayath	Smt. Kamlesh Dhanda
11	Karnal	Sh. Manohar Lal Khattar, Minister of Housing and Urban Affairs & Power, Govt. of India & Sh. Harvinder Kalyan, Speaker, Haryana Vidhan Sabha	Karnal	Sh. Jagmohan Anand, MLA, Karnal
			Assandh	Sh. Joginder Singh Rana, MLA, Assandh
			Indri	Sh. Ram Kumar Kashyap, MLA, Indri
			Nilokheri	Sh. Bhagwan Dass, MLA, Nilokheri
12	Kurukhetra	Sh. Naveen Jindal, MP, Lok Sabha	Thanesar	Sh. Subhash Sudha
			Pehowa	Sh. Jai Bhagwan Sharma
			Shahabad	Sh. Subhash Kalsana
13	Mahendergarh	Sh. Kanwar Singh, MLA, Mahendergarh	Nangal Chaudhary	Sh. Abhe Singh Yadav

Abhe Singh
Superintendent Political Br.

S. No.	Name of District	Chief Guest at the District Level	Name of Municipal Corporation/ Council / Committee	Name of Dignitaries as Chief Guest at Committee / Council /Sub-Division Level
14	Nuh	Sh. Om Parkash Yadav, MLA, Narnaul	Nuh	Sh. Sanjay Singh
			Ferozpur Jhirka	Sh. Naseem Ahmed
			Punhana	Sh. Aizaz Khan
15	Palwal	Sh. Harinder Singh, MLA, Hodal	Hathin	Sh. Manoj Rawat
16	Panchkula	Ms Aarti Singh Rao, Health Minister, Haryana	Panchkula	Sh. Gian Chand Gupta
			Kalka	Smt. Shakti Rani Sharma, MLA, Kalka
17	Panipat	Sh. Parmod Kumar Vij, MLA, Panipat City	Samalkha	Sh. Manmohan Bhadana, MLA, Samalkha
18	Rewari	Sh. Laxman Singh Yadav, MLA, Rewari	Kosli	Sh. Anil Yadav, MLA, Kosli
			Bawal	Dr. Krishan Kumar, MLA, Bawal
19	Rohtak	Smt. Krishana Gahlawat, MLA, Rai	Rohtak	Sh. Manish Grover
			Sampla	Smt. Manju Hooda
			Meham	Sh. Deepak Niwas Hooda
			Kalanaur	Smt. Renu Dabla
20	Sirsa	Sh. Nikhil Madan, MLA, Sonipat	Mandi Dabawali	Sh. Baldev Singh Mangiana
			Sirsa	Sh. Gopal Kanda
			Ellenabad	Sh. Amir Chand Mehta
			Rania	Sh. Shishpal Kamboj
			Kalanwali	Sh. Rajinder Singh Desujodha
21	Sonipat	Sh. Pawan Kharkhoda, MLA, Kharkhoda	Ganaur	Sh. Devender Kadyan, MLA, Ganaur/ Sh. Devender Kaushik
			Baroda	Sh. Pardeep Sangwan
22	Yamuna Nagar	Sh. Shyam Singh Rana, Agriculture & Farmer's Welfare, Minister	Yamuna Nagar	Sh. Ghanshyam Dass, MLA, Yamunanagar
			Sadhaura	Sh. Balwant Singh
			Jagadhri	Sh. Kanwar Pal Gujjar

Ashok
Superintendent Political Br.

डॉ. मनसुख मांडविया
DR. MANSUKH MANDAVIYA



मंत्री
श्रम एवं रोज़गार
व युवा कार्यक्रम एवं खेल
भारत सरकार
Minister
Labour & Employment
and Youth Affairs & Sports
Government of India

Respected Shri Nayab Singh Saini ji,

I am pleased to share that the Ministry of Youth Affairs & Sports has launched the "Sardar@150 – Unity March" campaign on 6th October 2025. This two-month-long national campaign, culminating on 6th December 2025, is dedicated to honouring the vision of Sardar Vallabhbhai Patel and advancing the message of Ek Bharat, Aatmanirbhar Bharat. The Unity March also carries forward the vision of a Viksit and Aatmanirbhar Bharat as envisioned by our Hon'ble Prime Minister Shri Narendra Modi Ji and aims to engage citizens across the nation through padyatras, competitions, and youth-led initiatives. The campaign will culminate in a National Padyatra from Karamsad (Sardar Patel's birthplace) to Ekta Nagar (Statue of Unity).

As part of this nationwide effort, it is proposed to organize district-level Padyatras across all States and Union Territories. The Ministry envisions that in each Lok Sabha constituency, at least three Padyatras may be undertaken, or at a minimum, one in every district. These will serve as platforms to inspire civic participation, celebrate India's unity in diversity, and highlight Sardar Patel's enduring contribution to national integration.

I request your kind support in ensuring the successful conduct of these Padyatras in your State. You may kindly direct the concerned departments, such as Youth Affairs, Education, Culture, Tourism, Information and Public Relations, and Home, to extend all necessary cooperation to the district administrations for effective execution and mobilization. I would also request that the implementation be closely coordinated with the State MY Bharat and NSS officials to ensure uniform execution, effective mobilization, and impactful outreach across districts.

Your leadership and guidance will play a crucial role in ensuring that this campaign becomes a true people's movement, uniting citizens in the spirit of Ek Bharat, Aatmanirbhar Bharat, and Viksit Bharat.

With regards,

Yours sincerely,

(Dr. Mansukh Mandaviya)

Shri Nayab Singh Saini
Hon'ble Chief Minister
Government of Haryana
Chandigarh – 160001

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-17011/551/2025-MY BHARAT

Dated the 10th October 2025

Dear Madam / Sir,

The year 2025 marks the 150th birth anniversary of Sardar Vallabhbhai Patel, the Iron Man of India and the chief architect of national integration, whose statesmanship, diplomatic acumen, and steadfast commitment to national unity laid the foundation for a united Bharat.

2. To mark this historic occasion, the Hon'ble Union Minister of Youth Affairs and Sports launched the 2-month-long nationwide event, Sardar@150, on 6th October, 2025, commencing with a digital campaign including Quiz, Essay Competition and other events on MY Bharat Portal. Major event in the series shall be Pan-India district-level Padyatras on the National Unity Day (31st October 2025). These Padyatras shall be organized in each district and shall be accompanied with a cleanliness drive, swadeshi fairs, de-addiction campaigns, seminars on the legacy of Sardar Patel, debate competitions, etc. District-level Padyatras will be organised by the District Administration, and assisted by the District Youth Officers (DYO) of MY Bharat, along with the participation of public representatives like Member of Parliament, Member of Legislative Assembly / Council, etc. leading this Padyatra.

3. Select youth from every district shall also join a 10-day-long National Padyatra, titled *Sardar@150* Unity March, starting on the Constitution Day (26th November 2025) from Sardar Patel's birthplace at Karamsad and concluding after a 150 km journey at the Statue of Unity, Ekta Nagar, on 6th December 2025. The National level Padyatra will also be joined by eminent national leaders, youth representatives, and volunteers from across the country.

4. I request your kind support in directing the state and district administration to provide all support to MY Bharat Kendras, DYOs, MY Bharat Volunteers, NSS, NCC and BSG units for the seamless organisation of these activities. Your guidance in mobilising schools, colleges, and local youth organisations, and extending logistical support for the padyatras and related events, will be crucial to the success of this nationwide endeavour. MY Bharat State Directors (SDs) will contact your office with a copy of this DO letter and the MY Bharat District Youth Officers (DYO) will be contacting the office of respective DMs / DCs / Collector for further dissemination of information about this event.

5. With the collective efforts of the State Governments and the enthusiastic participation of our youth, the Sardar@150 Unity March will serve as a grand tribute to Sardar Vallabhbhai Patel, rekindling the spirit of national unity and inspiring the younger generation to contribute actively towards building a Viksit and Aatmanirbhar Bharat.

A detailed Concept Note in this regard is enclosed for your kind perusal.

Encl: as above

With best regards,

Yours sincerely,

Pallavi Jain Govil
(Dr. Pallavi Jain Govil)

To

The Chief Secretaries of all States / UTs

SOP for District-Level Padyatra Route Plan

I. Objective

To organise **3-day district-level/Vidhan Sabha–level padyatras** in every Parliamentary Constituency between October 31, 2025, and November 25, 2025, to celebrate Sardar Vallabhbhai Patel’s 150th birth anniversary, promoting national unity, public awareness, and community participation in alignment with Rashtriya Ekta Diwas.

Sl	Element	Brief	POC
District Core Committee Formation			
1	District Level Govt Officials	Establish a District Core Committee (DCC) to organise, lead, and coordinate the padyatra, ensuring alignment with campaign objectives. 1. District Magistrate, Retd. IAS Officers, District Youth Officer, Program Officer, Guardian Minister / MP / MLA, Nominated Representative, MY Bharat Representative. 2. Develop a detailed padyatra action including budget, route, and activities. 3. Coordinate with local authorities (police, health, PWD, municipal bodies) for permissions and support. 4. Report progress weekly to the National Core Committee from until the conclusion of the District Level Padyatra. 5. Ensure inclusivity, aligning with Sardar Patel’s vision of unity across diverse communities.	District Core Committee
Route Planning			

Sl	Element	Brief	POC
1	Route Selection	1. Select a suitable route within the district 2 weeks before the Padyatra, ensuring accessibility for participants of all ages and abilities. 2. Begin the yatra at a statue, bust, chowk, or building dedicated to Sardar Vallabhbhai Patel. In case the same is not available, the yatra may begin from any landmark dedicated to unity/nationalism (freedom fighters, Bharat Ratnas, soldiers, etc.) 3. The yatra is to end at any significant public spaces, such as the district collectorate, public park, or major community hotspot. 4. Symbolic landmarks (e.g., schools, government offices, or memorials named after Sardar Patel) should be included in order to honour his contributions. 5. Narrow lanes, high-traffic zones, and areas prone to congestion are to be avoided when finalising the route plan.	District Magistrate, supported by PWD, police, and municipal bodies
2	Route Finalization	1. Conduct a physical inspection of the route by 1 week before the Padyatra with DCC members, police, and Public Works Department (PWD) officials. 2. Assess road conditions, potential bottlenecks, and safety hazards. 3. Map halting points for rest, water, and cultural integration activities.	
3	Route Preparation	1. Coordinate with PWD and municipal bodies to clear debris and ensure proper lighting 3 days before the Padyatra. 2. Install signage featuring Sardar Patel's quotes and messages related to Rashtriya Ekta Diwas and the upcoming padyatra. 3. Set up public facility points every 2 kilometres. These must include water stations, toilets, and basic refreshments.	

Sl	Element	Brief	POC
4	Traffic Management	1. Develop a traffic plan with district police by 1 week before the Padyatra, including road closures and diversions. 2. Notify residents and businesses along the route by October 25, 2025, via local media and notices. 3. Deploy traffic police at key junctions during the padyatra.	
5	Permissions	1. Submit a route proposal to the District Magistrate and police by 1 week before the Padyatra, including: Route map, participant estimate, and event schedule.	
Swachhta Toli			
1	Formation	1. Form a Swachhta Toli (cleanliness team) 2 weeks before the Padyatra, comprising 10-20 volunteers, including NSS volunteers, MY Bharat members, and local residents. 2. Appoint a team leader (e.g., Municipal Officer or MY Bharat Representative) to coordinate activities.	Municipal Corporation, MY Bharat Representative, and Swachh Bharat Mission Coordinator
2	Pre-Padyatra Activities	1. Conduct awareness sessions on waste segregation and the Swachh Bharat Mission 1 week before the Padyatra, for volunteers. 2. Organise 2-3 cleanliness drives along the route by leading up to the date of the padyatra, focusing on removing plastic waste, clearing debris, and beautifying public spaces. 3. As part of the Amrit Sarovar initiative, cleanliness drives may be conducted for water bodies such as ponds, rivers, and lakes. 4. Distribute eco-friendly bags to participants to encourage a ‘zero-waste’ padyatra	

Sl	Element	Brief	POC
3	During Padyatra	1. Deploy Swachchta Toli members along the route on the day of the yatra to ensure cleanliness. 2. Set up waste collection points at halting points and endpoints, with separate bins for biodegradable and non-biodegradable waste. 3. Ensure immediate cleanup post-event at each halting point and endpoint.	
4	Post-Padyatra	1. Conduct a final cleanliness drive after the padyatra to restore the route to its original condition. 2. Submit a report on waste collected and disposed off to the DCC.	
Student Engagement			
1	Outreach	1. Engage schools, colleges, NSS, NCC, and MY Bharat units 2 weeks before the Padyatra, through meetings with principals and coordinators. 2. Target at least 500 students per district to participate in the padyatra, ensuring representation from diverse backgrounds.	District Youth Officer, District Education Officer, MY Bharat Representative
2	During Padyatra	1. Students will take part in the padyatra carrying placards displaying the names of their educational institutions. 2. Form student groups led by NSS/NCC cadets to carry banners with unity messages during the padyatra. 3. Encourage students to lead segments of the padyatra, chanting slogans like “Ek Bharat, Viksit Bharat”.	
3	Recognition	1. Issue certificates of participation to all participating students 2. Feature outstanding student contributions (e.g., essays, performances) on print and social media.	
Community Mobilisation			

Sl	Element	Brief	POC
1	Community Leader Engagement	1. The District Core Committee shall identify and engage prominent community leaders (ex-servicemen, civil society members, political figures, spiritual leaders) of their district and encourage them to take part in the padyatra.	District Core Committee
2	Social Group Engagement	1. The District Core Committee shall reach out to relevant SHGs, traders’ associations, residents welfare associations, and other such bodies inviting them to take part in the Padyatra	
3	Invitations to Dignitaries	1. Formal invitation letters are to be made to the District Collector, Retd. Civil Servants, Police Superintendent of Police, MP, MLAs, Athletes, Panchayat and Zila Parishad heads, religious/community leaders, and notable citizens. 2. Formal invites are also to be sent to schools, colleges, Youth Clubs, social bodies, and trade unions encouraging participation.	
4	Poster and Pamphlet Distribution	1. Campaign pamphlets are to be distributed in key community hotspots containing the date, time, location, and carrying all relevant branding for the event. 2. Posters are to be set up in major footfall areas advertising the event.	
Inaugural Ceremony			
1	Event Details	1. Schedule the inaugural ceremony on the day of the Padyatra at the starting point. 2. Duration: 30-45 minutes, ensuring a concise and impactful program. 3. Carry out statue-cleaning activity in the respective districts.	District Magistrate, Program Officer, District Information

Sl	Element	Brief	POC
2	Program Structure	1. Welcome Address: Master of Ceremonies (MC, e.g., a local educator or MY Bharat volunteer) welcomes participants and outlines the padyatra's purpose. 2. Garlanding Ceremony: Senior dignitaries on stage garland photos/statues of Bharat Mata and Sardar Vallabhbhai Patel. 3. Swadeshi Bharat/ Atmanirbhar Bharat Pledge: Administered by the District Magistrate, with all participants pledging to uphold national unity. 4. Ek Ped Maa Ke Naam: Worldwide activity inspiring citizens to plant a tree in honour of their mothers, fostering both environmental responsibility and emotional connection. 5. Flag-Off Ceremony: Invited a distinguished guest (local influential personality or well-liked ex-serviceperson) to flag off the padyatra with a ceremonial flag-waving ceremony. 6. Padyatras should be led by Member of Parliament, State Ministers of the Area, Guardians Minister of the Area and Youth Icons etc. 7. Dhol & Nagada: The padyatra will move forward to the rhythmic sounds of the dhol and nagada.	Officer

Sl	Element	Brief	POC
3	Logistics	1. A Media open vehicle should be arranged before padyatra for media coverage. 2. A DJ vehicle for sounds and music should be arranged before the padyatra. 3. Horizontal Banners should be used during padyatra. 4. 200 National Flags should be arranged and placed at the starting point of the padyatra for MY Bharat Volunteers to hold during the padyatra. 5. Feature youth in the roles of Bharat Mata, and Sardar Patel Ji to inspire patriotism among the crowd. 6. Set up a stage (e.g., flowers, cloth banners) by the day before the Padyatra. 7. Arrange sound systems, power backup, seating for dignitaries, and water for participants. 8. Ensure police presence for crowd control and safety. 9. Green Flag with poles for flag-off ceremony.	
4	Publicity	1. Invite local media to cover the ceremony up to 1 week before the start of the padyatra. 2. Posters and banners are to be put up in schools, colleges, government offices, markets, and other major community hotspots. 3. Local newspapers, TV channels, and radio stations are to be informed of the date and time of the yatra for necessary publicity. 4. Live-stream the event on district social media platforms with campaign hashtags #Sardar150 and #EkBharatAtmanirbharBharat.	
Culmination Event			
1	Event Details	1. A short culmination event shall be held at the end of the Padyatra route. 2. It shall be a short event where attendees are provided refreshments, photo opportunities, and participation certificates	District Core Committee
2	Program Structure	1. Address: By the Chief Guest or local MP/MLA on the theme of the Yatra.	

Sl	Element	Brief	POC
Media and Social Media Engagement			
1	During Padyatra	1. Deploy a media team to cover the padyatra with photos, videos, and live updates. 2. Encourage student participants to click selfies with selfie standees using the official hashtags #Sardar150 and #EkBharatAtmanirbharBharat. 3. Share real-time posts on all official social media handles, highlighting student performances, halting point activities, and participant stories. 4. Invite media to cover key moments (e.g., inaugural ceremony, halting point events).	District Information Officer, Program Officer, MY Bharat Representative
2	Post-Padyatra	1. Compile a media coverage report until a week after the Padyatra, including news clippings, social media metrics, and influencer reach. 2. Publish a thank-you note in local media and on social media.	
3	Monitoring	1. Track media and social media coverage during the Padyatra. 2. Assign a dedicated team member (e.g., District Information Officer) to manage online engagement.	
Halting Point Guidelines			
1	Selection	1. Identify halting points along the padyatra route 2. Suitability for activities (e.g., street plays, speeches). 3. Ensure halting points are approximately 1.5–2 km apart for participant convenience.	Program Officer, District Health

Sl	Element	Brief	POC
2	Facilities	1. Ensure basic refreshments such as Chaachh, Chana, Murmura, bananas, glucose biscuits, and water are provided, with biodegradable or reusable cups and plates. 2. First-aid booth with trained volunteers, medicines, and checking of vital signs. 3. Provide first-aid kits and medical personnel at each stop. 4. Install portable toilets and ensure cleanliness by the Swachhta Toli. 5. Arrange seating or shaded areas (e.g., tents) for elderly and differently-abled participants.	Officer, Swachhta Toli Leader, Police Liaison
3	Activities	Organise short engagement activities (5-10 minutes) at each halting point such as: 1. Welcome to the local style of Padyatra by the local residents. 2. Rangolis can be made along the route of the Padyatra. 3. Invitation to the local residents for showering of petals on the yatra. 4. Cultural Activities by the local people at the halting points. 5. Local communities may set up Swadeshi product stalls or ‘Swadesh Melas’ at designated halting points. 6. Exhibition and Street plays by students depicting Sardar Vallabhbhai Patel’s life (e.g., Bardoli Satyagraha). 7. Brief talks by community leaders or MY Bharat volunteers on national unity. 8. Patriotic songs or chants led by NSS/NCC cadets. 9. Display banners with flagship scheme details (e.g., Swachh Bharat, Ayushman Bharat) to promote awareness. 10. Assign a photographer/videographer to capture activities at halting points for media and reporting.	
4	Branding	1. Campaign-themed entry and exit gates. 2. Banners, flags, placards at stalls. 3. Volunteers at each halt in campaign-branded attire. 4. Place Ekta-themed flags, standees, and posters at every halting point to maintain campaign visibility and unify visual storytelling across districts.	

Sl	Element	Brief	POC
5	Safety and Crowd Management	1. Deploy police and volunteers at halting points to manage crowds and ensure safety. 2. Establish clear entry/exit paths to prevent congestion. 3. Conduct a safety briefing for volunteers on October 24, 2025.	
6	Cleanliness	1. Ensure Swachhta Toli members monitor and clean halting points during and after use. 2. Provide waste bins and enforce a ‘zero-litter’ policy among participants.	
Coordination and Monitoring			
1	District Core Committee Oversight	1. The DCC meets bi-weekly to review progress on route planning, student engagement, and media campaigns. 2. Assign sub-committees for each component (e.g., route, cleanliness, media).	District Core Committee

II. Key Considerations: Inclusivity:

- 1) Ensure participation from **diverse communities, including women, youth, and marginalised groups**, reflecting Sardar Patel's vision of unity.
- 2) Coordinate with **police and health departments** to ensure **participant safety at all stages**, including route, halting points, and the inaugural ceremony.

District Level Padyatra Pre-Event Activities

I. Objective

To plan and execute **pre-event activities for the district-level padyatra**, scheduled from **October 31, 2025 to November 25, 2025**, to create a buzz around **Sardar Vallabhbhai Patel's 150th birth anniversary**, fostering national unity, public awareness, and community participation in **alignment with Rashtriya Ekta Diwas**.

II. Scope

This SOP covers pre-padyatra activities, including health initiatives, educational **programs on Sardar Patel's life**, social development activities linked to flagship schemes, environmental actions, social awareness campaigns, creative engagement, and media outreach, to be implemented by the district administration and stakeholders.

III. Suggested Ground Level Activities

Sl	Activity	Task	POC
1	District Padyatra Organising Committee (DPOC)	1. A team will be formed at District level with State Minister, Lok Sabha (or) Rajya Sabha MPs, District Magistrate, Nominated District Incharge, DY0, NSS program coordinators as the members to oversee the campaign activities at the district level 2. An organising committee under the chairmanship of District Collector (Chair) with representatives from health, education, PWD, police, municipal bodies, NGOs. as the members 3. Assign sub-committees for each activity. 4. Hold weekly review meetings. 5. Ensure alignment with national celebration guidelines.	District Magistrate & District Youth Officer

Sl	Activity	Task	POC
2	Health Camps	1. Coordinate with the district health department to set up 5-10 health camps in urban and rural areas. 2. Offer services like general health screenings, blood pressure checks, diabetes tests, and vaccinations (e.g., flu shots, if relevant). 3. Focus on underserved communities to align with Sardar Patel's inclusive vision. 4. Distribute pamphlets on fitness and hydration for padyatra participants. Resources: Mobile medical vans, trained medical staff, diagnostic equipment.	District Health Officer
3	Fitness Awareness Programs	1. Partner with local gyms, yoga centres, or NSS/NCC units to hold fitness sessions (e.g., yoga, stretching, walking clinics). 2. Promote the theme "Healthy Body, United Nation" to connect fitness with national unity. 3. Target schools, colleges, and community groups.	District Sports Officer and local fitness trainers
4	Educational Seminars and Workshops	Organise seminars in schools, colleges, and community centres to highlight Sardar Patel's legacy. Conduct 10–15 seminars by October 30, 2025, focusing on: 1. Bardoli Satyagraha (1928), where he earned the title "Sardar." 2. Integration of 565 princely states into the Indian Union. 3. Establishment of the All India Services as the "Steel Frame" of India. 4. Invite historians, retired civil servants, or educators to speak. 5. Distribute booklets or digital content (e.g., from the Sardar Vallabhbhai Patel National Memorial).	District Education Officer and Cultural Organisations

Sl	Activity	Task	POC
5	Exhibitions	1. Organise photo exhibitions at public places (e.g., district collectorate, libraries) featuring milestones like the Kheda Satyagraha (1918) and the Statue of Unity. 2. Include interactive quizzes on Sardar Patel's contributions.	District Information Officer
6	District Level Debate Competitions	1. Organise essay and debate competitions on themes like "Sardar Patel and National Unity". 2. Offer prizes (e.g., certificates, books on Sardar Patel). 3. Publish winning essays in local newspapers or on the district website.	District Education Department
7	Cleanliness Drives	1. Organise 3-5 cleanliness drives along the route and in public spaces. 2. Involve schools, NSS/NCC units, and communities. 3. Focus on removing plastic waste.	Municipal Corporation
8	Awareness Campaigns	1. Distribute posters, pamphlets, and digital content with Sardar Patel's quotes. 2. Use local radio, TV, and newspapers to announce the padyatra. 3. Create engaging videos for social media, incorporating hashtags like #Sardar150 and #EkBharatAtmanirbharBharat.	District Information and Public Relations Officer
9	Swadeshi Bharat/ Atmanirbhar Bharat Pledge Drives	1. Administer the Swadeshi Bharat/ Atmanirbhar Bharat pledge in schools, colleges, and offices. 2. Encourage community leaders to lead pledge sessions in local languages. 3. Share pledge videos on social media.	District Education Officer and local leaders

Sl	Activity	Task	POC
10	Nasha Mukh Yuva Pledge	1. Administrate the Nasha Mukh Yuva for Swadeshi Bharat/ Atmanirbhar Bharat pledge in schools, colleges and offices. 2. Encourage community leaders to conduct pledge sessions in local languages and raise awareness about the dangers of substance abuse. 3. Share the pledge videos on social media.	District Education Officer and local leaders
11	Art and Poster Competitions	1. Conduct poster-making and painting competitions. 2. Display winning entries at the padyatra starting point. 3. Announcement of the competition.	District Education Department

IV. Pre-Event - Press Conference and Social Media Influencer Briefing

Sl	Activity	Task	POC	Timeline
1	Karyashala	Central Campaign Committee will conduct a Karyashala with the district nominated incharge and brief about various elements of the campaign	District Nominated Incharge	7th October
2	Press Conference	1. A press conference at the district level will be conducted led by State Minister or Lok Sabha MP or Rajya Sabha MP 2. Invite local print, electronic, and digital media. 3. Share details: event dates, route, registration process. 4. Distribute a press kit with Sardar@150 Unity March components and campaign schedule.	District Information and Public Relations Officer	8th October

Sl	Activity	Task	POC	Timeline
3	Social Media Influencer Briefing	1. Identify 5-10 influencers 2 weeks before the Padyatra. 2. Hold a briefing session 10 days before the Padyatra to provide content ideas. 3. Encourage use of hashtags like #Sardar150 and #EkBharatAatmanirbharBharat. 4. Provide digital assets for influencers, including those of Ekta the Iron Eagle, encouraging her use in reels, stickers, and stories.	District Information Officer and Social Media Team	17th October
4	Media Monitoring	1. Track news articles, TV coverage, and social media posts from October 31–November 25, 2025. 2. Address misinformation promptly. 3. Compile a media coverage report by November 25, 2025.	District Information Officer	31st October - 25th November

District and Zonal Level Padyatra Checklist

I. Activity Checklist

Sr No.	Element	Brief	Date of Finalisation
Pre-Event Planning and Approvals			
1	Venue Finalisation	1. An open public ground with stage access and security perimeter 2. Coordinate with local municipalities for permissions.	D - 10
2	Security Management	1. Coordinate with local police for traffic rerouting, entry-exit plans, VIP movement, and crowd safety.	D - 7
3	Power Backup	1. Install power backup generators to ensure no mishaps on the day of the event.	D - 3
4	Stage and Backdrop Set Up	1. Construct a modest stage with a backdrop carrying messages on Rashtriya Ekta, Sardar Patel's role in nation-building, and campaign hashtags. 2. Ensure that for the event, 2 LED lights are set up at the venue. 3. Ensure there are flowers on the stage, as well as decorating the podium.	D - 2
5	Seating and Sound Arrangements	1. Arrange tents, dignitary seating, audience seating, audio systems with backups, water dispensers, and shaded areas. 2. Ensure access for elderly and differently-abled. 3. The sound system must be checked three times before the start of the event. 4. Ensure the tent quality is up to the mark and the number of chairs adequate to the crowd mobilisation. 5. Ensure a section reserved for media personnel during the event, with passes issued to all invited media houses.	D - 1

Sr No.	Element	Brief	Date of Finalisation
6	Branding	1. Set up a campaign-branded welcome gate with “Ek Bharat, Viksit Bharat” slogans at the entry point of the venue. 2. Sardar Vallabhbhai Patel-specific banners and posters should be set up at the event location and nearby hotspot areas. 3. Standees of Prime Minister Shri Narendra Modi Ji, Sardar Vallabhbhai Patel should be set up at the venue. 4. A selfie booth should be set up around the venue to ensure user-generated content. 5. A camp may be set up at the event venue where branded material such as T-shirts, caps, and scarves will be given to the attendees.	D - 1
7	Cleanliness & Sanitation	1. Coordinate with municipal bodies for pre-cleaning, mobile toilets, and Swachhta Toli deployment.	D - 2
Exhibition on the integration process			
1	Unity Wall	1. Set up a dedicated wall at the venue where participants can sign their names or messages of unity as a pledge to national harmony.	D - 2
2	Nukkad Nataks	1. The story of the unification of India will be presented through nukkad nataks operationalised by school students from the particular zone. The enactment should feature stories relevant to the particular zones.	D - 0
MY Bharat Portal Registration Kiosks			
1	Volunteer Staffing	1. Assign at least 2 trained youth volunteers per kiosk to assist with digital entry, explain MY Bharat objectives, and distribute materials.	D - 5
2	Registration	1. Set up 2 MY Bharat registration counters with digital	D - 2

Sr No.	Element	Brief	Date of Finalisation
	kiosks	tablets/laptops and printed forms for onboarding new youth members. Include branding and refreshments.	
Ceremonial Activities			
1	Floral tribute to Sardar Vallabhbhai Patel	1. Arrange flower petals (marigold, rose, tuberose) and garlands for dignitaries and citizens to offer at Sardar Patel's statue/portrait. 2. If no statue exists, install a framed portrait.	D - 1
2	Felicitation of local youth icons	1. Under the Yuva Samman initiative, identify and invite a prominent local youth icon - such as an athlete, social worker, or innovator - and honour them with a floral felicitation.	D - 3
3	Musical Tribute	1. Install speakers that would play the National Anthem and patriotic music throughout the venue. 2. Screen videos documenting the Padyatra.	D - 1
4	Volunteer Management	1. Assign 2 volunteers to manage the floral offering area, distribute petals, and maintain decorum.	D - 1
5	Swadeshi Bharat/ Atmanirbhar Bharat Pledge	1. Administer the Swadeshi Bharat/ Atmanirbhar Bharat Pledge to all those attending.	D - 0
Community Mobilisation			
1	Community Leader Engagement	1. Identify and engage at least 10 prominent community leaders (ex-servicemen, civil society members, spiritual leaders, political figures) of the region and personally contact them to take part in the Padyatra. 2. Formal invitations are to be issued to all relevant personalities, along with members of the administration and political bodies.	D - 10

Sr No.	Element	Brief	Date of Finalisation
		3. A tracker is to be created and maintained for invites sent, acknowledged, and RSVPs.	
2	Social Group Engagement	1. Invitations and appeals are to be sent to all registered and active SHGs, RWAs, and Traders' Associations.	D - 10
3	Literature Distribution	1. Pamphlets carrying padyatra info and branding are to be distributed at 20+ hotspot locations per block (bus stands, market areas, temples).	D - 7
NGO Mobilization			
1	Spiritual Organisations	Invitations and appeals are to be sent to all spiritual organisations registered on MY Bharat Portal.	D-1
2	Voluntary Organisations	Invitations and appeals are to be sent to organisations (For Eg: Rotaract, Religious Organisations etc.).	D-1