



MAITREYI COLLEGE

(NAAC Accredited A++)

University of Delhi, Chanakyapuri, New Delhi - 110021

January 9, 2024

NOTIFICATION

In alignment with the honourable Prime Minister's vision of transitioning from Amrit Kaal to Kartavya Kaal, QCI has conceptualised the **Youth for Quality Bharat Mission (YQBM), 2024**. It is an initiative spearheaded by the Quality Council of India (QCI), an autonomous body established by the Ministry of Commerce, Government of India.

As part of YQBM, QCI is institutionalising the **Rashtriya Gunvatta Pakhwada**, an annual celebration observed from National Youth Day, 12th January 2024 (the birth anniversary of Swami Vivekanand), to Republic Day on 26th January. The culmination of these events will take place with a **Mega Youth for Quality Bharat Fest** at the iconic Bharat Mandapam, Pragati Maidan, New Delhi, on 7th February 2024.

To make this mission more engaging and participative, series of competitions and activities are being conducted:

- National Anthem and Quality Bharat Pledge
- Quality Bharat Quiz
- Viksit Bharat Essay Writing
- Viksit Bharat - Short Film Making
- Quality Bharat Nukkad Natak
- Quality Bharat Mascot Designing
- Developed India Poster Making
- Developed India Graffiti

Kindly refer to the attached PDF for comprehensive details regarding the competition and activities.

We encourage each one of the students to actively participate, and showcase their talents, and contribute to making a positive impact on the journey towards a quality-driven Bharat.

Sd/-
Students' Union Advisory Committee

YOUTH FOR QUALITY BHARAT MISSION

*A Youth Motivation Initiative of
QUALITY COUNCIL OF INDIA*



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हमें अब हमारे पूरे दिमाग को **क्वालिटी** पर फ़ोकस करना ही होगा, ताकि हम विश्व की आशा अपेक्षाओं के अनुकूल और भारत के सामान्य मानवीय के जीवन में भी **quality of life** के प्रति जो **aspiration** बढ़ा है, उसको हम एड्रेस कर पाएं।

पुरानी संसद के सेंट्रल हॉल में माननीय प्रधानमंत्री श्री नरेंद्र मोदी

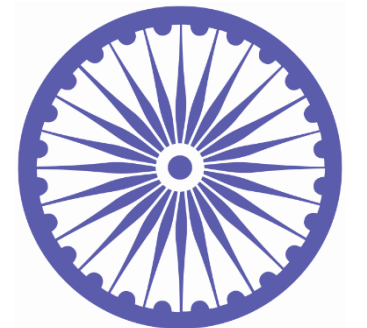
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Quality Bharat @100 Mission

The Quality Bharat @100 Mission, exemplifies the understanding that sustained progress requires a commitment to focusing on quality in all facets of life. The **Quality Bharat @100 Mission** is an initiative that aims to create a roadmap for national development, emphasizing the integration of quality principles into the fabric of governance, education, and everyday living.

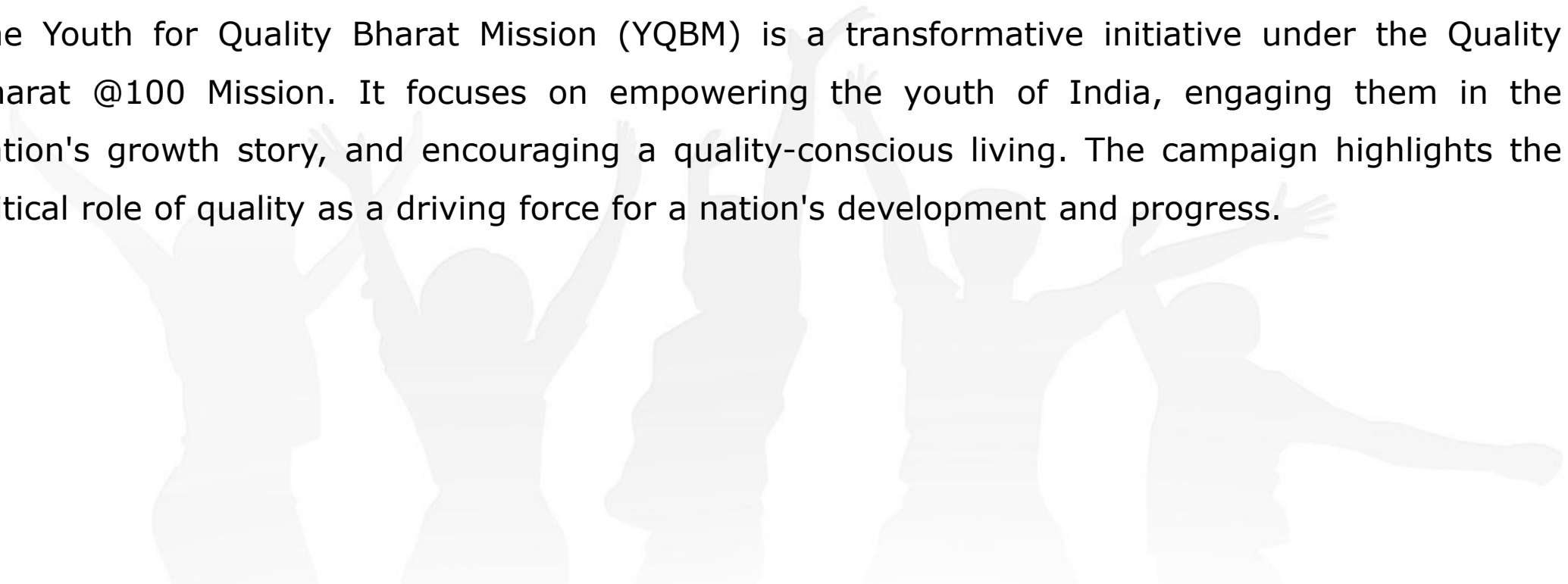
The Quality Bharat @100 Mission is a long-term initiative of QCI and the Mission is inspired by and reflects the honourable Prime Minister's vision of moving from Amrit Kaal to Kartavya Kaal by 2047.



Youth for Quality Bharat Mission (YQBM)

Empowering the youth with a quality-conscious mindset not only contributes to their personal development but also lays the foundation for a progressive and sustainable society.

The Youth for Quality Bharat Mission (YQBM) is a transformative initiative under the Quality Bharat @100 Mission. It focuses on empowering the youth of India, engaging them in the nation's growth story, and encouraging a quality-conscious living. The campaign highlights the critical role of quality as a driving force for a nation's development and progress.



Rashtriya Gunvatta Pakhwada

Youth for Quality Bharat Mission's (YQBM), *Rashtriya Gunvatta Pakhwada*, will commence on the auspicious occasion of National Youth Day, 12th January, 2024, the birth anniversary of the iconic youth leader Swami Vivekanand.

The Mission takes inspiration from his clarion call "Arise, awake, and stop not till the goal is reached" and fuels the Mission's core objective, to empower the youth to be the architects of new India. The *Rashtriya Gunvatta Pakhwada*, will conclude on Republic Day - 26th January. During the Pakhwada, we encourage the students at your university/Institute to partake in a variety of activities that aim to foster a culture of quality consciousness.



Youth for Quality Bharat Fest (YQBF)



The culmination of the *Gunvatta Pakhwada* will be witnessed at the Youth for Quality Bharat Fest, set to take place on February 7th at the iconic **Bharat Mandapam**. The Fest aims to draw participation of about 3000 youth from universities, colleges, schools and government representatives and the event will mark the finale of *Rashtriya Gunvatta Pakhwada*.

Iconic Leadership @ Youth for Quality Bharat Fest



Shri Amit Shah

Hon'ble Union Home Minister
of Bharat



Shri Piyush Goel

Hon'ble Minister of
Commerce & Industry,
Consumer Affairs & Food & Public
Distribution and Textiles, Govt. of
Bharat



Shri Anurag Thakur

Union Minister for I&B and
Youth Affairs & Sports, Govt.
of Bharat



Shri Dharmender Pradhan

Hon'ble Minister of Education and
Minister of Skill Development &
Entrepreneurship, Govt. of Bharat

**These are the proposed names.*

Rashtriya Gunvatta Pakhwada – Activities



National Anthem & Quality Bharat Pledge

- Select a prominent location on your campus, preferably alongside our national flag, for this activity.
- Organize a gathering of minimum 100 students at the chosen location, and preferably in the morning.
- Get your students to collectively recite the National Anthem and take the Quality & Viksit Bharat Pledge (that we will be sharing with you)
- Have all participants, including students and faculty, hold up the Quality Pledge banner. Add your university/institute logo for more visibility.
- Record and upload videos/photos on the designated QCI portal.

** Detailed guidelines and submission process will soon be available on the designated QCI portal. The link will be shared with you in due course of time.*

Rashtriya Gunvatta Pakhwada – Activities



Quality Bharat Quiz

- Students will register on the designated QCI portal to participate in the Quality Bharat Quiz.
- The quiz is designed for individual participation only.
- Questions will be related to quality-driven principles and practices.
- Each participant will have a specific time limit to answer each question.
- The winners will be recognized and rewarded with certificates during the Youth for Quality Bharat Fest.

** Detailed guidelines and submission process will soon be available on the designated QCI portal. The link will be shared with you in due course of time.*

Rashtriya Gunvatta Pakhwada – Activities

- Students will register on the QCI Portal to participate in the Quality Bharat Essay Writing Competition.
- They need to choose a compelling topic from the list of topics provided on the portal, such as "Quality in Education" or "Building a Quality-driven Society." among others.
- Essays will be evaluated based on originality, creativity, depth of thought, and alignment with the theme.
- Winning entries will be recognized at the Youth for Quality Bharat Fest.
- The winning essays will also be featured in QCI's monthly magazine.

** Detailed guidelines and submission process will soon be available on the designated QCI portal. The link will be shared with you in due course of time.*

**Viksit Bharat -
Essay Writing
Competition**

**NATIONAL
ESSAY
WRITING**
Competition



Rashtriya Gunvatta Pakhwada – Activities



Viksit Bharat - Short Film Making

- Students will create a short film showcasing their vision of a Developed India.
- The movie must be uploaded on the designated QCI portal, adhering to the specified time limit.
- Judging criteria include script, creativity & alignment with the theme, among others.
- All participants will receive certificates, and the best films will be featured at the YQBF for increased visibility.
- Winners of the best films will also be rewarded at the Youth for Quality Bharat Fest.

** Detailed guidelines and submission process will soon be available on the designated QCI portal. The link will be shared with you in due course of time.*

Rashtriya Gunvatta Pakhwada – Activities



Quality Bharat Nukkad Natak

- Students need to prepare a *nukkad natak* on the theme of Viksit Bharat.
- Nukkad natak can be performed in designated college premises in the presence of a good audience.
- Capture the performance on video, and also click photos, and share it on the designated QCI portal.
- The best performances will be awarded at the Youth for Quality Bharat Fest.

** Detailed guidelines and submission process will soon be available on the designated QCI portal. The link will be shared with you in due course of time.*

Rashtriya Gunvatta Pakhwada – Activities



Quality Bharat Mascot Designing

- Students would need to design a mascot that captures the essence of a Viksit Bharat.
- The mascot design should also resonate with the core values and aspirations that define a developed India.
- Students will share their mascot designs through a simple upload process on the designated QCI portal.
- The winning mascot will be showcased & rewarded at the Youth for Quality Bharat Fest.

** Detailed guidelines and submission process will soon be available on the designated QCI portal. The link will be shared with you in due course of time.*

Rashtriya Gunvatta Pakhwada – Activities

- Encourage your students to express their vision of a Developed Bharat through creative poster making.
- Posters can be handmade or created using illustration software.
- Students will have to upload their poster designs on the designated QCI portal.
- The best posters will be showcased during the Youth for Quality Bharat National Fest.



Developed India Poster Making

** Detailed guidelines and submission process will soon be available on the designated QCI portal. The link will be shared with you in due course of time.*

Rashtriya Gunvatta Pakhwada – Activities

- Students need to show the vision for a Developed India through vibrant graffiti on campus.
- University/Institute may designate a location on campus for this activity.
- The photos will be uploaded on the designated QCI portal.
- The top three artworks will be showcased at the Youth for Quality Bharat Fest



Developed India Graffiti



** Detailed guidelines and submission process will soon be available on the designated QCI portal. The link will be shared with you in due course of time.*

What Your University/Institution will Get?

- 1. National Recognition:** Participation in the Pakhwada and the Youth for Quality Bharat Fest provides national visibility & recognition for actively contributing to such an initiative.
- 2. Enhanced University Image:** Engagement in quality-driven activities enhances the university's reputation & projects a commitment to holistic development and quality education.
- 3. Networking Opportunities:** Connect & forge partnerships with other universities, colleges, and organizations (government & non-government)
- 4. Talent Showcase:** Get a chance to showcase your students' talents and innovations in various activities, gaining national acknowledgment.
- 5. Institutional Pride:** Participating in the National Anthem Recital and Quality Bharat Pledge fosters a sense of national pride & a chance to highlight the university's commitment to quality living.

What Your Students will Get?

- 1. Skill Development:** Participation in diverse activities hones students' skills, from essay writing to graffiti art & provides a platform for practical application of knowledge.
- 2. National Exposure:** Winning in competitions would lead to national recognition.
- 3. Career Opportunities:** Avenues for future careers as well as opportunities to interact with industry and government audiences.
- 4. Sense of Contribution:** Taking the Quality Bharat Pledge fosters a sense of commitment and contribution & students will become active contributors to the nation-building process.
- 5. Networking:** Interaction with representatives from ministries and renowned personalities & students from other institutions, expanding networks.

Thank You

