

#NaMoYuva



विजय लक्ष्य 2019

# YUVA ABHIYAAN

for Lok Sabha 2019 Elections



भारतीय जनता युवा मोर्चा

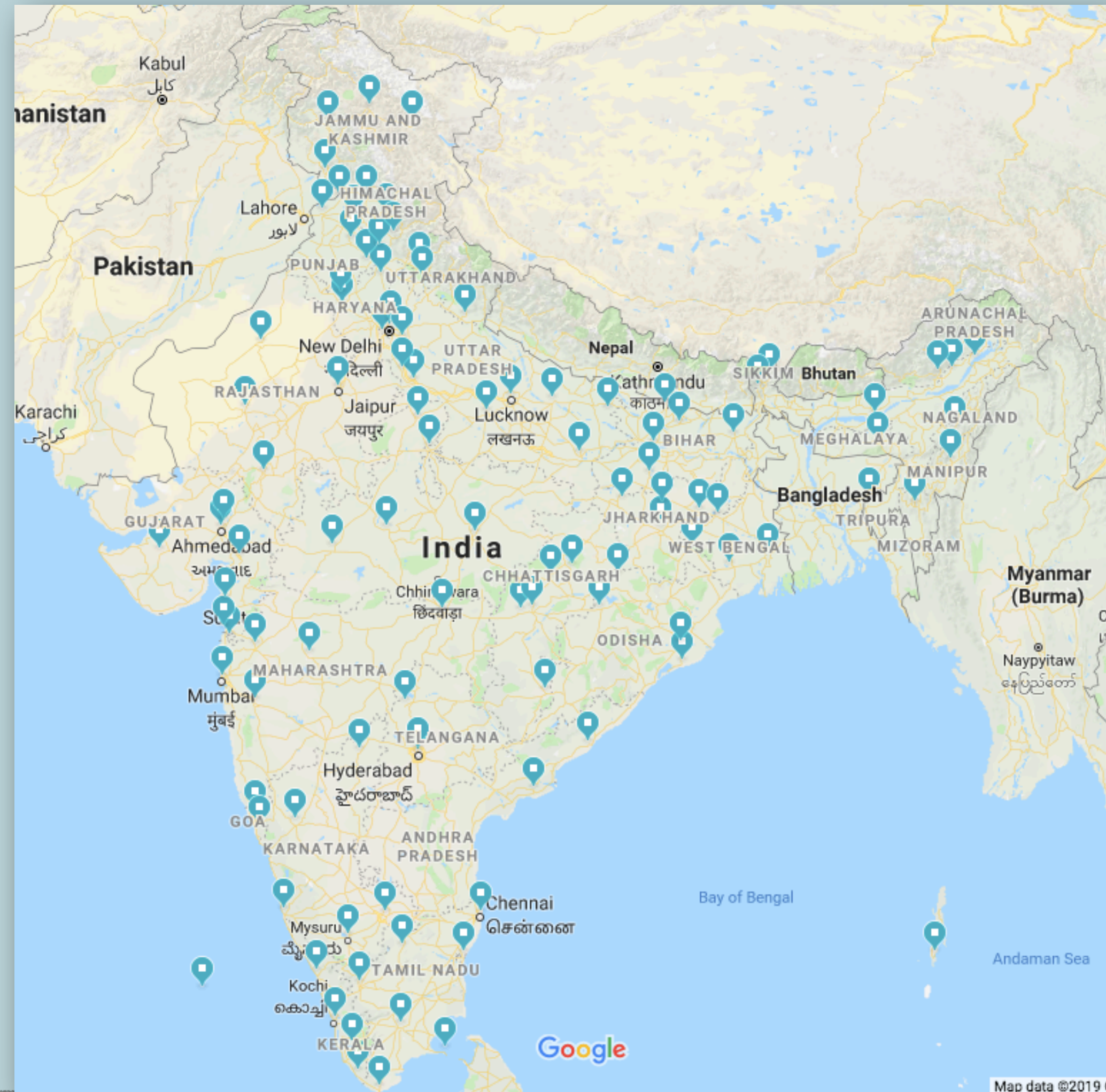
# VIJAY LAKSHYA 2019 LAUNCH

THE BJYM NATIONAL CAMPAIGN FOR VIJAY LAKSHYA 2019 WILL BE LAUNCHED BY **SENIOR PARTY LEADERSHIP** IN JANUARY 2019 AT THE BJP NATIONAL COUNCIL MEETING.

THE CAMPAIGN WILL BE A **CALL TO ACTION** FOR **YOUNG INDIANS** TO COME TOGETHER AND **SUPPORT** PM SHRI **NARENDRA MODI** JI AND THE BJP IN ITS VISION, MISSION AND **DEVELOPMENT AGENDA.**



# NATIONAL ADDRESS



After the official launch Hon. MP Smt. Poonam Mahajan Ji, National President BJYM will reach out to young people across the country by addressing over 10,000 youth volunteers at 100+ districts via video conferencing.

**100+** locations

**100** young volunteers at every location

**10,000+** young volunteers

Mobilising Youth from all across the nation

**Kashmir to Kanyakumari**

and **Arunachal Pradesh to Gujarat**



## ONLINE DIALOGUE SERIES



- A **series of live and recorded online interactions** will be organised with **senior party leaders, central and state ministers**, and **influencers**

- The series will act as a platform to put forward BJP's development agenda and vision for 2019 elections

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# #NAMOYUVA VOLUNTEER NETWORK

12 JANUARY ONWARDS



**#NaMoYuva**  
Volunteer Network

- A pan-India youth network of over **50 lakh volunteers**
- Both urban and rural areas will be targeted covering over **500+ districts** from all the **29 states** and **7 UTs**



# YUVA ICON NETWORK

12 JANUARY ONWARDS



- The Yuva Icon Network will be a group of youth icons and influencers from across the country

- Engaged in **impactful work**, have a **strong social media presence** and on **ground influence**, and are aligned to the vision and mission of Hon. PM Shri Narendra Modi Ji and the BJP

# CAMPUS AMBASSADOR NETWORK

12 JANUARY ONWARDS



- The programme will create a **network of student ambassadors** at various campuses across the nation

- The campus ambassadors will be responsible for **leading BJP's digital and on-ground campaign activities** on their campuses



# 'PEHLA VOTE MODI KO' - PLEDGE CAMPAIGN

12 JANUARY ONWARDS



- A youth-driven campaign for encouraging **'First-Time Voters' (18-23 years)** to pledge their first vote to Hon. PM Shri Narendra Modi Ji and the Bharatiya Janata Party

- Young voters will be encouraged to participate in the upcoming general elections by helping them in getting their voters ID cards made





# ONLINE COMPETITIONS AND CAMPAIGNS

12 JANUARY ONWARDS



ऑनलाइन प्रतियोगिता  
एवं अभियान

- A **series of online competitions** integrated with other initiatives and the broader Vijay Lakshya 2019 campaign

- To engage young creative voters committed to the vision, mission and development agenda of Hon. PM Shri Narendra Modi Ji and the BJP



# WHATSAPP ENGAGEMENT

12 JANUARY ONWARDS



- WHATSAPP GROUPS WILL BE CREATED AND CURATED AT THE MANDAL-LEVEL

# NAMO APP ENROLLMENT

12 JANUARY ONWARDS



- A national **engagement** and **enrollment** initiative for the **NaMo App**
- BJYM will set **state-wise targets** for NaMo App **registrations**

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# KAMAL CUP KHEL PRATIYOGITA

12 JANUARY - 15 FEBRUARY



- KAMAL CUP KHEL PRATIYOGITA WILL BE A  
**SERIES OF DISTRICT AND STATE LEVEL  
COMPETITIONS** TO ENGAGE YOUNG PEOPLE  
INTERESTED IN SPORTS



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# YUVA SANSAD (YOUTH PARLIAMENT)

15 JANUARY - 10 FEBRUARY



- **MODEL YOUTH-PARLIAMENTS** TO BE ORGANISED ACROSS UNIVERSITIES AND COMMUNITIES



# NATION WITH NAMO WRITERS CONCLAVE

25 - 31 JANUARY



**NATION WITH NAMO  
LEKHAK SAMMELAN**

- 'Nation with NaMo Writers Conclaves' will be a **series of regional competitions and meet-ups** at **Nagar Nigam level** for writers
- The competitions at the conclave will include **creative & analytical writing, articles, short-story writing, poems** and **stories of change on issues of national importance**

# KAMAL YUVA MAHOTSAV

1 - 15 FEBRUARY



- Kamal Yuva Mahotsav will be a **two day youth festival** on the theme of Vijay Lakshya 2019 organised in **every district** of the country

- The youth festival will feature live cultural **music, dance** and **theatre performances** along with individual and team competitions (**Oratory, Fine Arts** and **Performance Arts**)



# VIJAY LAKSHYA YUVA SAMMELAN

1-15 FEBRUARY



- Vijay Lakshya Yuva Sammelans (conventions and public programmes) will be organised on the theme of Vijay Lakshya 2019 at the sambhag level

- The **purpose** is to **mobilise youth participants** and **office bearers** before the 2019 elections. The programmes will be addressed by senior party leadership

- Karyakartas will aim to mobilise at least ten young people from each booth for the event (**HAR BOOTH 10 YOUTH - YUVA TOLI**)





# STATE TOWN HALLS

16TH-22ND FEBRUARY

- Youth Town Halls will be a forum for **senior national leaders to connect with young voters** and discuss issues of national importance



The speakers would interact with the young audience at the venue and watching online through a **question-answer session** and **live moderated discussion**

The Town Halls will be organised in **every state** and will culminate in a **Grand National Youth Town Hall with Hon. PM Shri Narendra Modi Ji**



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# NATIONAL TOWN HALL

23RD FEBRUARY



राष्ट्रीय युवा  
टाउनहॉल

- Grand National Youth Town Hall with Hon. PM  
Shri Narendra Modi Ji.



# NUKKAD NATAK

23 FEBRUARY ONWARDS

- **Street plays** exhibiting the **development work** done by **Modi government** and issues related to opposition, at important public places, student concentrated areas and college campuses



Competitions and public performances will be organised at **District, State and National level**



# PRESS CONFERENCES

## List of centers for Press Conferences (66)

|                  |             |               |                |
|------------------|-------------|---------------|----------------|
| Agartala         | Havelli     | Jhansi        | Puducherry     |
| Agra             | Delhi       | Jodhpur       | Pune           |
| Ahmedabad        | Dharamshala | Kanpur        | Raipur         |
| Aizawl           | Durbha      | Kochi         | Rajkot         |
| Allahabad        | Durg        | Kohima        | Ranchi         |
| Aurangabad       | Gandhinagar | Kohlapur      | Rohtak         |
| Bangalore        | Gangtok     | Kolkatta      | Rourkela       |
| Belgaum          | Guwahati    | Lucknow       | Shillong       |
| Bharatpur        | Gwalior     | Madurai       | Shimla         |
| Bhopal           | Hubli       | Mangalore     | Siliguri       |
| Bhubaneshwar     | Hyderabad   | Mumbai        | Surat          |
| Bikaner          | Imphal      | Muzzafarnagar | Trichy         |
| Chandigarh       | Indore      | Mysore        | Trivandrum     |
| Chennai          | Itanagar    | Nagpur        | Varanasi       |
| Coimbatore       | Jabalpur    | Nashik        | Vijaywada      |
| Daman and Diu    | Jaipur      | Panaji        | Vishakhapatnam |
| Dardra Nagar and | Jammu       | Patna         |                |

A SERIES OF PRESS  
CONFERENCES WILL BE  
ORGANISED ACROSS  
THE COUNTRY.



# KAMAL SANDESH MOTORCYCLE MAHARALLY

2 MARCH



- Kamal Sandesh Motorcycle Maharally will be a mega event in support of Vijay Lakshya 2019

- BJYM Karyakartas will organise **bike rallies** in **every district** across the nation on the **same day**



**THANK YOU !**