

No 20/G/6 Air NCC

29 Jul 2020

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ATMA NIRBHAR BHARAT AWARENESS CAMPAIGN

1 It is intimated that all ANOs have to ensure maximum participation of NCC Cadets in newly introduced ATMA NIRBHAR BHARAT AWARENESS CAMPAIGN from 01 Aug 20 to 15 Aug 20 on day basis. The following instructions are to be strictly adhered during the activity -

- (a) Timely dissemination of information through suitable written guidelines as deemed necessary to achieve the aim
- (b) All Cadets to register for online pledge, download the certificate and share it with maximum citizens on social media
- (c) Cadets to write blogs or create Vlogs with hashtag # Local Par Vocal and post these on social media
- (d) Cadets must share the website link of the Aatma Nirbhar Bharat resources data with maximum citizens
- (e) Cadets should be in NCC uniform/NCC track suit

3 In Addition, the good quality videos and pictures duly annotated should be forwarded to the C as soon as the conduct of any activity on daily basis

4 This is for your information and further necessary action

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Commanding Officer
No. 6 Kar Air Sqn NCC
Mangalore - 577002

C/20/12

- *1 H. Principal At Vals Madhavan*
- *2 Principal St. Agnes College AUTO*
- *3 Principal St. Agnes College*
- *4 Principal Marys HS Mangalore*
- *5 Principal St. James HS Vadapal*
- *6 Principal St. Platenia HS Putter*
- *7 Principal Mangalathur HS Dhanu*



Alva's Air Wing NCC (Flight – B)

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AATMA NIRBHAR BHARATH ABHIYAN

Date: 01 August 2020 – 15 August 2020

FOREWORD

This report intends to brief about the involvement and support served by 06 KAR AIR SQN NCC, Flight – B for the Aatma Nirbhar Bharath Abhiyan, a journey towards Self - Reliant India. 06 KAR AIR SQN NCC, Flight – B is headed by Flight Commander Fg Offr Parveez Shariff B G under the guidance of Commanding Officer Gp Capt A G Srinivasan.

ABOUT ONGC AND THE MOTTO

Aatma Nirbhar Bharath is the vision of the Prime Minister of India Shri. Narendra Modi of making India a self – reliant nation. The first mention of this came in the form of the 'Aatma Nirbhar Abhiyan' or 'Self - Reliant India Mission' during the announcement of the coronavirus pandemic related to economic package on 12 May 2020.

OUR COMMITMENT AND ACTION

Aatma Nirbhar Bharath Self – Reliant policy does not aim to be protectionist in nature and as finance minister clarified “self – reliant India does not mean cutting off from rest of the world”. The law and IT minister, Ravi Shankar Prasad, said that “self – reliance does not mean isolating away from the world. Foreign direct investment is welcome, technology is welcome. Self – Reliant India translates to being a bigger and more important part of the global economy”.

As per the guidelines of Director General NCC, the cadets of 6 KAR AIR SQN NCC, Flight – B have actively participated in Aatma Nirbhar Bharath Abhiyan and began to promote and use Indian Products.

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Each and every cadet of Flight – B were ordered by the flight commander to actively take part in the online campaign and maximise the usage of Indian products. Cadets split up activities based on daily basis. The activities were scheduled on daily basis which is given below:

Event Conducted

Date	Activity	Remarks
01-08-2020	Aatma Nirbhar Bharath Pledge Taking	Posting pledge taking certificate in social media and encouraged other civilians to take the Aatma Nirbhar Bharath Pledge with Hashtags.
02-08-2020	Collage Making	Posting collage of Indian Products in Social Media with Hashtags.
03-08-2020	Sharing blog resources.	Sharing blog of resources which had detailed and updated information about of Aatma Nirbhar with Hashtags.
04-08-2020	Promotion of Indian start-ups and Indian Industries/Companies.	Each cadet was assigned with different Indian Companies/start-ups/industries for promoting the same in social media with hashtags.
05-08-2020	Quiz on Aatma Nirbhar Bharath	Cadets were encouraged to take up online quiz conducted by Ministry of Defence and post the certificates in Social Media to motivate other civilians.
06-08-2020	Sharing Facts regarding Aatma Nirbhar Bharath.	Cadets were given with posters containing facts related to Self-reliant India to post in social media with hashtag.
07-08-2020	Sharing quotes regarding Aatma Nirbhar Bharath.	Cadets were given with posters stressing about quotes related to Self-Reliant India to post in Social Media with Hashtags.


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08-08-2020	Sharing the benefits of the Abhiyan.	Cadets were asked to create posters mentioning benefits of Aatma Nirbhar Bharath and post the same in social media accounts with hashtags.
09-08-2020	Sharing the Sayings.	Cadets were given with posters which has the saying said by Mahatma Gandhi referring Swadeshi Movement to post it in social media with hashtags.
10-08-2020	Sharing the effects of Aatma Nirbhar Bharath	Cadets were asked to share the positive effects Aatma Nirbhar Bharath in social media to educate civilians.
11-08-2020	Sharing knowledge about MSME.	Cadets were asked to share about the reforms made in MSME definition and benefits of MSME to civilians through social media platform with Hashtags.
12-08-2020	The five I's	Cadets were asked to educate people about the five I's which plays a major role in Aatma Nirbhar Bharath in social media platform. The five I's are Intent, Investment, Infrastructure, Innovation, Inclusion.
13-08-2020	101 Bans of Ministry of Defence and Big Boost in Defence	<p>As a part of Aatma Nirbhar Bharath MoD makes plan to stop importing and lays a foundation contract worth 0.4M crores to be placed within next 5 to 7 years. Cadets were asked to share this effort of MoD in social media platform with hashtags to unite similar posts.</p> <p>Cadets were asked to post announces of MoD regarding import ban of 101 items.</p>


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14-08-2020	Self - Reliant India's achievement in PPE Industry	Cadets were asked to share the fine achievement of Self- Reliant India in manufacturing Personal Protective Equipment (PPE) Kit from 0 to 980M USD in just a span of 2 months. This was shared in social media platform along with hashtags.
15-08-2020	Aatma Nirbhar Krishi	Cadets prepared posters regarding Government's Initiative in Aatma Nirbhar Krishi as a part of Aatma Nirbhar Bharath in social media.

NOTE 1: The Hashtags used to unite likely posts in social media platforms are:


- #VocalForLocal
- #VocalParLocal
- #06KarAirSqn_NCC
- #Aatmanirbharbharathabhiyaan

NOTE 2: Twitter profile links of cadets are collected to monitor cadet's active participation.

CONCLUSION

It is very important for a nation to act lively in using Indian Products and contribute to Indian economy which makes India – A Self – Reliant Nation and fulfill the vision of Aatma Nirbhar Bharath.

Total 43 cadet (26 SDs and 17 SWs) actively participated in the Aatma Nirbhar Bharath Awareness Campaign and they made themselves comfortable in using Indian Products. Feedback from cadets are also collected to know the impact created on them and also improve ourselves in the coming activities and the do the excellent. 6 KAR AIR SQN NCC, looks forward for more opportunities to serve the cause and join hands in taking India to a country which is Self – Reliant.


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DIGITAL CAMPAIGN LINKS

Regimental Number	Name with Rank	Twitter Profile Link	Facebook Page Link
KAR/19/SD/F/170828	Cdt. Akhilesh Herkal	https://twitter.com/akhilesh_herkal?s=09	
KAR/19/SW/F/170860	CADET PUSHPITHA.P	https://twitter.com/pushpitha_p?s=09	https://www.facebook.com/Aatmanirbhar-abhiyan-213476056767415/
KAR/19/SD/F/170819	Cdt BHARATH B D	https://twitter.com/Bharath57233227?s=09	https://www.facebook.com/Aatmanirbhar-Bharat-Abhiyaan-633075753984211/
KAR/19/SW/F/170853	Cadet Madhu K	https://twitter.com/madhu_achar8?s=09	https://www.facebook.com/Aathmanirbhar-abhiyan-122654445919040/
KAR/19/SW/F/170858	Cadet Harshitha R Shetty	https://twitter.com/HarshithaRShet2?s=09	https://www.facebook.com/Aathmanirbhar-Bharat-Abhiyan-609121763086580/
KAR/18/SW/F/160305	LFC SHILPASHREE BR	https://twitter.com/BrShilpashree/status/1291330155059638272?s=19	https://www.facebook.com/shilpashree.acharya.98
KAR/19/SD/F/170826	Cdt.Akhilesh v	https://twitter.com/Akhilesh72531004?s=09	https://www.facebook.com/Aathmanirbhar-Abhiyan-584418958907789/
70861	Cadet Rashmi.k	https://twitter.com/RashmiK47401957?s=09	https://www.facebook.com/Aathmanirbhar-Bharat-Abhiyan-577560169588683/
KAR/19/SW/F/170860	CADET PUSHPITHA .P	https://twitter.com/pushpitha_p?s=09	https://www.facebook.com/Aatmanirbhar-abhiyan-213476056767415/
Kar/19/sw/f/170861	Cadet Rashmi.k	https://twitter.com/RashmiK47401957?s=09	https://www.facebook.com/Aathmanirbhar-Bharat-Abhiyan-577560169588683/
KAR/19/SW/F/170863	Cdt. Thrishala M	https://twitter.com/AppuTrishu?s=09	https://www.facebook.com/Thrishala-635722287068960/
KAR/19/SD/F/170814	Cdt Nitesh.seetaram.naik	https://twitter.com/Niteshshsnaik2?s=09	https://www.facebook.com/Atmanirbhar-Bharat-646477359306147/
KAR/19/SW/F/170848	Cdt. AKSHITHA C V	https://twitter.com/cv_akshitha/status/1291384581568913410?s=21	https://www.facebook.com/Aathmanirbhar-Abhiyan-613730652635241/
KAR/19/SW/F/170846	CADET KUMARI KHYATHI	https://twitter.com/KumariKhyathi?s=09	https://www.facebook.com/646088386004313/posts/646090066004145/?substory_index=0
KAR/19/SW/F/170851	Cdt.Aishwarya.M.T	https://twitter.com/Aishwarya25374325?s=08	https://www.facebook.com/profile.php?id=100053214224355


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KAR/18/SW/F/160307	LFC SNEHASHREE R	https://twitter.com/SnehaSh01004630?s=09	
KAR/18/SW/F/170852	Cadet.Sindhu R	https://twitter.com/SindhuR56588682?s=09	https://www.facebook.com/Aathma-Nirbhar-Bharat-6322878840668/
KAR/18/SDF/160270	Cdt. C.M Sharath Chandra	https://twitter.com/Sharath35367076?s=09	https://www.facebook.com/Aathma-Nirbhar-Abhiyan-101314231685548/
KAR/18/SD/F/160294	LFC KIRAN K	https://twitter.com/KiranK30072548?s=08	
KAR/19/SW/F/170858	Cadet Harshitha R Shetty	https://twitter.com/HarshithaRShetty2?s=09	https://www.facebook.com/Aathma-Nirbhar-Bharat-Abhiyan-609121763086580/
Kat/19/we/f/170861	Cadet Rashmi.k	https://twitter.com/RashmiK47401957?s=09	https://www.facebook.com/Aathma-Nirbhar-Bharat-Abhiyan-577560169588683/
KAR/19/SW/F/170860	CADET PUSHPITHA.P	https://twitter.com/pushpitha_p?s=09	https://www.facebook.com/Aathma-Nirbhar-Abhiyan-213476056767415/
KAR/19/SW/F/170857	Cadet. Prenita Prinsal Saldanha	https://twitter.com/PrinsalPrenita?s=09	https://www.facebook.com/Aathma-Nirbhar-Abhiyan-231788264636867/
KAR/19/SW/F/170846	CADET KUMARI KHYATHI	https://twitter.com/KumariKhyathi?s=09	https://www.facebook.com/Atma-Nirbhar-Bharat-Abhiyan-646088386004313/
KAR/19/SD/F/170840	SHAMJETSHABAM NOREN SINGH	https://twitter.com/Norensingh4?s=09	https://www.facebook.com/Aathma-Nirbhar-Bharat-Abhiyan-ANBN-625528608091646/
KAR/19/SW/F/170856	Cdt.Deesha D Shenoy	https://twitter.com/dishaaa08?s=08	https://quiz.mygov.in/quiz/aathma-nirbhar-bharat-swatantra-bharat-quiz/
KAR/19/SD/F/70838	CDT MALLIKARJUN BASAVARAJ GORAVAR	https://twitter.com/Mallika08088287?s=09	https://m.facebook.com/story.php?story_fbid=950722988738714&id=100014030642186
KAR/18/SW/F/160308	Cadet Spoorthy vv	https://twitter.com/SpoorthyVv?s=09	https://www.facebook.com/Aathma-Nirbhar-Abhiyan-242679893384149/

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