Constitution Day & Citizens’ Duties Awareness Programme (CDAP)
(26th November 2019 – 26th November 2020)
Citizens’ Duties Awareness Programme (26.11.2019-26.11.2020)

The CDAP Journey....

- Special function of both Houses of Parliament in Central Hall
- Digital photo exhibition at PH Complex
- Launch of new portal - National Youth Parliament Scheme (NYPS)
- Special Functions at State Governments/ Legislatures
- Special Functions at Indian Missions with International Dignitaries as Chief Guests
- Mass reading of Preamble in India & overseas

26 Nov 2019

- CDAP stall at World Book Fair - 10k + Visitors,
- 1250 Preamble reading certificates

14 April 2020

- Launch of ‘Panchteerth’ Tourist Circuit
- Mass Preamble reading (At home with family)
- Reading Preamble online

26 Jan 2020

- Release of Commemorative stamp on Constitution
- Preamble reading across Schools & Offices

15 Aug 2020

- Webinar on ‘Citizens’ Duties during COVID-19’
- Collaboration with Atal Innovation Mission
- Release of Thematic Films on Duties

4-12 Jan 2020

- Special Functions at State Governments/ Legislatures
- Special Functions at Indian Missions with International Dignitaries as Chief Guests
- Mass reading of Preamble in India & overseas

26 Nov 2019
26 Nov 2019 - Preamble Reading Nation-wide & Internationally

- **85+ Ministries**
  - 37 States/ UTs
  - 25+ Judiciary Chapters

- **10 Cr+ students**

- **10,000+ NRIs through overseas Missions**

- **19.6 lakhs Citizens**

- **NSS**
  - 58 lakh NSS/ NYK volunteers
  - 21,000 MyGov users read the preamble online

- **Ordinary Citizens**

- **Online Users**

- **Govt. & Judiciary**

- **Schools & Colleges**

- **NRI Community**

- **Armed Forces**

**26.11.19 Mass Preamble Reading**
Promotion Tools created under CDAP

SONG (NFDC, M/o I&B)

DOCUMENTARY FILMS (Prasar Bharti, M/o I&B & MEA)

11 JINGLES in 22 LANGUAGES (M/o Panchayati Raj)

12 SHORT FILMS (M/o Panchayati Raj)

PRESENTATION FOR SCHOOL CHILDREN (DOJ)

11 THEMATIC FILMS (DOJ)

PREAMBLE WALL (DOJ)

QUIZ QUESTION BANK (DOJ)

PRINTED MATERIAL - BROCHURE, FLYER, POSTERS, STANDEES (DOJ)
CDAP Collaborations/ Partnerships

**MyGov**
Launches a dedicated campaign on Citizens’ Duties, initiates quizzes, preamble reading, pledge taking, stories etc.

**IRCTC**
Launches mass promotion through its Website, Mobile App & ERS (E-Tickets). Loops in its Brand Ambassadors

**National Youth Volunteers**
Join the movement & conduct activities such as ‘Run for Youth’ & activities through Youth Clubs

**Corporates & Industry Bodies**
Join. FDs published in Companies’ Annual Reports. CDAP widely publicized in FICCI & ICMAI Events

**Law Schools**
Join the awareness drive in schools

**Central Universities**
Join CDAP through www.kartavaya.ugc.ac.net, 25 Nodal Universities established for conducting activities in Colleges & other Universities their States

**PSUs**
Join in & drive virtual activities, especially during lockdown

**Digital Villages**
on-boarded through CSC, Training of Trainers conducted with 100 Village level Entrepreneurs

**June 2020**

**May 2020**

**Feb 2020**

**Dec 2019**

**Nov 2019**

**Nov 2019**

**FDs still printed on E-Tickets**
CDAP Collaborations/Partnerships

Kartavya.ugc.ac.net

D/o Higher Education

3 lakh Student participations since December 2019

M/o Panchayati Raj & Rural Development

20 lakh people read preamble online since November 2019

MyGov

9.75 Cr people received messages on CDAP through Mailers

1 Cr people received messages on CDAP through Web and Whatsapp

20 Lakh push notifications receivers on a continuous basis
UGC’s Digital Campaign - ‘KARTAVYA’

>3.30 Lakh participants in activities conducted by Universities/Colleges on www.Kartavya.UGC.AC.NET
MyGov’s Digital Campaign - #ItsMyDuty

>1.55 Lakh people read Preamble to the Constitution online on MyGov
The CDAP Impact (CDAP in Numbers)

- **8.5 Cr** Special E-Tickets generated by IRCTC highlighting Fundamental Duties from Nov’19- Jan’20

- **6.3 Cr** Women under Self Help Groups on-boarded by MoRD to provide leadership in CDAP

- **2 Cr** Students engaged in myriad activities across 1.72 lakh Schools in February 2020

- **80 Lakh** MSMEs reached out by M/o MSME for undertaking activities in CDAP

- **31 Lakh** Elected representatives of Panchayat conducting CDAP activities in their Gram Sabhas/ Panchayats

- **20 Lakh** Villagers to be sensitized through awareness sessions in 1000 digital villages, across 310 districts in 16 States
CDAP in the time of the Pandemic

Special Film on FD of Render National Service during Corona launched on 14th April 2020
>2K Views

Online pledge launched on MyGov to render duty to fight Corona
>1.38 lakh citizens sign the pledge.

>19 lakh NSS Volunteers & 720 Programme officers engaged in voluntary activities for Corona

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## CDAP’s Targeted Initiatives for Students

<table>
<thead>
<tr>
<th>#</th>
<th>Area of Collaboration</th>
<th>Collaboration With</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Launch of National Youth Parliament Scheme (NYPS)</td>
<td>M/o Parliamentary Affairs</td>
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<td>2</td>
<td>World Book Fair 2020 – Stall on Citizens’ Duties</td>
<td>National Book Trust</td>
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<td>3</td>
<td>Conduct of presentations to School Children on <em>Duties</em></td>
<td>19 National Law Schools/ Universities</td>
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<tr>
<td>4</td>
<td>Launch of <em>‘Kartavya’</em> Digital Campaign</td>
<td>1. UGC</td>
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<tr>
<td></td>
<td></td>
<td>2. D/o Higher Education</td>
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<tr>
<td>5</td>
<td>Activities in Sainik Schools</td>
<td>D/o Defence</td>
</tr>
<tr>
<td>6</td>
<td>Inclusion of one page on Fundamental Duties in Text Books (In addition to Preamble)</td>
<td>1. NCERT</td>
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<tr>
<td></td>
<td></td>
<td>2. D/o School Education &amp; Learning</td>
</tr>
<tr>
<td>7</td>
<td>Development of online course on Constitution in coordination with NALSAR</td>
<td>1. NALSAR University, Hyderabad</td>
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<tr>
<td></td>
<td></td>
<td>2. D/o Legal Affairs</td>
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<tr>
<td>8</td>
<td>Translation of NCERT Textbooks on Constitution of India into multiple languages and sharing with Libraries &amp; Schools</td>
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<td>9</td>
<td>National Level Quiz Competitions</td>
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<td>2. D/o School Education &amp; Learning</td>
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<tr>
<td>10</td>
<td>Speakers to deliver lectures/ seminars pan India</td>
<td>NALSA</td>
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<td>11</td>
<td>Constitution 70 series of Colloquium</td>
<td>Hidayatullah National Law University</td>
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<td>12</td>
<td>‘Pariksha Pe Charcha’</td>
<td>19 National Law Schools/ Universities</td>
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<td>13</td>
<td>Gyan Darshan TV Channel/ Gyan Vani Radio promoting Duties</td>
<td>School of Open Learning, IGNOU</td>
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<td>14</td>
<td>Myriad activities- Debates, Moot Courts etc.</td>
<td>1. Kendriya Vidyalayas</td>
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<td>2. Jawahar Vidyalayas</td>
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<td>3. Rajkiya Vidyalayas</td>
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For all these years, we have rightly focused on the Rights given to us by our Constitution.

Let us also think about the Duties enshrined in our Constitution and perform those duties as proud citizens of India.

Thank You