

SOP for Seva Sankalpa Abhiyan

17-Sep to 17-Oct

Programme 1: Ashirwad ka Diya (17th September, 1900 hrs)

At every booth, each beneficiary family will participate in this resolve by lighting a diya, a symbol of gratitude for Shri Narendra Modi Ji's 25 years of public service (Jan Seva) and the collective resolve for "Viksit Bharat 2047"

State Government

- Every concerned department in every state should prepare a list of beneficiaries of its schemes beneficiaries can belong to any department, any scheme, including karyakarta-beneficiaries. The list should also include COVID vaccination beneficiaries.
- The central office will prepare the master video in Hindi. Every state should adapt it into the local language - only the language should change; sentiment and visuals stay the same. The date and time must be mandatorily shown on the final frame of every video.
- The "Ashirwad Ka Diya" video should be sent to all selected beneficiaries via WhatsApp.
- Citizens, influencers, ministers, and chief ministers will share photos and videos of their diyas with the hashtag #Ashirwad_Ka_Diya and promote on WhatsApp, TV ads, special songs, and influencers

Sangathan

- A karyakarta-in-charge should be appointed for each district, responsible for full implementation there.
- At each booth, a karyakarta should have a designated responsibility, decided in advance.
- Teams and karyakartas should reach each beneficiary's doorstep and facilitate the lamp-lighting.
- Karyakartas should ensure the booth-level event runs smoothly and that its report reaches the district in-charge.
- A theme song and a short informational video should be prepared, easy to share on WhatsApp, available in Hindi and all major languages, with a common hashtag, frame, and campaign identity provided centrally.



CHIEF MINISTER WAR ROOM

— WEST BENGAL —

Programme 2: 25 crore Bacho ke Sapno ka Bharat (17th September to 07th October - 7 to 10 day slot to be chosen at the discretion of the State)

Information about the service works carried out by Shri Narendra Modi Ji, and the vision of a Viksit Bharat 2047, will be shared in all government and private schools nationwide. A speech and a drawing competition will be organized on these same two topics.

State Government

- Issue a circular fixing the competition date and inform schools. The letter's subject should reference "Viksit Bharat Sankalp" and "25 years of service work" - and must not mention the Prime Minister's birthday celebration.
- Send schools written information on the schemes and Viksit Bharat, for teachers to explain to children.
- Designate a nodal teacher for the school-level competition, hold a school-level exhibition, and send reels/video to the District Education Officer (DEO).
- The DEO will organize a district-level exhibition and, finally, a state-level exhibition of selected entries.
- A minister should be present at the state level to boost children's morale.
- Winners receive a certificate signed by the Chief Minister; all participants receive a certificate signed by an Education Department official.

Sangathan

- One Karyakarta (from various fronts or the main body) will be appointed for every school at the panchayat and ward level.
- Karyakartas will ensure local parents and villagers definitely turn up to see the children's drawings.
- Ensure maximum local turnout at district- and state-level exhibitions.
- A local leader should be present at the district exhibition



Programme 3: NaMo Seva Gatha (17th Sep onwards, on 02nd October, a grand performance)

The story of the past 25 years of service work, major welfare schemes, and the changes that have come to the country should be conveyed village-to-village through a simple musical theatrical performance. The program should be organized in schools, colleges, panchayats, community centers, and other public venues nationwide.

The 30 minute “Seva Gatha” content will be prepared centrally and provided as a complete master program package by 6 September.

State Government

- The Minister of Youth & Cultural Affairs will be in charge of the complete implementation of Seva Gatha in coordination with Education, Culture, Panchayati Raj depts.
- Instructions to reach schools and colleges via the Education Department
- Public venues are selected and permissions secured in advance
- Local-language conversion of central material happens on schedule
- Appoint a Nodal Officer in every district.
- Local citizens should be invited to watch the program.
- Good photo and video recordings should be made of every performance.
- Reels and short videos of selected clips should be shared on state and district social media accounts.
- The best performances should get a chance to perform at the state-level event.
- Outstanding local artists, students, and teachers should be honored locally.

Sangathan

- The state party leadership will be jointly accountable alongside the Government - governance and organization together
- A minimum of 18–20 talented tolis should be engaged per district, performing at public locations or venues designated by the state.



Programme 4: Angan ka Utsav (25th September to 07th October, a 3 day event at each centre)

Information about the Modi government's nutrition, health, and women-related schemes should be given to children and mothers in very simple, conversational language. Small entertaining activities should be organized for children. Sweets and fruit distribution should create a festive atmosphere.

Local Anganwadi centers should invite mothers along with their children.

Anganwadi workers, ASHA workers, ASHA Didis and Sahayikas, beneficiary mothers should be publicly honored at the event, and active participation of children and mothers should be ensured.

Local Mahila Morcha karyakartas should be involved in organizing and outreach.

State Government

- The Health & Education Deptt will be in charge of the complete implementation

Programme 5: Kahani Badlav Ki

Launch a nationwide competition inviting citizens and beneficiaries to submit their inspiring stories. Party karyakartass should personally contact beneficiaries in their area and record short videos of beneficiaries; log name, location, district, scheme, and life-change. A state- and district-wise digital data bank of all videos need to be maintained. Shortlist about 25,000 good stories from those received; professionally develop and present around 250 of the most impactful.

State Government

- The Chief Minister should share a 2-5 minute compilation video of the best stories, daily or regularly, and periodically make videos with beneficiaries.
- State ministers should share at least 2 good stories daily on social media for one month.

Sangathan

- Selected reels posted daily on each district's official party social media account.
- "10 Reels from Every Shakti Kendra"- the organisation will conduct this campaign across all Shakti Kendras in the country. Each Shakti Kendra will create and upload at least ten authentic stories in the form of reels.



Programme 6: Viksit Bharat Sankalp Yatra

Taking the country's influencers and digital content creators to 50 places in the country that have seen major, real, and clear change in recent years. Participants will witness the change, meet local people, and tell India's story from experience.

- Every state must send a list of its most impactful transformative sites, projects, and changes to the central office. Ordinary buildings, halls, or purely formal venues should not be included. Select sites where real change is visible in people's lives, safety, economy, infrastructure, or opportunities.

Host State

- Prepare complete, authentic info about the selected site
- Arrange arrival, local travel, food & other needs
- Arrange interaction with experts, officials & local beneficiaries
- Ensure a well-organized, effective site visit
- Assist with photo/video/media/content creation
- Arrange security, permissions & a local nodal officer

Sending State

- Build a list of good influencers & digital creators
- Select 150/100/50 people per category
- Brief participants on purpose & content
- Coordinate with the relevant Host State
- Orient participants before the trip
- Ensure expected digital content post-trip

Programme 7: Seva Jyoti Yatra (7th October)

Yatras with Seva Jyoti will be conducted in each 750 district of India. Small yatras will start from different directions and converge at a fixed point - nearby residents walking in groups, others arriving as a bike rally.

State Government

- Necessary technical arrangements (LED screens, live video conferencing, internet, sound system) should be pre-planned for the addressal by the Prime Minister
- The format should stay simple, clear, and organized so it can be easily replicated across all states.
- A permanent Seva Jyoti installation should be set up in each district

Sangathan

- Start point, route, and the end point to be decided by the local party organization.
- Where it ends: a stage, speaking arrangements, and standing/seating space.
- Discussion will focus on Modi Ji's major works and welfare schemes; local beneficiaries share experiences directly.
- At the end, all participants together take the "Viksit Bharat 2047" resolve.



Programme 8: Vadnagar to Varanasi

Not sure of participation of West Bengal

Programme 9: Seva Mera Yogdaan (17th September to 17th October)

Every citizen will contribute to social service. The central office will release a list of 25 major service activities; participants may choose any one, or take up other work tied to the “Seva” theme. Service may be performed at home, neighborhood, village, school, workplace, or any public space; record before/after photos or a short video.

Programme 10: Seva Setu Abhiyaan (17th September to 17th October)

The state government should organize ‘Seva Setu’ camps at the block level of every Vidhan Sabha, including state and central government schemes that directly apply to ordinary citizens. As soon as a citizen arrives at the camp, they should, on the spot, be enrolled as a beneficiary of relevant schemes based on eligibility.

Programme 11: Rangoli Rashtra

On a single fixed date, a Human Rangoli will be organized at the country's most prominent public site based on Modi Ji's major welfare schemes, national symbols, and the dream of Viksit Bharat.

State Government

Approve public places, civic permissions, police support, cleanliness, district administration, protocol and cultural institution support.



Programme 12: Rashtriya Innovation Challenge

Five major regional innovation challenges will be organized to connect the country's youth, students, startups, professionals, corporate innovators, and grassroots solution-builders in Maharashtra, Gujarat, Bengaluru, Delhi and Kolkata.

- Leading innovators and promising new ideas from the region will be invited to each centre.
- Educational institutions, start-up networks, incubation centres and private companies will be engaged as programme partners.
- The most promising participants will be selected through an online application process.
- Selected innovators will present their solutions before a panel of invited experts.
- The best innovations from each centre will advance to the final round at the national level.
- The programme will include exhibitions, live demonstrations, youth interactions, expert sessions and awards.

Programme 13: Jansevak Mahakumbh (17th October 2026)

- Sarpanches and other public representatives from across the country will gather in 4 cities including Kolkata, marking 25 years of good governance and service by Hon'ble PM Shri Narendra Modi Ji.

Namo Seva Canvas Projection

A 7 day laser show should be organised for projection against the most prominent place of the city; for instance Gateway of India (Mumbai).





Government of West Bengal
Information & Cultural Affairs Department
Nabanna (9th Floor) Howrah-711 102

Date 04.09.26

No. 9639 -ICA(N)

To
The Additional Chief Secretary
School / Higher Education Dept

Subject: Coordination for organizing 25 Crore Bacho ke Sapno ka Bharat and NaMo Seva Gatha under Seva Sankalp Avijan -reg

Sir,

This is to inform you that Seva Sankalp Abhiyan shall be observed across the State from **17th September to 10th October, 2026**, as per the programme schedule enclosed herewith.

2. As part of the Abhiyan, participation of students and teachers of schools and colleges is envisaged in the following two major activities:

A. 25 Crore Bacho ke Sapno ka Bharat (২৫ কোটি শিশুর স্বপ্নের ভারত)

3. The activity is proposed to be undertaken during the period **from 17th September to 7th October, 2026**, with a **7-10 day programme slot** to be finalised by the School Education Department.

4. Under this initiative, information regarding various Government schemes, programmes and flagship initiatives aimed at realising the vision of a Viksit Bharat 2047 may be disseminated among students through Government, Government-aided and private schools across the State.

5. To encourage creative engagement and participation of students, speech and drawing competitions on the prescribed themes - Viksit Bharat Sankalp and 25 years of service work may be organised at the school level, followed by district-level and State-level exhibitions of selected entries. Schools may also be encouraged to prepare and share suitable reels/videos of the activities through the concerned DICOs/SDICOs for documentation and wider amplification.

6. The winners of the competitions will be awarded certificates signed by the Hon'ble Chief Minister of West Bengal while certificates signed by the authorised officials of the School Education Department may be provided to all other participating students so as to encourage wider participation.

B. NaMo Seva Gatha (নমো সেবাকাহিনী)

7. From **17th September, 2026** onwards, a **30-minute musical-theatrical presentation** on public service, welfare initiatives and related themes is proposed to be organised in schools, colleges and other suitable public venues across the State. A grand performance is proposed on **2nd October, 2026**.

8. The participating institutions may be encouraged to identify and showcase outstanding student and artist talent through these presentations. Selected outstanding students/artists may subsequently be honoured and invited to participate in the State-level programme.

9. For effective documentation and wider dissemination of the activities, relevant reports, photographs, reels and videos may be collected and shared with the concerned DICOs/SDICOs, who may coordinate with the Department for appropriate amplification through official communication and media platforms. Local citizens may be invited to watch the program.

10. In view of the above, you are requested to kindly issue necessary instructions to all concerned Government, Government-aided and private educational institutions and ensure effective coordination for implementation of the activities. Appropriate nodal teachers/officials may also be designated by the concerned institutions/authorities for planning, coordination, reporting and timely submission of the requisite materials.

11. The detailed programme schedule along with the **list of Committees constituted for organising different activities under "Seva Sankalp Abhiyan"** is enclosed herewith for ready reference. The concerned Committee(s) may be consulted, wherever required, while planning and implementing activities pertaining to the Department.

12. **Sri Avneet Punia, IAS, Special Secretary & Director, Information (Mobile: 7604068606), shall coordinate the programme.** All concerned may maintain close coordination with him for timely planning and implementation. Suitable documentation, photographs and videos may be shared with this Department in due course.

13. The matter may kindly be accorded **priority** and necessary action may be taken accordingly.

Yours faithfully,

Enclo: a/a



(Dr Saumitra Mohan, IAS)

Secretary to the
Govt of West Bengal

No. 9639/1(23) -ICA(N)

Date 04.09.26

1-23) Commissioner, KMC / District Magistrate (All) district.



(Dr Saumitra Mohan, IAS)

Secretary to the
Govt of West Bengal

Seva Sankalpa Abhiyan

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- A minister should be present at the state level to boost children's morale.

Winners receive a certificate signed by the Chief Minister; all participants receive a certificate signed by an Education Department official.

List of Committee members :

2	25 crore Bacho ke Sapno ka Bharat	Shri Bidyasagar Chakroborty, Social Worker	9933868898
		Shri Dipak Barman, MIC	9002089396
		Shri Rajib Kumar Bhowmick, Social Worker	9732195390
		Shri Souvik Patra, MLA	9732854677
		Shri Amit Samanta, MLA	9123071151

Seva Sankalpa Abhiyan

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List of Committee members :

3	NaMo Seva Gatha	Shri Bhaskar Bhattacharya, MoS	9830091767 / 8240671306
		Smt. Purnima Chakraborty, MoS	7003821369
		Shri Saptorshi Choudhury, Social Worker	9830055481
		Shri Sumanta Mandal, MLA	9932010106
		Shri Kuntal Chowdhury	8910397884