

International Committee of Red Cross's National Youth Festival

Objective: Building awareness and momentum around International Committee of Red Cross's National Youth Festival with support of Indian Red Cross Society



ICRC

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National Youth Festival organised by Indian Red Cross Society

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Indian Red Cross hosts national youth festival

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Noida (Uttar Pradesh) [India], Feb.12 : The Indian Red Cross Society is hosting a three-day National Youth Festival from February 12 to 14.

The objective of the festival is to help youth of the country understand their potential and urge them to contribute to society in a more effective manner. Young volunteers of the Indian Red Cross Society will be given direction towards self-sufficiency and sustainability. This interactive festival will see exchange of thoughts between the volunteers and the experts from Red Cross and other sectors as well.

The sole purpose of this event is to bring a youth momentum within the cadre of the Red Cross in India at each level.

Manish Choudhary, Joint Secretary, (IRCS), said "Indian Red Cross identifies with the spirit of the youth and wants to bring the reflection of this vibrancy in our Red Cross programmes so that it connects well with the young in India. In India the Red Cross Movement is keen to bring in youth power and the movement partners International Federation of Red Cross and Red Crescent Societies (IFRC) and the International Committee of the Red Cross (ICRC) are playing a key in supporting this objective."

The event is a mix of educational-cultural extravaganzas with each state performing live either through dance forms, theater or vocal music. This rendezvous would culminate in a grand award winning ceremony during the valedictory function.

YRC volunteers would also be given an opportunity to meet with youth icons like Ritesh Malik (entrepreneur), Umesh Vikram Kumar (Para Badminton Athlete), Nipun Malhotra of the Nipman Foundation, Angad Singh Bedi (actor and cricketer) and Fazliyya (Rapper).

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Indian Red Cross organizes National Youth Festival

The National Youth Festival attempts to help give the youth volunteers of the Indian Red Cross Society direction towards self-sufficiency and sustainability.

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February 14, 2018 Noida: The Indian Red Cross Society organized a three-day National Youth Festival from 12th to 14th February 2018 with support of Amity University in Noida which saw participation of 400 Red Cross volunteers from all states of the country. Indian Red Cross objective is to help the youth of the country understand their potential and urge them to contribute to the society in a more effective manner. The National Youth Festival attempts to help give the youth volunteers of the Indian Red Cross Society direction towards self-sufficiency and sustainability. This interactive festival will see exchange of thoughts between the volunteers and the experts from Red Cross and other sectors as well.

The sole purpose of this National Youth Festival (NYF) 2018 is to bring a youth momentum within the cadre of the Red Cross in India at each level.

Strategy:

- Utilising power of the media to promote Red Cross's efforts to bring together volunteers from pan-India and promote Red Cross's fundamental.
- Bringing key KOLs to the event to build interest around the program.

Methodology:

- Regular PR rounds for 2 weeks to make the event a resounding success.
- Pre and post media interactions with top Red Cross officials to build awareness around the actions taken by Red Cross for their fundamental messages.

Scale:

- 100+ coverage generated around a day long event followed by strong relationship building meetings with the media.

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National Youth Festival organised by Indian Red Cross Society

New Delhi, Feb 12 (PTI) A three-day National Youth Festival organised by the Indian Red Cross Society (IRCS) began in Noida today to help the youth understand their potential and encourage them to contribute to the society in a more effective manner.

Annual 400 Red Cross volunteers from across the country participated in the festival which aims to give the volunteers direction towards self-sufficiency and sustainability.

A statement issued by the Indian Red Cross Society said, "This interactive festival will see exchange of thoughts between the volunteers and the experts from Red Cross and other sectors as well."

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National Youth Festival 2018

Noida (Uttar Pradesh) : The Indian Red Cross Society is hosting a three-day National Youth Festival from February 12 to 14.

Press Information Bureau
Government of India
President's Secretariat

Participants of the Youth Fest 2018 Call on the President

13-February-2018 18:37:01

Participants of the Youth Fest-2018, called on the President of India, Shri Ram Nath Kovind, at Rashtrapati Bhavan today (February 13, 2018).

Speaking on the occasion, the President noted that this is the first ever National Youth Fest organised by the Indian Red Cross Society. He stated that participants of this fest are now the Ambassadors of the Indian Red Cross Society – so when they go back to their respective states and regions, they should share their experiences at the Youth Fest with friends and motivate them to join the Red Cross movement too.

The President noted that the Youth Fest provided participants an opportunity to understand different humanitarian activities of the Red Cross. He expressed happiness that such a youth-focused initiative has been taken by the Indian Red Cross Society which is the largest statutory humanitarian organisation in India. He complimented the Society for this initiative.

The President said that the Indian Red Cross Society will turn 100 years 'young' in 2020. He was sure that it will continue to carry on with its laudable activities. These activities include providing relief in times of disasters and other emergencies, promoting accessibility to health services and to safe and healthy living, and working to reduce stigma and discrimination for better integration of disadvantaged people.