

10 OCT 2017

No. EDN-H(27) NSS-Misc.
Directorate of Higher Education
Himachal Pradesh.

Tel. No. 2653120-240 e-mail Address dir.edu@rediffmail.com Fax No. 2812882

Dated, Shimla-1, the 10th October, 2017

To

✓ All the Principals (having NSS unit)
Govt./JNV/Private Sr.Sec. School,
Himachal Pradesh.

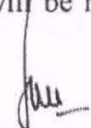
Subject:

Urgent: Information on NSS Facebook and Twitter & smnssindia mail- Reg.

Memo,

You will be glad to know that Ministry has issued IDs of all the above social media channels for direct posting of NSS reports, videos at national level (Photocopy enclosed of ready reference).

You are, therefore directed to immediately start posting NSS activities on **facebook twitter and smnssindia mail given in the letter enclosed** and submit the progress of total no. of NSS volunteers added on each social media channel to concerned DDHE. It will be helpful in highlighting the NSS activities of this Region at National level.



Director of Higher Education
Himachal Pradesh

Endst. NO. Even dated
Copy forwarded to:-

Shimla-1, the,

10th October, 2017

1. Regional Director, NSS Ministry of Youth Affairs and Sports, GOI NSS Regional Directorate KendriyaSadan (fourth floor) Sector-9 Chandigarh w.r.t. their email dated 04/10/2017 for information.
2. State NSS Officer (SNO) Department of YSS H.P. Sectt. Shimla- for information.
3. All the Dy. Directors of Higher Education with direction to submit the Distt.level consolidated progress i.e total no. of NSS unit/volunteers added on each social media channel to this Directorate.
- 4 ✓ The Technical Officer, I.T. Cell, Directorate of Higher Education Shimla-1, with direction to upload the same on the Departmental website.


Director of Higher Education
Himachal Pradesh

File No. /NSS/DTE/2017/1292
Government of India
Ministry of Youth Affairs & Sports
Directorate of NSS
12/11, Jannagar House, New Delhi-110011

Date: 27th Sept., 2017

To,
The Regional Directors
All Regional Directorates of NSS,

Sub: Information on NSS Facebook and Twitter – Reg.

Sir/Madam,

A high level meeting was held on 22nd Sept. 2017 with Hon'ble Minister of Youth Affairs and Sports, Govt. of India on Social Media. In the meeting, he desired that the involvement of NSS volunteers in the Facebook page and Twitter needs to be scaled up.

For your information, there is negligible presence of the NSS volunteers in our NSS Facebook page and Twitter. To be precise there are only has 6028 likes in Facebook page and 160 followers in Twitter. This establishes the fact that NSS volunteers have not been educated or made aware of NSS presence in Social Media.

In this regard you are requested to ensure that all the volunteers under your jurisdiction are informed about the NSS Facebook page (NSS India) and Twitter (@_NSS India) and encourage them to like Facebook page & follow Twitter so that they are aware about the activities happening in NSS. Also the Regional Director should ensure the activity happening in the state be shared so that it is reflected in NSS India Facebook page.

Looking at current situation wherein hardly NSS volunteers know the activity of NSS, we may set a target of minimum 20% of the NSS volunteer to be involved in NSS Facebook & Twitter respectively within 31st of October 2017. Then in November once the buzz is created we may target minimum 50%.

The NSS Facebook page is NSS India and Twitter Account is @_NSS India. You may kindly circulate this information to all the NSS family. For the uploading of pictures, video and content can be sent to smnssindia@gmail.com that will be uploaded at HQ level
Facebook page URL ID is <https://www.facebook.com/NSSGOI/>
Twitter URL ID is https://twitter.com/_NSSIndia

Yours Faithfully

(Veerendra Mishra)
Director of NSS

For
S.K. Basumatary