



VETERANS INDIA

Regd. No. Delhi/2149/2015

(AN ALL INDIA ORGANISATION OF VETERANS LED BY EX-SERVICEMEN)

Social and Political Awareness Wing of Veterans India:

1. Purpose:

The purpose of the Social and Political Awareness Wing is to instill a sense of civic responsibility, political awareness, and democratic values among the citizens, with a focus on youth and students.

2. Vision:

To create an informed and engaged citizenry that actively participates in the democratic process, contributing to the nation's progress and development.

3. Mission:

Empower citizens, particularly youth, through educational programs, campaigns, and initiatives that foster political awareness, ethical leadership, and active civic participation.

4. Approach:

Adopting a multifaceted approach involving educational programs, public campaigns, and collaborative efforts with stakeholders to enhance political literacy and civic engagement.

5. Objectives:

a. Educational Initiatives:

- i. Develop and implement civic education programs in schools and colleges.
- ii. Conduct workshops on democratic values, governance, and electoral processes.

b. Public Awareness Campaigns:

- i. Organize campaigns to raise awareness about political rights and responsibilities.
- ii. Utilize social media and traditional media for widespread dissemination of information.

c. Collaboration and Partnerships:

- i. Establish partnerships with educational institutions, NGOs, and government agencies.
- ii. Collaborate with media houses for effective communication of political awareness.

d. Youth Engagement Programs:

- i. Conduct forums and discussions to encourage youth involvement in political discourse.
- ii. Facilitate leadership development programs for aspiring young leaders.

6. Roles and Responsibilities:

a. Wing Head:

- i. Oversee the planning and execution of political awareness initiatives.
- ii. Foster collaborations with external organizations and institutions.



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b. Educational Coordinator:

- i. Design and implement civic education programs in educational institutions.
- ii. Coordinate workshops and seminars on political literacy.

c. Media and Communications Specialist:

- i. Manage public awareness campaigns through various media channels.
- ii. Develop communication materials for political education.

d. Partnership Coordinator:

- i. Identify and establish partnerships with NGOs, educational institutions, and media houses.
- ii. Coordinate joint initiatives and campaigns.

7. Important Dates:

Republic Day (January 26):

Launch awareness campaigns on democratic values and civic responsibilities.

International Day of Democracy (September 15):

Organize events promoting political participation and democratic principles.

Through these efforts, the Social and Political Awareness Wing aims to contribute significantly to building an informed and engaged citizenry aligned with the goals of Veterans India.

Organization Structure and Responsibilities - Veterans India SOCIAL AND POLITICAL AWARENESS WING(Central Level):

8. National Vice President (SOCIAL AND POLITICAL AWARENESS WING):

- a. **Role:** Provide strategic leadership and vision for the central SOCIAL AND POLITICAL AWARENESS WING.
- b. **Responsibilities:**
 - i. Oversee and guide all national-level SOCIAL AND POLITICAL AWARENESS WING programs and initiatives.
 - ii. Collaborate with other wings and organizational leadership for integrated efforts.
 - iii. Represent the SOCIAL AND POLITICAL AWARENESS WING at national events and forums.

9. National General Secretary (SOCIAL AND POLITICAL AWARENESS WING):



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- a. **Role:** Assist the National Vice President in administrative tasks and coordination within the SOCIAL AND POLITICAL AWARENESS WING.
- b. **Responsibilities:**
 - i. Manage day-to-day operations of the central SOCIAL AND POLITICAL AWARENESS WING.
 - ii. Coordinate communication between the central and state levels.
 - iii. Ensure effective implementation of national-level SOCIAL AND POLITICAL AWARENESS WING programs.

10. National Secretaries (SOCIAL AND POLITICAL AWARENESS WING) - 36 (One for Each State/UT):

- a. **Role:** Support the National General Secretary in administrative duties and communication at the state level.
- b. **Responsibilities:**
 - i. Maintain records, documents, and communications for the respective state/UT.
 - ii. Provide logistical support for state-level SOCIAL AND POLITICAL AWARENESS WING events and activities.
 - iii. Act as the primary point of contact for state-level coordination.

11. National Senior Joint Secretaries (SOCIAL AND POLITICAL AWARENESS WING) - 36 (One for Each State/UT):

- a. **Role:** Represent and coordinate SOCIAL AND POLITICAL AWARENESS WING activities at the state level.
- b. **Responsibilities:**
 - i. Liaise with state-level coordinators, ensuring effective communication.
 - ii. Oversee and support state-level SOCIAL AND POLITICAL AWARENESS WING programs.
 - iii. Provide guidance to National Joint Secretaries.

12. National Joint Secretaries (SOCIAL AND POLITICAL AWARENESS WING) - 72 (Two for Each State/UT):

- a. **Role:** Support the National Senior Joint Secretaries and assist in state-level coordination.
- b. **Responsibilities:**
 - i. Work closely with state coordinators for seamless communication.
 - ii. Facilitate information exchange between the central and state levels.
 - iii. Assist in the implementation of national-level SOCIAL AND POLITICAL AWARENESS WING initiatives.

Total Office Bearers at National Level: 148

13. Charters of Duties and Responsibilities:



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- a. Each office bearer must be an expert in Social and Political related activities.
- b. The National Vice President sets the strategic direction and vision.
- c. The National General Secretary ensures efficient operations and communication.
- d. National Secretaries handle state-level administrative tasks and coordination.
- e. National Senior Joint Secretaries oversee and support state-level programs.
- f. National Joint Secretaries assist in state-level coordination and program implementation.

This structure ensures a robust and well-coordinated approach to managing SOCIAL AND POLITICAL AWARENESS WING activities at both the national and state levels within Veterans India

Guidelines and Roles of Office Bearers - Social and Political Awareness Wing of Veterans India

14. Vice President - Social and Political Awareness Wing:

- a. Provide strategic leadership for promoting social and political awareness.
- b. Oversee the planning and execution of initiatives that align with the organization's goals.
- c. Collaborate with external entities to enhance the impact of awareness programs.

15. General Secretary - Social and Political Awareness Wing:

- a. Manage day-to-day operations and communication within the wing.
- b. Coordinate with State/UT Secretaries and Joint Secretaries for seamless execution of programs.
- c. Ensure effective documentation and reporting of social and political awareness activities.

16. State/UT Secretaries (36- One for each State/UT):

- a. Represent the wing at the state or union territory level.
- b. Liaise with local authorities, educational institutions, and community leaders.



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- c. Plan and execute region-specific social and political awareness campaigns.

17. Senior Joint Secretaries (36 - One for each State/UT):

- a. Assist State/UT Secretaries in coordinating activities.
- b. Provide guidance on program implementation and address challenges.
- c. Facilitate communication between the state and central leadership.

18. Joint Secretaries (72 - Two for each State/UT):

- a. Support State/UT Secretaries in grassroots initiatives.
- b. Act as a bridge between the central leadership and the local teams.
- c. Contribute to the planning and execution of events, workshops, and campaigns.

19. Roles and Responsibilities of All Office Bearers:

a. Nationalism and Patriotism Promotion:

- i. Instill a sense of nationalism and patriotism through targeted awareness campaigns.
- ii. Foster unity and understanding among citizens.

b. Social and Political Awareness Programs:

- i. Plan and execute programs focusing on civic education, political literacy, and social responsibility.
- ii. Address contemporary social issues through educational initiatives.

c. Youth Engagement:

- i. Engage with educational institutions and youth organizations to promote civic participation.
- ii. Organize events that encourage youth to actively participate in the democratic process.



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d. Community Engagement:

- i. Collaborate with local communities to understand their social and political concerns.
- ii. Conduct forums for open discussions and information sharing.

e. Advocacy for Good Governance:

- i. Advocate for transparent governance, ethical practices, and citizen rights.
- ii. Collaborate with authorities for policy advocacy and implementation.

f. Collaboration and Partnerships:

- i. Establish partnerships with NGOs, educational institutions, and government bodies.
- ii. Collaborate with media outlets for wider reach and impact.

20. Important Dates:

a. National Voters' Day (January 25):

Conduct special campaigns to promote voter awareness.

b. Constitution Day (November 26):

Organize educational events to commemorate the adoption of the Indian Constitution.

This framework aims to define clear roles and responsibilities for office bearers, ensuring efficient and impactful implementation of social and political awareness programs by the Social and Political Awareness Wing of Veterans India.



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Standard Operating Procedure (SOP) - Social and Political Awareness Wing of Veterans India

21. Nationalism and Patriotism Campaigns:

- a. Develop annual campaigns to promote nationalism and patriotism.
- b. Utilize social media, workshops, and community events for widespread impact.

22. Youth Engagement Programs:

- a. Organize workshops in schools and colleges on civic responsibilities.
- b. Facilitate youth-centric events promoting national pride and ethical leadership.

23. Community Dialogues:

- a. Conduct regular community dialogues to understand local concerns.
- b. Collaborate with local leaders and organizations for effective community engagement.

24. Political Literacy Workshops:

- a. Plan workshops explaining the political system and democratic processes.
- b. Tailor programs for diverse audiences, considering regional variations.

25. National Events Commemoration:

- a. Organize events on important national days, emphasizing their significance.
- b. Collaborate with schools and local bodies for broader participation.

26. Media Collaboration:

- a. Engage with media outlets for coverage of awareness initiatives.
- b. Share press releases, articles, and interviews to amplify the message.



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27. Youth Parliament Initiatives:

- a. Facilitate youth parliament sessions to educate on parliamentary proceedings.
- b. Encourage youth to voice opinions on national issues.

28. Advocacy for Good Governance:

- a. Collaborate with legal experts to create advocacy programs.
- b. Campaign for transparent governance, ethical practices, and citizen rights.

29. Collaboration with Educational Institutions:

- a. Establish partnerships with universities and schools for sustained programs.
- b. Integrate awareness modules into educational curricula.

30. Regular Reporting and Documentation:

- a. Maintain a comprehensive record of all initiatives undertaken.
- b. Submit regular reports to the General Secretary for evaluation.

31. Important Dates:

a. Republic Day (January 26):

Launch special programs emphasizing constitutional values and duties.

b. Independence Day (August 15):

Conduct large-scale patriotism campaigns and awareness drives.

c. National Voters' Day (January 25):

Organize voter education programs to coincide with the national celebration. Educate Young Voters to get registered as voter and motivate them to participate in democratic process along with family members, friends and neighbors. It can be organized in consultation with various offices of election officers at different level.



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This SOP is designed to guide the operations of the Social and Political Awareness Wing, aligning its efforts with the broader objectives of Veterans India. The outlined initiatives aim to instill a sense of national pride and civic responsibility among citizens, with a focus on engaging youth and communities throughout the year.

Standard Operating Procedure (SOP) - Funds Generation for Social and Political Awareness Wing of Veterans India

32. Corporate Partnerships:

- a. Identify potential corporate sponsors aligned with patriotic causes.
- b. Establish partnerships through presentations and proposal submissions.

33. Fundraising Events:

- a. Organize patriotic-themed events to raise funds.
- b. Engage communities in activities that promote awareness and generate contributions.

34. Online Campaigns:

- a. Launch online crowdfunding campaigns via social media platforms.
- b. Leverage digital channels to reach a wider audience for donations.

35. Government Grants and Sponsorships:

- a. Research and apply for grants from governmental bodies supporting awareness programs.
- b. Seek sponsorships for specific projects that align with government initiatives.

36. Collaboration with NGOs:



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- a. Partner with non-profit organizations sharing similar objectives.
- b. Explore joint fundraising efforts and events to maximize impact.

37. Individual Donor Programs:

- a. Develop a donor recognition program to encourage individual contributions.
- b. Regularly communicate with donors, updating them on the impact of their contributions.

38. Awareness Merchandise Sales:

- a. Create and sell merchandise related to patriotic causes.
- b. Allocate a portion of the proceeds to fund social political awareness initiatives.

39. Community Fund Drives:

- a. Conduct community-specific fundraising drives.
- b. Customize campaigns to resonate with local sentiments and concerns.

40. Media Sponsorships:

- a. Approach media organizations for sponsorships or advertising partnerships.
- b. Offer visibility and recognition in return for financial support.

41. Regular Financial Reporting:

- a. Maintain transparent financial records of funds received and spent.
- b. Provide regular updates to donors and sponsors on fund utilization.

42. Important Dates:

a. Republic Day (January 26):

Launch special fundraising campaigns around this patriotic occasion.



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b. Independence Day (August 15):

Organize flagship fundraising events coinciding with national celebrations.

c. National Voters' Day (January 25):

Promote donation drives, emphasizing the importance of civic engagement. Educate Young Voters to get registered as voter and motivate them to participate in democratic process along with family members, friends and neighbors. It can be organized in consultation with various offices of election officers at different level.

This SOP is designed to guide the Social and Political Awareness Wing in generating funds to support its initiatives, ensuring financial sustainability and effective execution of programs aligned with the broader goals of Veterans India.

Sources for Funds Generation - Social and Political Awareness Wing of Veterans India

43. Corporate Sponsorships:

- a. Approach corporations aligned with patriotic values for financial support.
- b. Seek sponsorships for awareness campaigns, events, and initiatives.

44. Government Grants:

- a. Research and apply for grants from government bodies supporting social and political awareness.
- b. Explore partnerships with government agencies promoting civic education.

45. Online Crowdfunding:

- a. Launch crowdfunding campaigns on platforms to engage a broader audience.
- b. Leverage social media and online channels for visibility and donations.



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46. Community Fundraising Events:

- a. Organize community-based events promoting political awareness.
- b. Generate funds through participation fees, donations, and sponsorships.

47. Philanthropic Foundations:

- a. Identify philanthropic foundations with an interest in civic education.
- b. Submit proposals and applications for grants supporting awareness programs.

48. Individual Donations:

- a. Develop a donor outreach program encouraging individuals to contribute.
- b. Provide platforms for online and offline donations with clear messaging.

49. Media Partnerships:

- a. Collaborate with media outlets for sponsored content and advertising.
- b. Use media partnerships to promote awareness and attract funding.

50. Corporate Social Responsibility (CSR) Initiatives:

- a. Engage with corporations for CSR initiatives focused on civic education.
- b. Align awareness programs with the corporate social responsibility goals.

51. Merchandise Sales:

- a. Create and sell merchandise related to social and political awareness.
- b. Allocate proceeds from sales to fund awareness initiatives.

52. Educational Institutions Collaboration:

- a. Partner with schools and colleges for awareness programs.
- b. Seek funding from educational institutions interested in civic education.

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53. Important Dates:

a. National Voters' Day (January 25):

Launch campaigns emphasizing the importance of voting and civic participation. Educate Young Voters to get registered as voter and motivate them to participate in democratic process along with family members, friends and neighbors. It can be organized in consultation with various offices of election officers at different level.

b. Constitution Day (November 26):

Conduct events and awareness drives on the significance of the constitution.

c. International Day of Democracy (September 15):

Focus fundraising efforts on promoting democratic values and participation.

These diversified funding sources and strategically aligned initiatives with significant dates will contribute to the financial sustainability of the Social and Political Awareness Wing, furthering the mission of Veterans India.

List of Corporates, PSUs, Government Agencies, and Organizations for Funds Generation - Social and Political Awareness Wing of Veterans India

54. Corporates:

Tata Group: Explore collaboration for civic education programs and political awareness initiatives.

55. Public Sector Undertakings (PSUs):



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- a. **Bharat Electronics Limited (BEL):** Seek support for technology-driven civic education projects.
- b. **Steel Authority of India Limited (SAIL):** Propose joint initiatives promoting political awareness.

56. Government Agencies:

- a. **Election Commission of India:** Partner for National Voters' Day events and voter education campaigns.
- b. **Ministry of Youth Affairs and Sports:** Collaborate on youth-focused political awareness programs.

57. Non-Governmental Organizations (NGOs):

- a. **Pratham Education Foundation:** Explore joint efforts for civic education in schools and colleges.
- b. **Save the Children India:** Align programs for political awareness among children and adolescents.

58. Educational Institutions:

- a. **Indian Institutes of Management (IIMs):** Collaborate for research-based political awareness projects.
- b. **National Law Universities (NLUs):** Seek support for legal education and civic engagement initiatives.

59. Technology Companies:

- a. **Google India:** Explore partnerships for online civic education and political awareness campaigns.
- b. **Facebook India:** Seek collaboration for social media-driven awareness initiatives.

60. Media Houses:



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Times Group: Propose joint ventures for media campaigns on political literacy and awareness.

61. Important Dates:

a. Republic Day (January 26):

Launch awareness campaigns on democratic values and civic responsibilities.

b. International Day of Democracy (September 15):

Organize events promoting political participation and democratic principles.

By forging partnerships with these entities, Veterans India can secure funding for the Social and Political Awareness Wing, fostering nationalism and civic engagement among the citizens.

Monthly Calendar for Veterans India Social and Political Awareness Wing Aligned with UN Sustainable Development Goals and Related CSR Activities:

62. January: National Voters' Day (January 25) - Civic Engagement and Political Awareness

Activities:

- Voter awareness campaigns promoting civic responsibility.
- Seminars on political awareness and participation.
- Align with SDG 16 (Peace, Justice, and Strong Institutions) and SDG 17 (Partnerships for the Goals).

63. February: Inclusive Governance Month

Activities:

- Workshops on inclusive governance practices.
- Advocacy for representation of marginalized communities.



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- c. Promote SDG 16 and SDG 10 (Reduced Inequality).

64. March: International Women's Day (March 8) - Women Empowerment and Gender Equality

Activities:

- a. Events highlighting the role of women in politics.
- b. Seminars on gender equality in political representation.
- c. Align with SDG 5 (Gender Equality) and SDG 16.

65. April: Youth Political Engagement Month

Activities:

- a. Youth-led political awareness campaigns.
- b. Workshops on the importance of youth in politics.
- c. Emphasize SDG 16 and SDG 4 (Quality Education).

66. May: Environment and Political Advocacy Month

Activities:

- a. Seminars on the intersection of politics and environmental issues.
- b. Advocacy for sustainable political practices.
- c. Promote SDG 16 and SDG 13 (Climate Action).

67. June: Political Literacy Month

Activities:

- a. Political literacy workshops for the public.
- b. Collaboration with educational institutions for political education.
- c. Align with SDG 16 and SDG 4.

68. July: Democracy and Constitution Awareness Month

Activities:



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- a. Celebrate Democracy Day with events emphasizing democratic values.
- b. Seminars on constitutional awareness.
- c. Emphasize SDG 16 and SDG 16.6 (Develop effective, accountable, and transparent institutions).

69. August: Independence Day (August 15) - Patriotism and Civic Responsibility

Activities:

- a. Patriotic events encouraging civic responsibility.
- b. Public declarations of commitment to democratic values.
- c. Align with SDG 16 and SDG 17.

70. September: International Day of Peace (September 21) - Peaceful Political Engagement

Activities:

- a. Events promoting peaceful political discourse.
- b. Advocacy for conflict resolution in politics.
- c. Promote SDG 16 and SDG 16.7 (Ensure responsive, inclusive, participatory, and representative decision-making).

71. October: Social Inclusion and Political Representation Month

Activities:

- a. Workshops on the importance of social inclusion in politics.
- b. Advocacy for representation of diverse communities.
- c. Align with SDG 16 and SDG 10.

72. November: Good Governance Month

Activities:

- a. Seminars on principles of good governance.
- b. Advocacy for transparent and accountable governance.



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- c. Emphasize SDG 16 and SDG 17.

73. December: Human Rights Day (December 10) - Political Activism for Human Rights

Activities:

- a. Events advocating for political activism in human rights.
- b. Seminars on the intersection of politics and human rights.
- c. Align with SDG 16 and SDG 3 (Good Health and Well-being).

This monthly calendar ensures that Veterans India Social and Political Awareness Wing actively engages in activities aligned with national dates, UN Sustainable Development Goals, and CSR initiatives, contributing to informed, inclusive, and responsible political engagement.

