

Ref. No: MRV/IQAC/2025-26/25

Date: 06-01-2026

**CIRCULAR**

**Subject:** Observance of Swami Vivekananda's Birth Anniversary (National Youth Day) on 12 January 2026 – *Run for Swadeshi*

Dear NSS Coordinators,

This is to inform you that the University Grants Commission (UGC), Ministry of Education, Government of India, vide its circular dated **26 December 2025**, has directed all Higher Education Institutions to observe **Swami Vivekananda's Birth Anniversary as National Youth Day on 12 January 2026** by organizing a nationwide youth outreach programme titled "**Run for Swadeshi.**"

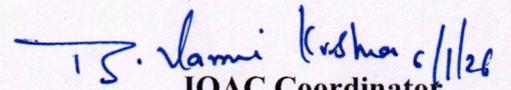
The objective of the programme is to promote **Swadeshi values, Atmanirbhar Bharat, physical fitness, discipline, teamwork, and national unity**, inspired by the teachings of Swami Vivekananda. The activities may include **2 km / 3 km / 5 km runs, motivational talks, awareness programmes, and distribution of participation certificates.**

In compliance with the UGC directive, **all constituent colleges are requested to organize the programme on 12 January 2026** in a befitting manner with maximum student participation, involving **NSS units, faculty members, and other stakeholders.**

Further, the details of the activities conducted shall be **uploaded in the Google Form link provided by UGC**, as mentioned in the circular.

**Copy to:**

1. Hon'ble Chancellor, Malla Reddy Vishwavidyapeeth (University)
2. Hon'ble Vice Chancellor, Malla Reddy Vishwavidyapeeth
3. Registrar, Malla Reddy Vishwavidyapeeth
4. Deans/ Principals/ Directors/ of all Constituent Colleges/Schools of Eminence, Malla Reddy Vishwavidyapeeth
5. NSS Coordinators of all Constituent Colleges/Schools of Eminence

  
S. Ramji Krishna c/1/26  
IQAC Coordinator

IQAC Coordinator  
MALLA REDDY VISHWAVIDYAPEETH  
(Deemed to be University)