

## JASHN-E-URDU SIGNATORY CAMPAIGN

**Youth Empowerment Society** is a non-political & non-sectarian youth organization. It works on capacity building & promotes patriotic Culture by developing youth leaders to make Pakistan a beacon of hope. YES, since 2015 (10 Years) has organized 350 Activities including camps, projects, campaigns & mega events e.g. Jashn-e-Iqbal & Jashn-e-Urdu.

**Urdu:** Liaquat Ali Khan (Late 1st PM) said Urdu is the only language that can unite Pakistan. It is something upon which every Pakistani of all age groups and backgrounds can unite regardless of their ideological or socio-political affiliation. Under the Supervision of Quaid-e-Azam, the Constituent Assembly Declared on 25th February 1948 that Urdu is our National Language so we're organizing Jashn-e-Urdu to celebrate urdu as National Language.

**Jashn-e-Urdu:** In the contemporary era of identity crisis, it is pressing necessity to reconnect youth with its National Identity & Culture. YES has taken an initiative to conduct "Jashn-e-Urdu" 2025. Celebrating urdu is the Revival of our culture which is the need of the hour for Takmeel-e-Pakistan. This national ideology would give patriotism, hope, mission and direction to Youth.

**Activities:** It will be a Complete Package of **03 days** mega event with different exclusive sessions and **100+ guests** coming from **all walks of life**. Total 40 hours of Patriotism, Knowledge, Fun, Infotainment & Cultural heritage.

40 hours	40,000+ Live Attendees	Digital Coverage 25+ Million
T.V reach 10 + Million	5,000 Streamers, 10,000 Brochures	60+ Educational Institutions
Brand Recognition & Promotion	Positive perception of Institution	
Association with Culture Heritage	Promoter of national identity patriotic culture	

**Signatory Campaign:** It is a heartfelt call to all those who cherish the beauty, depth, and legacy of the Urdu language. It is an invitation to stand together in support of a cultural revival that celebrates Urdu's literary richness and artistic soul. As Urdu is not just a medium of communication, it's a vessel of creativity, history, and unity. By adding your name, you become part of a growing community that believes in preserving this heritage for future generations.

### Support in "Signatory Campaign"

By encouraging individuals to become signatories, we aim to build a collective voice that honors and preserves this linguistic treasure that has shaped our identity. This campaign is especially focused on bridging the gap between the youth and our national language. Each signature will represent a voice that value heritage, literature, and artistic expression, helping build collective momentum for meaningful change.

A strong signatory base will not only bring visibility to the cause but also will encourage institutions, policymakers, and cultural organizations to support Urdu-centric initiatives. It's more than just signing a name rather it's joining a community, standing for a legacy, and contributing to the future of our national language in a way that is both impactful and inspiring.

We warmly invite every literature-loving individual and every academic institution to come forward and lend their voice to this cause. Your support in the **Jashn-e-Urdu Signatory Campaign** is not just a mere gesture, it is also for the preservation, promotion, and celebration of a language that has shaped hearts and minds for centuries. Together, let's keep the spirit of Urdu alive, vibrant, and thriving. Join us, sign with us, and be a part of this movement.

Let your signature be a symbol of love, pride, and commitment to the timeless elegance of Urdu.

Thanks in anticipation



**Irfan Butt**

President YES

Youth Empowerment Society