

Annual Action Plan 2018-19



नेहरु युवा केन्द्र संगठन

World's Largest Youth Network

Nehru Yuva Kendra Sangathan
Ministry of Youth Affairs & Sports
Government of India



Guidelines for Implementation of Annual Action Plan 2018-19

Introduction

India has the largest ever cohort of young people making transition to adulthood. In the National Youth Policy-2003, 'youth' was defined a person of age between 13-35 years is about 41 percent and of the total youth population in the country, 69.67 percent are in rural areas. More than 70% of the total Indian population is below the age of 35 years.

It may be noted that **in the current National Youth Policy Document 2014, of the Department of Youth Affairs, Ministry of Youth Affairs and Sports, (MoYAS) Government of India, the youth age-group is defined as 15-29 years**, with a view to have a more focused approach, as far as various policy interventions are concerned. Youth in the age group of 15-29 years comprise 27.5% of the population. At present, about 34% of India's Gross National Income (GNI) is contributed by the youth, aged 15-29 years.

In view of the **National Youth Policy Document 2014, the youth in the age group of 15-29 years would be the beneficiaries** under the Core Programs, Schemes, Projects and other activities of NYKS, unless or until otherwise specified.

Youth being the most vibrant and resourceful segment of the country's population, they have a vital role to play in fostering and strengthening socio-economic development. The challenge is to unleash their innate capabilities to come out of poverty, generate development and livelihoods outcomes, which enable them to live a healthy and meaningful life. Nonetheless, there exists a huge potential to increase the contribution of this class of the nation's citizenry by increasing their labour force participation and their productivity.

Nehru Yuva Kendra Sangathan

The scheme of Nehru Yuvak Kendra in the country was started by Government of India in the year 1972. The **Nehru Yuva Kendra Sangathan (NYKS)** came into existence in 1987 as an autonomous body of the Government of India which is presently functioning under Department of Youth Affairs, Ministry of Youth Affairs & Sports. Since 1972, there has

been a phenomenal expansion and growth of Nehru Yuva Kendras which are currently functional in 623 districts of the country.

The core strength of NYKS is a net work of village level Youth Clubs in 623 districts across India. Between these Youth Clubs and district NYKs there is volunteer force of National Youth Volunteers (NYV) with whose assistance and participation, NYKS aims to achieve its objectives.

Convergence Initiatives

Nehru Yuva Kendra Sangathan is working at various fronts of youth development with a variety of programmes and schemes of the Department of Youth Affairs, Ministry of Youth Affairs & Sports. However, over a period, a paradigm shift in the utilization of the vast network of NYKS and its field units has commenced.

Therefore, in addition to its own core programmes, NYKS has been taking up programmes and schemes in convergence with various other Central Ministries, State Government Departments, United Nations Organizations and other agencies for the development and empowerment of youth. This in a way is assisting other Ministries and Departments to utilize the vast outreach of the NYKS and offer an opportunity to the youth to undertake development activities across the country.

Thus the youth associated with Nehru Yuva Kendras are not only socially aware, motivated but are also inclined towards social development work through voluntary efforts. For all these years, NYKS activities remained focused both on economic and non-economic development and welfare activities including poverty alleviation, Swachh Bharat Mission, Yoga, facilitate construction of Toilets, popularize **Pradhan Mantri National Flagship Schemes of Financial and Social Inclusion**, plantation of saplings, water conservation, blood donation, linking youth with skill development trainings, Shramdaan, Beti Bachao - Beti Padhao activities, prevention of HIV/AIDS, Drugs abuse and Alcoholism, Health and Family Welfare programmes, Observance of Days of National Importance, Promotion of Nationalism and Patriotism, Voters Awareness, with involvement of Youth Clubs and village communities. However, a lot more remains to be done.

Genesis of Annual Action Plan 2018-19

1. The **Annual Action Plan 2018-19** is a consequence of brainstorming and feedback from numerous stakeholders. It will not only achieve the objectives of NYKS but will also

provide the youth from all sections of society a much greater opportunity to participate, exhibit their talent and meaningfully contribute towards Nation Building. It would also enable the developed and empowered youth to assume leadership in addressing social and development issues, community welfare and peace building.

2. The plan would facilitate in establishing an institutional mechanism to generate Youth movement, build Cadre of committed and more aware as well as competent Youth in selected areas of their interest and for participation and promotion of National Flagship Schemes of Govt. of India, theme based activities in Aspirational Districts, Yoga, Cleanliness, Skill and Entrepreneurship development, as well as societal development and environment preservation activities, across India.

3. The directions given by **Hon'ble Prime Minister** of India during the Meeting held on 18th April 2016 at PMO pertaining to incorporation of following activities has been made as an integral part of NYKS AAP 2018-19 viz. Coordination and synergy among all the Govt. Youth Organizations; on National Youth Day (12th January) the entire youth be mobilized for a particular National cause; Youth be motivated to engage in the cleanliness of schools, colleges, hospitals and public statues and for making open defecation free villages; Youth be engaged in water conservation (Pani Bachcho), and Indradhanush programme for vaccination, Meaningful and Result Oriented Sapling Plantation and motivate and engage youth to play football.

Hon'ble Prime Minister in the course of his exposition in **Mann Ki Baat** on All India Radio on 31st December, 2017 indicated the following which the Nehru Yuva Kendra Sangathan has to work on:

- a) He welcomed the new millennium voters i.e. people who were born after 01-01-2000 who would be seeking to register as **new voters** and would be participating in the democratic process. Therefore, the new voters ' registration and appraising them of the important of their participation in enthusiastic democratic process assumes significance.

As soon as people register themselves as new voters, they should have complete knowledge of various Government Programmes so that they understand and to the extent possible take part in the development process. It is important that the district and State offices of NYKS convert themselves into some kind of a resource centre where all the Government programmes are available to be disseminated by way of information to the youth. Obviously, the electronic media and social media will also significantly contribute into these efforts.

b) Youth should be made aware and educated on the issues to be undertaken under of **Sankalp Se Siddhi** for New India; where the youth would express their views on development of economy, the society and the nation. It would mean that there has to be a series of program and youth parliaments across India. Their suggestions could be compiled as their vision for New India emanating for Sankalp Se Siddhi.

4. Further, in order to realize the **vision of Hon'ble Prime Minister**, regarding youth development, the components of National Flagship Programmes for Social and Financial inclusion introduced by the Government, directions given by PMO, Cabinet Secretariat, Action points for Department on Youth Affairs which have emerged from the final Reports of Group of Secretaries presented before the Hon'ble Prime Minister, National Youth Policy – 2014, directions given by NITY Aayog, suggestions given in the Evaluation Studies, joint decisions taken with Ministry of Home Affairs, Ministry of Drinking Water and Sanitation, suggestions given by Vice Chairpersons and Members, BOG, NYKS, State Directors as well as during their interactions through Video Conferences have been incorporated in NYKS Annual Action Plan 2018-19 .

5. This has been achieved by improving contents of existing NYKS Core Programmes and also through improved targets of Coordination activities, methodology for better impact & improved results for visibility and image building of NYKS have been incorporated.

6. Moreover, in order to rationalize and ensure actual implementation of programmes with quality outcome the activities would be planned by all district NYKs in advance while keeping in view the weather condition, terrain, deployment and training of NYVs as well as extent of staff positioned in district NYKs in India.

7. To give added attention - universal contents, strategy, focus areas and level of programs have been enumerated. Further, in the plan, scopes for synergy with all the stakeholders has been widened to not only mobilize additional resources for activities but also to maintain transparency, accountability and monitoring on one hand and to attain the vision of the Government on the other hand. A brief on the Core Programs and Activities of NYKS Action Plan 2018-19 follows and may be seen at **Annexure –1**.

8. **Further, it has been planned to provide Core Programs based on number of Blocks in a given District.** Distribution of Core Programmes to District NYKs out of Block Grant of MoYAS on the basis of Number of Blocks in a District may be seen at **Annexure- 2**.

Goal: Development and Empowerment of Rural Youth for Nation Building

Aims

1. Mobilize, engage and empower youth for leadership and overall personality development
2. Establish institutional mechanism to generate Youth movement, build Cadre of committed Youth and engage them in Focus Areas
3. Motivate and enable the developed and empowered youth to assume leadership in addressing social and development issues, community welfare and peace building.
4. Provide youth opportunities to participate and exhibit their talent and meaningfully contribute towards Nation Building

Universal Contents

- **Hosting of National Flag**, Singing of National Anthem and Salute to National Flag, Yoga, Swachhta & Shramdaan in every activity.
- **Yuva Pledge** - Yuva Sankalap
- **National Flagship Programmes** of Central Government and how the people can get benefit out of these schemes.
- **Motivational Lecturers and Discussion** by Experts that promote Patriotism, Nation Building, Leadership, Strengthening Democracy, Social Harmony, Brotherhood and Role of Youth; Team Spirit and Personality Development.
- Brief and orient youth about NYKS – **Face Book, Website** and **online affiliation** of Youth Clubs and Importance of Swachh Bharat Mission.
- **Demonstration** to download the **Mobile App** (Narendra Modi, Bhuwan, etc.) and upload views, suggestions, photos.

- **Interactive sessions** on loyalty towards Nation and Organisation, Compliance and Communication, Report preparation and Media management.

Mann Ki Baat of Hon'ble Prime Minister on 31st December, 2017

- Pledge to work with **Sewa Bhaav** (Spirit of Service), infuse our thoughts for new awakening, resolve our grievances and work with **positive mind-set** and make our Great Nation free from casteism, communalism, terrorism, corruption and filth.
- **'NishKaam Karma'**- Awareness & Education Campaign for selfless deeds, meaning a service done without any expectations.
- **Pledge** to respect all religions for National Integration and say good bye to violence, feeling of hatred and bitterness towards others.
- **Positive India** - This would lead to making **New India** as envisioned by Hon'ble Prime Minister, Shri Narendra Modi Ji for positive transformation in our lives and take concrete steps in the journey from **Positive India to Progressive India**.
- **Voters Awareness** - all the **NYVs and members of NYK's members of Youth Clubs should make their Voters ID Card**. Voters Awareness and registration facilitation should be, as one of the mandatory activity. Voters Awareness would be one of the focus area of NYKS. Massive Voters Awareness Campaign should be carried out to motivate all eligible young boys and girls to make their Voters ID Cards. District Administration should be liaised for this purpose.
- **Swachh Bharat Abhiyan - Swachh Sankalp se Swachh Siddhi** - mandatory activity under Swachh Bharat Abhiyan for all District NYKs and its affiliated Youth Clubs

Focus Areas

- i. **Mann Ki Baat of Hon'ble Prime Minister on 31st December, 2017** - Pledge to work with **Sewa Bhaav** (Spirit of Service), infuse our thoughts for new awakening, resolve our grievances and work with **positive mind-set** and make

our Great Nation free from casteism, communalism, terrorism, corruption and filth.

- ii. **Positive India** - This would lead to making **New India** as envisioned by Hon'ble Prime Minister, Shri Narendra Modi Ji for positive transformation in our lives and take concrete steps in the journey from **Positive India to Progressive India**.
- iii. **Voters Awareness** - all the **NYVs and members of NYK's members of Youth Clubs should make their Voters ID Card**. Voters Awareness and registration facilitation should be, as one of the mandatory activity. Voters Awareness would be the focus area of NYKS. Massive Voters Awareness Campaign should be carried out to motivate all eligible young boys and girls to make their Voters ID Cards. District Administration should be liaised for this purpose.
- iv. **'NishKaam Karma'**- Awareness & Education Campaign for selfless deeds, meaning a service done without any expectations.
- v. **Pledge** to respect all religions for National Integration and say good bye to violence, feeling of hatred and bitterness towards others.
- vi. **Commitment to Constitution, Patriotism** and contribution towards **Nation Building**.
- vii. **Yoga** - for Self development, Harmony and Peace and also Sports and Adventure for positive engagement of youth.
- viii. **Swachhta Abhiyan and Shramdaan** to involve youth in Swachhta and Shramdaan activities with the aim to create awareness among youth about the need and importance of voluntary labour and its contribution towards social coherence and village development and creating a feeling of dignity of labour on the other hand.

Through **Shramdaan** activities, community assets would be maintained by mobilizing local resources and ensuring community participation. The activities would for example be, **maintenance of ponds**, water reservoirs, checked dams for irrigation as well as local bus stands, community assets in villages; cleanliness drives.

A certain number of villages will be chosen by the youth in every district for Youth mobilization for active participation in creating awareness in the districts adjoining

Ganga basin and intensive drive to establish Youth Club, Youth Action Groups, SHGs in all the villages along the Ganga as well as development of **chain of Swachhta Ambassadors** across India.

- ix. Awareness and assistance for implementation of **Hon'ble Prime Minister Flagship Programmes for Social and Financial inclusion** - Popularising and facilitating youth and people in getting benefits out of Pradhan Mantri Jan Dhan Account, benefit under Pradhan Mantri Suraksha Beema Yojna, Pradhan Mantri Jeevan Jyoti Yojna, Atal Pension Yojna, MUDRA Bank (Micro Units Development and Re-finance Agency), Pradhan Mantri Fasal Bima Yojana, Digital India, Make in India - Skill India, Beti Bachao - Beti Padhao Abhiyan, Start up India, Stand up India, Statute Cleaning.
- x. **Coordination and synergy among all the Govt. youth organization** at National, State and District level and further highlighted the aspects of technology to be incorporated for maximizing the attainment of desired objectives. The organizations would be NSS, NCC, BSG, HSG, Eco Clubs and other development organizations of repute who could facilitate in achieving NYKS objectives.
- xi. On **National Youth Day** (12th January) the entire youth be mobilized for a particular National cause related activity to highlight the importance of youth to give them a sense of self pride and engage them in mega National Building activity which becomes a part of their cherished memory. A small team be constituted for this purpose.
- xii. Handholding and linking of maximum Youth Club Members with **Employable Skill Development** Training programmes. Motivating youth to undergo vocational courses by disseminating information, counseling, etc.
- xiii. Awareness about use of **solar energy and energy conservation** practices to make it a people's movement.
- xiv. **Environment Enrichment, Water Conservation and Harvesting** – Say No to Use of Poly bags and promotes Tree Plantation, promoting construction of sanitary latrines and their use through behavioural change as well as promote Water Conservation and Harvesting. In the month of May and June and beyond Youth be motivated to seriously **engage in water conservation (Pani Bachcho)** and also creation of small Bundhs (Bori Bundh) in association with MGNREGA activities (*in this regard circulars have already been issued*).

Plans will be made for a '**Meaningful and Result Oriented Sapling Plantation** to be carried out in the month of **June to September** and beyond in all parts of the country by the Youth.

- xv. **Preventive Health Care** awareness for inculcating good habits and health practices for preventing non-communicable diseases; distribution of Iron Folic Tablets to adolescent girls; organizing Health Check up, Immunization for children and pregnant mothers camps; facilitating Institutionalized Deliveries; motivating girls and their parents to postpone her marriage till attaining at least 18 yrs of age. Youth will be motivated to engage in the **Indradhanush programme for vaccination** as this would give them the joy of saving a life.
- xvi. Mass awareness to **facilitate enrolment of children** at elementary educational level, efforts for prevention of school drop outs.
- xvii. Promoting **organic farming** practices and use of organic products.
- xviii. **Drug & Alcoholism** avoidance: Say No to consumption of Alcohol and Drugs.
- xix. Training on **Community Development** and **Leadership** to youth and thereby enabling them to take lead in addressing social and development issues, community welfare and peace building.
- xx. **Blood Donation** programme, Enrolment of Blood Donors and their Blood Grouping.
- xxi. **Social Media training and promotion of e-services** and creation of separate portal for harnessing voluntary services.
- xxii. **Awards to youth and youth organizations** for their selfless outstanding achievements
- xxiii. **New Youth Clubs** development
- xxiv. **Sports** - Besides other popular sports, Youth will be motivated and engage to play **football** in a manner that gives joy and reconnects youth with football. Youth who have excelled in the game of Football and have proven interest in coaching youth and can spare time would be selected for undergoing training. Such youth would also be encouraged to take higher level of coaching and enable them to participate at higher levels of tournaments.

- xxv. **Sansaad Aadrash Gram Yojana** - Actively participate and mobilize members of Youth Clubs working in such villages which are adopted by Hon'ble MPs under Saansad Aadarsh Gram Yojana. It is also to publicize the schemes of Central Government and to motivate villagers to get benefit from the programmes under the scheme. District NYKs are to provide support to respective Hon'ble MPs to make the adopted villages "Model Villages" in the country.

For more details and references please see the circulars and documents send during financial year 2015-16. Further, at www.Saanjhi.gov.in, (website address for SAGY), the caption "Report" may be clicked to access the State/UT wise list of villages adopted (Number and Names of villages).

In the above context, following actions should be taken by concerned district NYKs.

- ✓ District NYKs will form Youth Clubs in their villages of the Panchayat where they are not in existence. If such a mechanism is available then will revitalize and further strengthen them for an active role in the process.
- ✓ Participation/involvement of the members of Youth Clubs of these villages would be ensured during conduct of Core Programmes, Coordination activities, NPYAD Programmes (National Integration Camps, Adventure Camps and Life Skill Education) and Adolescent Health & Development Project.
- ✓ Some of the Core Programmes, Coordination Activities, NPYAD Programmes and other Special Programmes would be organized in these selected villages ensuring participation of village community.
- ✓ Besides above, the letters communicated from time to time should also be referred for necessary action.

Part – 1

NYKS Core Programs

For the first time, separate Annual Action Plans 2018-19 have been prepared for 102 Aspirational Districts including 05 districts of Rajasthan and 06 Kashmir Valley Districts have been prepared and enclosed as **Annexure- A & B**.

In order to achieve the set objectives through NYKS structures, networks, coordination, available young volunteers and trained human resource, during the year 2018-19 from the Block Grant of MoYAS, NYKS would undertake a set of following **14 Core Programmes**:

Core Programmes

1. Youth Club Development Programme
2. Training on Youth Leadership and Community Development
3. Promotion of Sports:
 - a. Sports Material to Youth Clubs
 - b. Block level Sports Meet
 - c. District level Sports Meet
4. Education in Basic Vocations and Soft Skills
5. District level Promotion of Art and Culture
6. Observance of Days of National Importance, National Youth Day and Week
7. District Youth Convention
8. Mahatma Gandhi Yuva Swachhta Abhiyan evam Shramdaan Karyakram:
 - (i) Swachhata Awareness Evam Shramdaan (Swachhata Action Plan)
 - (ii) Swachhata Fortnight
9. Yuva Aadarsh Gram Vikas Karyakaram
10. Awards to Outstanding Youth Clubs at District, State and National levels

NEW PROGRAMMES

11. Awareness and Education Programme on Positivity
12. Sankalp Se Siddhi -Youth Empowerment Programme for New India

13. Theme Based Awareness and Education Campaign (**for 06 Kashmir Valley Districts and 102 Aspirational Districts including 05 Identified Districts of Rajasthan**)

SPECIAL PROGRAMMES

14. Declamation Contest on Patriotism and Nation Building

- Except the Core Program at S. No. 13 rest of the Core Programs would be uniform for all 623 district NYKs in the country. Further, the number of Core Programs at Sr. No. 1, 3a, 3 b and 4 (except district level programmes) in a district would depend upon number of Blocks in a district. Accordingly, the 623 districts have been divided into **Four Categories** as mentioned in the table given at **Annexure – 2**.
- The **Annual Action Plan 2018-19** pertaining to **NYKS 14 Core Programs** follows, however, in brief the details are placed at **Annexure - 1**.
- ***It must be ensured that a minimum of two programmes out of total number of Core programmes should be organized exclusively for women.***
- The plan would primarily be village Youth Clubs and their youth members, youth from all walks of life as well as National Youth Volunteers (NYVs) **centric**.

Part – 2

Other Activities & Initiatives

1. Meeting of District Advisory Committee on Youth Programmes (DACYP)
2. Meeting of State Advisory Committee on Youth Programmes (SACYP)
3. Planning, Review and Follow-up Meetings at State and National Levels
4. Internship Program at State and National levels

Geographical coverage

- During the current financial year, through the above mentioned Core Programs, Youth Clubs of NYKs in 623 districts of all States and UTs in India would be covered

and young members of these Clubs and youth from all walks of life would be **reached directly**.

- Further, each of the existing Youth Clubs and their members and youth from all walks of life would be reached through coordination programs at district level and their **profiles will be updated on NYKS website**.
- Attempt will be made that remaining members of Youth Clubs and youth from all walks of life will be linked with programmes and activities to be undertaken in coordination with other departments, agencies and service providers, including enhancing their employability skills and livelihood options.

NYKS Core Programs- Following Points to be adhered to

A. Exclusive sessions should be organized during conduct of NYKS Core Programmes, schemes, projects and coordination activities.

Strict supervision and monitoring should be ensured to maintain **transparency, austerity and meaningfulness essence** of expenditure and time management, sense of responsibility as well as audit of failure and success should be conducted.

For dissemination information and publicity proper designing of every Banner and IEC material should be done by NYKS.

Following contents of sessions should be an integral part of each activity to be conducted by NYKS.

- **Hosting of National Flag**, Singing of National Anthem and Salute to National Flag, Yoga, Swachhta & Sharamdaan in every activity.
- **Yuva Pledge - Yuva Sankalap (Annexure -3)**
- **Mann Ki Baat of Hon'ble Prime Minister on 31st December, 2017** - Pledge to work with **Sewa Bhaav** (Spirit of Service), infuse our thoughts for new awakening, resolve our grievances and work with **positive mind-set** for **Sankalap Se Siddhi** and make our Great Nation free from casteism, communalism, terrorism, corruption and filth.

- **Positive India** - This would lead to making **New India** as envisioned by Hon'ble Prime Minister, Shri Narendra Modi Ji for positive transformation in our lives and take concrete steps in the journey from **Positive India to Progressive India**.
- **Voters Awareness** - Voters Awareness would be the focus area of NYKS. Massive Voters Awareness Campaign should be carried out to motivate all eligible young boys and girls to make their Voters ID Cards. All the **NYVs and members of NYK's members of Youth Clubs should make their Voters ID Card**.
- **'NisKaam Karma'**- Awareness & Education Campaign for selfless deeds, meaning a service done without any expectations.
- **Pledge** to respect all religions for National Integration and say good bye to violence, feeling of hatred and bitterness towards others.
- Talks by resource persons on **National Flagship Programmes** of Central Government and how the people can get benefit out of these schemes.
- **Motivational Lecturers and Discussion** by Experts that promote Patriotism, Nation Building, Leadership, Strengthening Democracy, Social Harmony, Brotherhood and Role of Youth; Team Spirit and Personality Development.
- Brief and orient youth about NYKS – **Face Book, Website** and **online affiliation** of Youth Clubs and Importance of Swachh Bharat Mission.
- **Demonstration** to download the **Mobile App** (Narendra Modi, Bhuwan, etc.) and upload views, suggestions, photos.
- **Interactive sessions** on loyalty towards Nation and Organisation, Compliance and Communication, Report preparation and Media management.
- **Contents of Youth Parliament** – During conduct of Youth Parliaments, following would be the integral part of the contents:
 - Swachhta
 - Yoga

- Sankap Se Siddhi for New India Concept and Issues
- Skill Development and Linking
- Water Conservation
- Sharamdaan
- Talk on Village Development and Youth Development
- Nasha Mukti
- Women Safety
- Flagship Schemes of Central Government
- Issues identified by the youth which need to be addressed, would be taken up for their solution with the authorities at village, block and district level. Nonetheless, if need be, the unmet needs would be taken up at State and National level.
- Parliaments should establish a dialogue between the Government and selected youth from all over the country to empower the youth as strong, positive, meaningful, constructive and democratic young leaders.
- These Parliaments should sensitize the youth about the vision of Hon'ble Prime Minister "**New India**".

B. Strategy and Implementation modalities of NYKS Core Programmes - The following institutional mechanisms should strictly be adhered to while implementing these programmes:

a) Youth Clubs - New Youth Clubs should be established and they should be given preference for undertaking and participation in activities.

- Formation of new Clubs, Revival and Strengthening of Existing Clubs
- Online renewal and online new affiliation of Youth Clubs
- Existing data of Youth Clubs has been deleted from NYKS website thereby allowing the genuine and interested youth groups to get affiliated online with latest data/information as per the basic norms set by NYKS and new members.

- A separate page/site containing simple guidelines for Youth Clubs, NYKs DYCs and youth on how to access the facility and get affiliated with NYK has been developed.

b) Ensuring active partnership of Youth Clubs and NYVs for undertaking programmes.

- District Youth Coordinators and concerned Block NYV beforehand should prepare a list of Clubs.
- Together they should identify **05 Youth Clubs** which can be considered for providing major role in execution of a particular programme and its activities.
- These Youth Clubs should be briefed and oriented about the activities of the programme for which they are selected
- The **selected Youth Clubs will give presentation** on the conduct and management of the programme and the District Youth Coordinators and concerned Block NYV will select One Best Youth Club to take lead role in the process of implementation of the programme under the overall supervision and guidance of NYC/NYV.
- Whereas, the rest of the Youth Clubs will participate in the activity.

d) Targets for District Youth Coordinators and NYVs: Following targets have been given to each of District Youth Coordinators

- ***Sports Centres of SAI should be used and some tie up be done for promotion and honing supporting talent of youth.***
- NYC should guide, motivate and monitor NYVs
- Identification of five issues of national and local concern
- Shramdaan activities on regular basis

- Environment related activities
- Water preservation and Harvesting activities
- Engage and mobilize youth for nation building activities
- Satisfaction through engagement
- Health Care component should be made compulsory in all activities

Part – 3. Strategic Utilization of Services of National Youth Volunteers (NYVs) and NYK Youth Clubs with the support and guidance of Deputy Director and District Youth Coordinator

- It has been targeted that nearly 12,000 NYV would be deployed by NYKs in 623 districts. Out of which about 10% would be computer literate and facilitate district NYKs in promoting **e-governance** and **updating Youth Clubs profile and details**.
- It should be planned in a manner that the services of this deployed volunteer force should be optimally utilized. For this purpose, they should be trained in line with the expectations of the current NYKS Annual Action Plan, Schemes of MoYAS, and Coordination Activities in identified **Focus Areas** as mentioned above, reporting, monitoring and other aspects of training already in practice.
- It should be planned that NY Volunteer shall look after a cluster of villages having Youth Clubs for implementation of NYKS Core Programmes, MoYAS Scheme and targeted Coordination Activities and follow up activities in their respective blocks or cluster of villages.
- The youth who would be covered under NYK Core Programmes and activities should be motivated and supported to organize similar awareness and education programmes in their respective villages. For this purpose, they should be facilitated by designated NYVs and resource persons on the identified issues in which they have undergone exposure under NYKS Core Programmes.
- In order to quantify the qualitative outcome, each NY Volunteer should be assigned targets. Nonetheless, the focus should be on the **selected area** as mentioned above.

Part – 4 . Coordination

In order to provide more programs for the furtherance of the objectives of NYKS and in achieving the set goal, more stress should be given on coordination and establishing linkages with other development Departments, agencies, NGOs at district, state, national and international levels. Before initiating the process of **coordinating with International Agencies, formal approval from NYKS, Headquarters should be obtained through proper channel.**

- To ensure proper programme planning, coordination, implementation, transparency and monitoring for effective functioning of district NYKs with expected outcomes, two meetings of ***District Advisory Committee on Youth Programmes*** (DACYP) under the Chairperson ship of Deputy Commissioner / Collector of respective districts should be conducted in each of the 623 districts.
- Similarly, two meetings of ***State Advisory Committee on Youth Programmes*** (SACYP) headed by Hon'ble Minister of Youth Affairs and Sports of a State and Heads of development agencies and other non-official members should be conducted in each of the States.
- As aware, the above committees have been constituted with the approval of Hon'ble Minister of State (Independent Charge) Ministry of Youth Affairs and Sports, Govt. of India and Chairman, NYKS, therefore based on the same the DACYP and SACYP should be constituted as per the details given at **Annexure - 4 and Annexure -5, respectively.**

Programs which NYKs may take up through Youth Clubs

Besides facilitating implementation of **NYKS 14 Core Programs**, following are the minimum **Coordination Activities'** targets set for each district NYK and is **based on the number of NYVs allotted in a district.**

The coordination activities should **be taken up with active partnership of NY Volunteers and participation of Youth Clubs** as well as youth from all walks of life in the district. This should be achieved by mobilizing local resources and in coordination with other departments and agencies during 2018-19. For this purpose, the Deputy Director/District Youth Coordinator besides monitoring should provide full support, guidance and facilitate

NYV volunteers and trained Youth Club leaders for the successful implementation of proposed activities in coordinating with other development Departments and agencies in the district.

For revitalization of Youth Clubs, each district NYK will verify current status of Youth Clubs and will update their Youth Club's Profile, Membership details in the **one page revised prescribed format (Annexure - 6)**. District NYKs will also enrol new members with **due representation of all sections of society including Women, SC, ST, OBC, Minority and Physically Challenged**. This should be a continuous exercise and more so after the completion of **Youth Club Development Programme**. The updated Youth Club Profile should be uploaded online through the facility provided on NYKS website and the revision will automatically be displayed on NYKS website.

Programs in coordination with other departments and agencies as well as service providers which NYKs Deputy Director/ District Youth Coordinator is to take up with the help of deployed NYV Volunteers and existing Youth Clubs in 623 district NYKs.

Sr. No.	Programme	Distribution of Targets per NYV allotted to NYKs
1.	Linking Youth Club Members with Employable Skill Development Trainings	140 youth
2.	Promotion & Facilitating Villagers to get benefits under Prime Minister Financial Inclusion Schemes (Pradhan Mantri Jan Dhan Account, benefit under Pradhan Mantri Suraksha Beema Yojna, Pradhan Mantri Jeevan Jyoti Yojna, Atal Pension Yojna, MUDRA Bank (Micro Units Development and Re-finance Agency), Pradhan Mantri Fasal Bima Yojana, Digital India, Make in India - Skill India, Start up India, Stand up India and others	300
3.	Creation of new Water Bodies	03
4.	Maintenance/ repair/improvement of existing Water Bodies	06
5.	Cleaning, Digging,, Maintenance , De-silting and repair	06

Sr. No.	Programme	Distribution of Targets per NYV allotted to NYKs
	of Ponds, natural drinking water resources, small irrigation channels, water tanks, etc.	
6.	Maintenance & repair of Cremation Grounds and Play Grounds	02
7.	Recharging / De-silting of Wells	05
8.	Water Harvesting in Villages	05
9.	Construction of Bori Badas in a Village	02
10.	Agriculture Land Soil Cards	300
11.	Selection of Swachhta Ambassadors at Block, District & State level	
12.	Chain of Ambassadors	
13.	Cleanliness of School/College	05
14.	Cleanliness PHC/Sub Center/Hospitals	05
15.	Cleanliness Drive to clean streets and common places	
16.	Cleaning of office complex, toilets and garbage places of district & State offices	05
17.	Cleanliness Public Statues	20
18.	Motivation resulting into Construction of Toilets for Open Defecation Free (ODF)	20 toilets
19.	Sapling Plantation and their survival	300 plants
20.	Collection of Polythene Bags to generate awareness and facilitate in protecting environment	03 villages
21.	Eradication of weeds e.g. (Gajar Ghas, Lantana, Water Hyacinth) in villages	04 villages
22.	Blood Donation	30 units
23.	Enrollment of Voluntary Blood Donors and their Blood Grouping	50 youth
24.	Providing access of Iron Folic Acid Tablet to Adolescent	100 Adolescent

Sr. No.	Programme	Distribution of Targets per NYV allotted to NYKs
	Girls	Girls
25.	Motivated Girls and their Parents to postpone her marriage till attaining 18 yrs.	40 girls
26.	Motivate and Facilitated Institutionalized Deliveries	40 women
27.	Immunization of Pregnant Mothers	40 pregnant mothers
28.	Motivate and Immunization of Children (0-5 yrs)	100 children
29.	Cataract (Eye) operations	10 patients
30.	Health Check-up Camps (DOTs, Hypertension, Diabetics and others)	03 camps
31.	Enrollment of children in schools	80 Children
32.	Beti Bachao - Beti Padhao	In 10 Villages
33.	Facilitating into getting Voters ID Cards	100 persons
34.	Training in Cashless Transaction to Youth Leaders	10 per village
35.	Other Programmes as per local need and priority can be added in the Plan with targets	

Other Probable Areas where Youth Clubs could be involved

The well aware, informed and motivated rural youth from NYKs Youth Clubs can be encouraged to involve themselves in the following broad areas and field:

- Survey and data collection on village situation and it should be specific on a given subject area wherein the government want to have intervention or wish to access the impact of the implemented program.
- Watch Dogs for providing access to services, their proper distribution (PDS) & proper utilization by the concerned.
- Social Pressure Groups on service providers and for time bound & prompt services.

- Facilitate Gram Panchayat in developing joint plan of action and ensure their role in the process of decision making, implementation and monitoring.
- Building enabling environment & advocacy for girls / women empowerment and development activities.
- Peace keeping, promoting volunteerism, brotherhood & communal harmony volunteers.
- Volunteers for helping villagers at the time of crises and calamities.
- Social Action initiatives in villages which can voluntarily be taken by joint village community participation and action.
- Community Work Camps
- Addressing Drug Abuse and Alcoholism, HIV/AIDS

General instructions for Core Programmes 2018-19

All District and State offices of Nehru Yuva Kendra Sangathan should ensure that :

1. District and State NYKS should establish effective convergence/synergy in different programmes, functioning and other operational areas with NSS, NCC, BSG, HSG, Eco Clubs and Red Cross Society. In this regard, Action Plan highlighting extent of convergence/synergy between NYKS & the mentioned youth organizations be indicated. The extent of their involvement in NYKS Core Programmes and Coordination Activities should also be indicated in the Monthly Progress Reports under the column - Agency Collaborated.
2. Linkages between developmental Ministries, Departments, Agencies may be established for sanction of projects for the development and empowerment of youth, with focus on **Hon'ble Prime Minister Flagship Programmes for Social and Financial inclusion, Sankalp Se Siddhi for New India Concepts and Issues, Swachh Bharat Abhiyan** activities, Employable Skill Development training and self-employment ventures with market potential.
 1. The Youth Clubs who have been given award under the Scheme of **AOYC during last 02 years, will not be eligible to apply.**
 2. Only those Youth Clubs will be eligible to apply under AOYC scheme who are Registered and affiliated with district NYKs. **Audit Report** of the applicant Youth Clubs would be **mandatory**.
 3. **Time line should strictly be adhered to** for selecting and awarding Outstanding Youth Clubs at District and State levels. State Director should ensure that the selection of the Awardees is done by the **designated Selection Committees only**.
 4. District Nehru Yuva Kendras **should not send** the copies of the Annual Action Plan to NYKS, headquarters. It's the State Director who will submit compiled State wise Annual Action Plan to NYKS headquarters.
 5. The State Directors will regularly review the achievements against the set physical and financial targets of the Annual Action Plan and follow up.

6. Utmost care must be taken by all the State Directors that:
 - 90% of the total allotted budget and corresponding programmes are completed by **31st of December, 2017**. However, this will depend on the quantum of budget released to each State/kendra and accordingly quarterly physical and financial targets should be set and achieved by the concerned District / State Director.
 - Only under exceptional circumstances more than 10% budget may be utilized during the last quarter subject to delay towards release of allotted budget by PAO State or NYKS Hqrs.
7. **Mahatma Gandhi Swachhta Abhiyan Evam Sharamdaan Karyakaram and Yuva Aadarsh Gram Vikas Karyakaram** should be undertaken strictly as per Guidelines and laid down procedure.
8. Further, it may be noted that against the total released programme budget **until and unless otherwise specified**:
 - ✓ Under each programme, **30%** of the total participants/beneficiaries must be **women** from different sections of society so as to reflect that *30% of programme budget is spent on young women*.
 - ✓ Similarly, **20%** of the total participants/beneficiaries (male and Female) must be **SC/ST** in order to reflect that *20 % of programme budget is spent on SC/ST youth*.
 - ✓ Due care should be taken that Minority, OBC, and General youth out of the remaining 50% of the participants/beneficiaries of programme budget is spent on them.
 - ✓ Due representation should be given to **Physically Challenged persons** from all the above mentioned categories.
 - ✓ Against District Level Programmes, opportunities should be open for participation of youths from all Blocks belonging to various categories.
9. Core Programmes and their funds **should not be diverted** for any other activity or programme, as they are committed programme components.
10. **It must be ensured that a MINIMUM OF TWO PROGRAMMES out of the total number of Core programmes be organized **EXCLUSIVELY FOR WOMEN**.**

11. Deputy Directors and District Youth Coordinators may choose blocks or cluster of villages in such a way that equal distribution of the Core Programmes among Youth Clubs is ensured in the district. These may or may not be the ones chosen in the previous year.
12. On thematic side, all programmes and activities of the year **should be in a mission rather than a routine exercise.**
13. Programmes should be organized in such a manner that maximum number of Youth Clubs gets an opportunity to take part in programmes.
14. The **same youth from the Youth Clubs should not be allowed to participate** in the programmes repeatedly until and unless a programme specifically calls for participation of President/Secretary or other office bearers of the Youth Club.
15. The achievements should be reflected in the **Monthly Progress Report** and specially designed **Cumulative Progress Report** (total number of activities organized/achievements made TILL DATE i.e. sum total of previous months and current month's activities) on the basis of the PHYSICAL TARGETS SET. The same should be submitted in the following manner:
 - ✓ **District NYK to State Office** - 27th of every month
 - ✓ **State Office to NYKS Hqrs.** - 29th of every month
16. The District Youth Coordinators/Deputy Directors and State Directors will send the Progress Reports for Core Programmes and Coordination Activities every month in the following proformae:

Core Programmes Progress Report

Level	Core Programmes Progress Report	Annexure
District NYK	Monthly Progress Report	Annexure – 7
District NYK	Cumulative Progress Report	Annexure – 7 -A
State Office	Monthly Progress Report	Annexure – 8
State Office	Cumulative Progress Report	Annexure – 8-A

Coordination Activities Progress Report

Level	Coordination Activities Progress Report	Annexure
NYV Volunteers	Monthly Progress Report	Annexure – 9
District NYK	Monthly Progress Report	Annexure – 9 - A
District NYK	Cumulative Progress Report	Annexure – 9 - B
State Office	Monthly Progress Report	Annexure – 9 - C
State Office	Cumulative Progress Report	Annexure -- 9 - D

- ✓ State Director, should cross check the District NYKs Physical targets mentioned in their Action Plans with the targets set for the State as per Annual Action Plan.

17. The State Offices should send the compiled MPRs (monthly as well as cumulative/progressive reports) in the prescribed proforma to NYKS, Hqrs. in the name of Sh. M.P. Sharma, Asstt. Director (Programme), both **by post and e-mail** regularprogramme@gmail.com or mpsharmanyks@yahoo.co.in .
18. State Directors will also **furnish the list of such District NYKs to NYKS Hqr. who have not furnished the MPR** along with State Level MPR and **action should be initiated against defaulter Kendras under intimation to Director General.** *District NYKs should not send reports directly to the Hqr.*
19. It must be ensured that Hon'ble Governors, Chief Ministers, Ministers, MPs, Members of Parliament who are the Members of Parliamentary Standing Committee on HRD, MLAs, MLCs, Mayors, Counselors, Chairperson Zilla Parshad, Gram Panchayat Pradhans as well as Heads of Development Departments and Agencies are invited to attend the programmes.
20. Regular **monitoring and evaluation** (quantitative and qualitative) of the programmes should be undertaken with follow up action.
21. The **funds mobilized and received** from other agencies should **clearly be indicated in the MPRs under Coordination Activities.**
22. All Youth Clubs should be encouraged to form their Annual Action Plan showing details of the programmes which can be organized with their own resources. Youth

Clubs should undertake programmes in the areas, for the benefit of young people and village communities on regular basis. This task should be completed with the help of NYV volunteers.

23. To achieve the targets, following activities should be taken on priority:

- a. Youth Clubs be encouraged and followed up for ensuring **fair representation of disadvantaged and deprived youth in the society.**
- b. **Special drive for Membership** of all socially deprived sections of society (SC, ST, OBC, Minority, Women, Physically Challenged, etc) should be carried out.
- c. Formation of new Youth Clubs be taken up on regular basis. For new affiliation with district NYK, the applicant Youth Clubs should be encouraged to opt **Online Affiliation** process mentioned on NYKS website.
- d. **It is pertinent to note that** all offline affiliated Youth Clubs details and profile be updated as per the proforma given at **Annexure – 6** and a copy of the same be retained in district NYK office record. The revised Youth Clubs profile and details so collected should be **updated online through the facility provided on NYKS website.**
- e. Further, the profile of Youth Clubs and their members should be **updated online from time to time.**
- f. Members of Youth Clubs should be groomed as facilitators and peer educators in the village and surrounding areas for spreading community relevant messages through local programs and while observing days and weeks of national and international importance.
- g. State Directors and District Youth Coordinators should approach Heads of Panchayati Raj Departments or Institutes and Gram Panchayat Pradhans to allow Youth Clubs to hold meetings and programs in Panchayat Bhawan and community buildings as well as seek active involvement of NYKs affiliated Youth Clubs in Panchayat development programmes and activities.
- h. Heads of Education Department and Principals of local Schools should also be requested to allow Youth Clubs to hold meetings and programmes in School building after School hours, holidays and vacations.
- i. Heads of Health and ICDS departments, ASHA, Anganawadi and ANM workers should be approached to coordinate with NYK village Youth Clubs to undertake health, family welfare, vaccination, child care, nutrition and promotion of balanced diet and providing access of iron Folic Acid Tablet to Adolescent Girls related activities.

24. After completion of each Core Programme, the Kendra will ensure to maintain the records of the programme in the file opened for the same. For example, the file of 'District Youth Convention' will contain the records of District Youth Convention conducted in the district during that year. The maintenance of record will include following:

- i. Minutes of the meeting of the Youth Club (where the programme is to be organized) in which the District Youth Coordinator briefed about the programme and formed sub committees for the organization of the programme.
- ii. Copy of circular/ letter sent to the Youth Clubs intimating and inviting the members for participating in the programme.
- iii. Schedule of the programme showing sessions/venue and logistic arrangements.
- iv. Copy of sample printed programme circular.
- v. Participant's list, with address, phone number, email, mobile number, blood group, etc, signed by each participant.
- vi. Attendance of the participants, signed by each participant.
- vii. Detailed narrative report of the programme and the actual date on which it was held. Reasons for variations, if any, should also be recorded.
- viii. Evaluation reports of the programmes.
- ix. Press coverage, clippings and photographs of the programmes.
- x. Copies of letter/ circulars/correspondences between the Kendra and higher authorities of NYKS, district administration, other government/ non- government departments, agencies, youth clubs etc.
- xi. Copies of letters/ correspondences between dignitaries (Hon'ble Ministers, MPs, Members of Parliament who are the Members of Parliamentary Standing Committee on HRD, MLAs, MLCs, Heads of Development Departments and Agencies) invited.

25. The State Director should verify/ inspect these files every time during the visit and should record observations. Over achievements/ short comings should be pointed out, shared and informed to the next higher authority.

Core Programmes

1. Youth Club Development Programme (YCDP)

Objectives

- To form New Clubs and strengthen existing network of Youth Clubs with representation from all sections of society.
- To orient youth on NYKS Annual Action Plan as well as publicize the National Flagship Programmes and Schemes of Central Government.

No. of Days : 5 days

No. of Programmes : Based on the criteria given in the following Table

Category	No. of Programmes per District
Districts with 0-5 Blocks	3
Districts with 6-10 Blocks	5
Districts with 11-15 Blocks	8
Districts with 16 & above Blocks	9

No. of Persons/Members per programme: 10 members (NYV volunteers, active Youth Club Leaders, members, Ex-NYVs and NSVs)

Implementation Strategy

- Ten members will be divided into 5 teams comprising of 2 members in each team.
- Each team will cover a minimum two villages per day, having NYK Youth Clubs and those villages where they intend to form new Clubs and activate passive Youth Clubs. A minimum of 50 villages in one or more Blocks shall be covered by five teams in 5 days.

- Team members will meet and interact with the Youth Leaders, Gram Panchayat Pradhans and Members and other opinion leaders in the villages. They will also disseminate information about NYKS and its programmes and activities, opportunities for their development which District NYK will take up in coordination with other Departments and Agencies.

Part-1 Formation of New Youth Clubs, Activation of Dormant Clubs, Profile updating and uploading on NYKS website

- New Youth Clubs would be formed in those villages, where they either do not exist or were formed long back but are currently not in existence. Similarly, the Youth Clubs which are in existence but are dormant would be activated.
- Besides above, the team members will also verify current status of Youth Clubs and will update their Youth Club's Profile, Membership details in the prescribed **format (Annexure – 6)**. Thereafter, each District NYK will upload each Youth Club updated Profile on the online facility provided on NYKS website www.nyks.org, immediately after completion of each programme. It will automatically be displayed on NYKS Website with date of updation.
- The youth groups who come forward to form Youth Club would be encouraged to fill online application form which has already been placed on NYKS website. Applicant Youth Club will get NYK affiliation number online. NYK will issue Affiliation No. to newly formed Youth Clubs on the last day of the programme.
- More new members shall be enrolled with due representation of all sections of society including SC, ST, OBC, Minority and Physically Challenged. Attempt shall be made to enroll more women as members of Youth Clubs.

Part-2 Sharing and discussion on NYKS Annual Action Plan 2018-19 and Publicizing the National Flagship Schemes of Central Government for Financial and Social Inclusion and other Development Programs given under the Focus Areas of the Guidelines

Youth would be made aware and mobilised about these schemes through a network of village based Youth Clubs. They would be motivated to popularize and adapt these schemes and motivate others to get the benefit out of these schemes.

Budget allocation for the implementation of the programmes is as follows. For total allocation of budget in a district, please follow Table given above.

Budget per Programme

Particulars	Rate (in Rs.)	Budget (in Rs.)
Honorarium to team members including DA and travel expenses	250/- per day per head (250x10x5)	12,500
IEC material	--	500
Meeting and other expenses	--	2,000
Total		15,000

2. Training in Youth Leadership and Community Development (TYLCD)

It is widely observed that when the personality, character and moral building opportunities are provided to youth on one hand and equipped with basic qualities of leadership on the other hand, assume responsibility and take lead in addressing village situations and also act as catalytic agents for the development of their village communities. The programme will also provide rural youth an opportunity to come together, share their experiences, exchange ideas and take up community welfare and Nation Building activities. **It is one of the Flagship program of NYKS, therefore, should be organized with due diligence and seriousness.** With this premise, NYKS intends to undertake this programme.

Objectives

- To enhance capacities of young people to take leadership to help others to live a meaningful life and contribute towards Nation Building.
- Inculcate strong character, self discipline, integrity, positive attitude, commitment to Nation and strong desire to spread messages for Nation Building.
- To establish a Cadre of dedicated, motivated and trained youth leaders who are willing to engage for Nation Building activities.

Broad Areas

Following are the broad areas which shall be covered under this programme and with **focus on the areas identified** in this document. However, they can further be improved in consultation with local resource persons and experts in the areas of youth leadership and community development.

Youth will be motivated to engage in the **Focus Areas** as this would give them the joy to work for others. Trained youth will assume local leadership in community development and social welfare activities.

Eminent resource persons will be invited to interact with youth on the **issues** of patriotism, moral values, character building, respect for dignity of females, national security and integrity as well as following topics for their overall development.

Suggestive Contents

District NYKs should prepare schedule of activities for every day. This should also have timing for breakfast, lunch, dinner, campfire, cultural activities.

- Concept of Nation First – Character Must
- Creating critical awareness and understanding of social dynamics of the rural communities and youth.
- Imparting necessary skills and techniques for their personality development and mobilization of the community for the development activities.
- Enabling them to organize youth groups, establish and manage Youth Clubs.
- Imparting Knowledge of the Indian culture and tradition, Indian villages, Panchayati Raj, Moral Values, Civic Education, progress that India has made in general, and the scope of progress in one's own community.
- Imparting further Leadership training to the youth leaders/ office bearers of the newly formed Youth Clubs.
- Inform and discuss the rural youth development and community welfare programmes and schemes of district and ministries and other developmental agencies which they can take up and or participate.

- Leadership – the concept, qualities, styles, skills, roles and responsibilities
- Communication skills - how to interact with people and make speech
- Enhancing Computer Literacy
- Use of IT and Social Media Skills : Use of Whats App, Face Book, Twitter, Youtube and how to download useful Applications
- Creating critical awareness and understanding of Cyber Laws
- Creating critical awareness and understanding on Sankalap Se Siddhi for New India
- Prime Minister Flagship Programmes for Financial and Social inclusion
- Yoga as a way of Life
- Personality development and Life Skills
- Programme Management : Process , barrier, how to make speech
- Good citizenship: civic manners and respect for ethics & values
- Responsible citizens: Promoting communal harmony, national unity and being Indian.
- Coordination and linkages with other departments and Agencies – What, Why and How?
- Half an hour capsule to educate the youth on the Constitution of India be also created in the curriculum. (This may include Directive Principles of State policy, Fundamental Rights and Duties and preamble to the constitution.
- Group discussion on any social theme be also incorporated in the schedule.
- Life skill and soft skills training programme must be included keeping in view the availability of infrastructure and Resource Persons.
- Community service with a view to make the youth realize their social responsibilities should be part of the training schedule.
- Community Development: concepts and process; strategy to coordinate with developmental agencies and departments for uplifting rural youth and village communities.

Duration: 03 days Residential program (2 Nights Halt Mandatory)

No. of participants per Programme: 40 (Youth leaders from the NYK Youth Clubs and youth from different walks of life preferably having android mobile phone). The covered Youth Clubs would not be repeated in another TYLCD.

- Every member participating in the camp must have some basic knowledge of Indian constitution.

No. of programmes in a district : Based on the number of NYC in the district as per criteria given in the following Table

Category	No. of Programmes per District
Districts with 0-5 Blocks	1
Districts with 6-10 Blocks	1
Districts with 11-15 Blocks	1
Districts with 16 & above Blocks	1

Time Line : 2nd Quarter

Implementation Strategy

- The sole responsibility for organizing TYLCD would be of concerned District Youth Coordinator. However, the District Youth Coordinator would take help of local Youth Club (s) and designated NYVs.
- The District Youth Coordinators would identify the **training providing agencies** and or **group of experts and resource persons** who can impart training and develop/adapt/provide IEC material and or guide and help in procuring the same on the topics and subjects mentioned in the contents of the TYLCD and further improve in consultation with local experts. Also it can be mix of both these options for a meaningful and effective capacity building exercise.
- District Youth Coordinators would select the venue for organizing this programme where successful training activities could be undertaken. For example, venues

where facilities like boarding and lodging for male and female participants, training infrastructure, teaching aid and equipments, electricity with power back up, water, sanitation and other facilities are available.

- It is also very necessary to ensure that there should be proper internet / wifi facility. Adequate no. of computers of latest configuration which are necessary to provide computer literacy should be provided.
- Since 40 young boys will be participating, it is necessary to ensure that uninterrupted electricity is provided. In case of non-availability of electricity or power breakup, the generator backup in the camp must be provided.
- Well in advance, the identified training agency and or the group of resource persons, training providers would be briefed about the objectives, expectations of this TYLCD and its outcome.
- It would be ensured that the trainers would have expertise in the subject and topic allotted to him/her and can link it up with their roles as leaders in development and empowerment of Youth and Village Communities.
- Some awards should also be instituted for outstanding performances apart from distribution certificates to the participants.

Methodology

The approach of the Training on Youth Leadership and Community Development would be participatory. The following suggestive methodologies would be adopted while undertaking the Training Programmes:

- Ice Breaking exercise
- Lectures on the subjects by the experts
- Group discussion
- Group Report writing and Presentation
- Role Play
- Open House Discussion
- Question Answer Session
- Best Practices : Telling Stories
- Home Assignments

- **Team games** and group activities be also be an integral part of the training programme. This may include Kabaddi, Kho Kho, volley ball and football.
- **A film** on social issues which will enhance and empower the Youth leadership qualities be also included in the programme to create knowledge about social and cultural diversities.
- **Some PowerPoint presentations** on India's cultural diversity, flora and fauna etc. can also be included in the programme.
- It is also suggested that the group must also **learn songs** in different Indian languages having social, patriotic message. It is also a step to towards national integration.
- **Street Play** (Nukad Natak) on social theme be a part of the training programme. The script for the same shall be prepared by the participants. Total time duration be 30 minutes.

Project Work: the participants should also be encouraged to do project work on addressing one of the social and development issues confronting the society and youth. Subjects can be employment pattern of the Youth, Self-employment, Education and Skill, Electricity, School education, Sanitation and Hygiene, Entertainment, Health and Physical Fitness.

Press Coverage: The District Youth Coordinators will ensure wide publicity through press and electronic media.

Budget per Programme

Particular	Amount (in Rs.)
Boarding & Lodging Rs. 300/- per head per day (300 x 40 x 3)	36,000
Travelling Allowance subject to actual with a ceiling of Rs. 150/- per head(150x40)	6,000
Resource Material (200x40)	8,000
Organization	5,000
Honorarium to Resource Persons (Rs. 1000 per person for 9 Sessions – 3 per day or as per the need)	9,000
Total	64,000

Major Tasks expected from trained Youth Leaders

- The trained Leaders of Youth Clubs will mobilize other members so that their Youth Club would act as a focal point of planning and implementation of Youth Development programmes with focus on employable skill development training

programmes and community welfare and development activities in the focus areas identified in the Annual Action Plan 2018-19.

- Trained youth leaders will be motivated to undertake coordinated activities shown in the Plan by mobilising local resources for Nation Building

3. Promotion of Sports

It has following three components:

a) Sports Material to Youth Clubs

Objective

- Encourage and promote sports culture and spirit of sportsmanship among rural youth to adopt it as a way of life.
- Popularize and Promote **Football**

Implementation Strategy

District Youth Coordinator may consider only those Youth Clubs for this activity, which fulfil the following minimum criteria:

- Youth Club should have basic minimum sports infrastructure or can manage the same in liaison with school or other organizations.
- The Youth Clubs which have regular sports activities and also organize sports competitions on their own.
- Recently Youth Club should have organized/participated in at least one sports event of NYK.
- Youth Club is in submitting sports activities report and other activities reports to NYK.

The application may be invited from interested Youth Clubs in the format given at **Annexure – 10**, should be compiled in the format at **Annexure – 11** and list of selected Youth Clubs for Sports Material may be prepared in **Annexure - 12**.

No. of Youth Clubs to be provided Sports Material support: Based on the number of Blocks in the district as per criteria given in the following Table.

Category	No. of Youth Clubs to be provided Sports Material support	Amount (in Rs.) @ Rs. 4,000/- per Youth Club
Districts with 0-5 Blocks	25	1,00,000
Districts with 6-10 Blocks	35	1,40,000
Districts with 11-15 Blocks	40	1,60,000
Districts with 16 & above Blocks	45	1,80,000

- **In the Sports Kit, Footballs should also be given**
- **Sports material per Youth Club - Rs. 4,000 per Youth Club**

Time Line:

The purchase would be made while following GFR and Codal formalities and distributed to selected Youth Clubs (as per allocation indicated above), during any Important Day Celebration, District Youth Convention or Important Public Function **in the presence of VIPs, including people's representatives** (*Hon'ble Ministers/MPs/MLAs and others mentioned in the guidelines*). The sports material would be distributed amongst the selected Youth Clubs well before the organization of sports tournaments.

Purchase Committee

- There would be only one purchase committee in the District headed by concerned District Youth Coordinator, 01 sports person of the district and 04 NY volunteers (to be decided by District Youth Coordinator) as member representing all Blocks of the District and ACT of NYK as Member Secretary.
- The purchase committee while observing **General Financial Rules (GFR)** and all Codal formalities shall invite quotations on SAI approved rates, shortlist firms who can deliver the goods at district office and negotiate rates with specifications of sports materials.

- To ensure supply of selected sports material and quality, one set of sample sports material, which has been finalized with the firm, would be retained in the District NYK.
- On the basis of the shortlisted Sports Material Firm, the District Youth Coordinator shall send Purchase order, as per allotment of budget and requirements.

a & b. Block and District level Sports Meet

Under the Promotion of Sports, there is a provision for the organization of sports tournaments both at Block and District levels. The provision for purchase of sports material has also separately been made and mentioned above.

The theme of the programme would be **Youth Signify Sportsman Spirit**. NYKS endeavour in this regard to promote sports activities among rural youth, facilitate the process to produce sports personalities and to identify rural talent in different areas of rural sports, who can further be nurtured for excellence by other designated departments.

Objectives

- To provide opportunity to rural youth to take part in sports meets to exhibit their talent
- To promote sports culture and sportsmanship among rural youth
- To popularize such rural sports which require minimum infrastructure, equipments and finances
- To propagate the message of healthy body & healthy mind among the youth
- To provide platform which can be utilized by other sports department to select talented youth for their further nurturing into excellence

Level of Tournaments:

- Block level Sports Meet
- District level Sports Meet

No. of Programmes

Based on the existence of DYC in a district as per criteria given in the following table:

Category	Block level		District level	
	No. of Sports Meets	Amount (in Rs.) @ Rs. 18,000/- per Youth Club	No. of Sports Meets	Amount (in Rs.) @Rs. 30,000/- per district level Meet
Districts with 0-5 Blocks	3	54,000	1	30,000
Districts with 6-10 Blocks	5	90,000	1	30,000
Districts with 11-15 Blocks	8	1,44,000	1	30,000
Districts with 16 & above Blocks	9	1,62,000	1	30,000

Time Line (may be revised keeping in view climatic condition & other difficult situations):

July to September (Block level Sports Meets)

November to December (District level Sports Meet)

Identification of Sports Disciplines at various levels:

In addition to Group events, individual games should be conducted at the block and district level sports events. The sports and games would be selected among the following or other local popular sport/game.

Group Events			
Football	Kabaddi	Tug of War	Hockey
Handball	Basketball	Volleyball	Khokho
Individual Events			
Athletics	Wrestling (Indian style)	Archery (Indian style)	Swimming
Gymnastics	Badminton	Table Tennis	Cycling
Weight Lifting	Wushu	Taekwondo	Boxing
Judo			
Local Traditional Games			
Camel Race	Bullock Cart Race	Martial Art e.g. Gatka, Malkhamb, Atya Patya Kalaripayattu, Silambam, Thang-ta, etc.	

- The Sports & Games activities to be undertaken by District NYKs for a particular Block will be decided on the basis of popularity of selected sports & games played by Youth Clubs regularly.
- Minimum 05-06 sports disciplines at Block and District level should be selected with preference to both individual sports and team games ideally in the ration of 60:40 respectively.
- The sports disciplines at Block and District level should be the same.

NOTE:

- Efforts be made to also organize the **Football Tournaments** along with other sports popular in the area.
- Under each Block level Sports Meet, out of Football, Volleyball, Basket Ball, Hand Ball, Hockey, Kabaddi and Kho Khokho not more than 3 events would be undertaken.
- Under individual category, Athletics, Wrestling, Archery, etc. not more than 2 events may be selected depending upon the local situations and available infrastructural facilities.
- Further, to generate public interest one or two events like Wrestling, Tug of War, Martial Art, Malkhamb, Atya Patya, Camel Race, Bullock Cart Race, etc. may be organized as per local traditions.

Duration:

- Tournaments would be a **minimum of two days**.
- However, the budget will remain the same irrespective of the fact if the number of days exceed three days

No. of participants and Youth Clubs:

- ✓ Minimum of 150 sports persons at each level.
- ✓ Women participants should be encouraged to participate in both types of mentioned events

Implementation Strategy

The winners of the Block level tournaments will compete in the same items at the district level tournaments

- The requisite facilities, sports equipments, sports material will be distributed among all participating teams.
- Prizes would be given only in kind along with certificates
- Sports Meets would be organized on the knockout basis both at Block and District level tournaments
- Participants will bear their own travel costs
- For organization of different sports & games to be held in a particular block, the related Referees, Coaches, Judges would be identified well in time.
- Suitable First Aid facilities and necessary security arrangements with the help of local Police and Youth Club volunteers would be ensured.
- The concerned NYV volunteers will disseminate the information amongst the all Youth Clubs of their areas to participate in the proposed Block and District Level Sports Meets well in advance and would be actively associated in the implementation of the programme.

Budget utilization pattern

Head	Block level	District Level
	Amount (in Rs.)	Amount (in Rs.)
Sports equipments, track & field management and Prizes for the winners (as per actual requirement)	10,000.00	15,000.00
Organizational and contingent expenses including Tea & Snacks and Refreshment for Participants and meet officials, Photography, PA System, Certificates, etc.	8,000.00	15,000.00
Total	18,000.00	30,000.00

4 . Education in Basic Vocations and Soft Skills (EBVSS)

Background

Education in Basic Vocations and Soft Skills aims to educate rural young women & men in basic vocations and develop soft skills and enhancing their self esteem in the society as well as guide them to take up Skill Development Training from other Agencies. It is also to empower young women & men to address issues and concerns confronting them in their day to day life.

The sequence of activities envisaged under the programme are to mobilize youth into groups, improve their skills, arrange for support services, provides awareness and education on the key focus areas identified as mentioned earlier in NYKS Annual Action Plan guidelines.

There should be increasing emphasis on making the young women and men aware of and handholding for Skill Development Training from other Agencies so that they gradually become meaningfully employed or self-employed by establish income generating units for their livelihood.

Objective

- To up-grade vocational skills of rural youth and enable them to enhance their self – esteem in the society.
- To empower youth to address issues and concerns confronting their day to day life.
- Motivate youth to take up employment or income generation programmes of their own.
- To make them aware of new skills for which there is increasing demand in the market?
- Make aware and handholding for Skill Development training and access to credit facilities under prevailing schemes.

No. of Training Programmes: Based on the existence of NYC in the district as per criteria given in the following Table:

Category	No. of Programmes per District @ Rs. 26,000/- per centre	Amount (in Rs.)	No. of Participants to be covered @ minimum 25 per Prog.
Districts with 0-5 Blocks	6	1,56,000	150
Districts with 6-10 Blocks	6	1,56,000	150
Districts with 11-15 Blocks	8	2,08,000	200
Districts with 16 & above Blocks	9	2,34,000	225

Important Points to Adhere

1. The District Youth Coordinators would be allowed to pay honorarium to resource persons as per need and duration of the course but it should be within the ceiling of allotted budget.
2. The district NYCs would impart **Soft Skills and Personality Development training**. Resource Persons would be invited to deliver talks on the issues of personality development, **Soft Skills, Life Skills** as well as aspects of team work, group dynamics, synergy effects for SHGs, etc.
3. Knowledge and information on **National Flagship Programmes of Central Govt.**, facilities and programmes of Government, NGOs and other Developmental Agencies should also be imparted from time to time by inviting resource persons and service providers in the Centers.

No. of participants per programme

- In one training batch, the **minimum number of participants should be 25 (80% women and 20% men).**
- Motivated, needy, unemployed rural/semi-urban youth of the district should be selected.
- Preference would be given to Youth Club members, Ex-NSVs/NYVs and those who took part in NYK programmes and activities.
- Due representation should be given to women from SC/ST, OBC, Minority, Widow, Economically Backward and Destitute/Homeless, etc.
- The selected participants should at least be in a position to understand, read and write.

Duration:

- The duration of the trades would be fixed in consultation with technical experts, institutions or instructors selected for their involvement. **However, the maximum duration of the courses would be 03 months.**
- Duration of training shall depend upon the type of selected trade and vocation.
- Therefore, the Youth Coordinator should fix durations for selected trades & vocations in consultation with concerned technical experts or institutions.
- The vocational training courses would be run in such a way that these courses are within the **EBVSS** Budget Ceiling. But, it may be ensured that number of allotted participants remains the same.

Strategy to run EBVSS

- The Youth Coordinator shall identify trades and vocations as per the local needs of the rural women on one hand and availability of raw material, market for further Skills Development Training on the other.
- NYK would make efforts to organize Education in Basic Vocations and Soft Skills with the support of KVKs, Agricultural Universities, and trainers of developmental

agencies, NGOs and institutes within the district. Trainers would also be approached for imparting standard training at NYK centers.

- If required, Youth Coordinators are free to send youth to reputed Training Institutes situated away from the districts, if the training facility in a particular trade and vocation is not available in the district. However, no TA/DA and Boarding Lodging shall have to be borne by NYKs and should be within the earmarked budget and guidelines for the program. If required, local resources may be mobilized to this effect. Nonetheless, the beneficiaries during such an arranged program should also be made aware of the issues and key focus areas identified by NYKS and mentioned on previous pages of the guidelines.
- Trainers should preferably be taken from Skill Training Providing Agencies, Departments and NGOs. However, the Trainers may also be taken from Youth Clubs.
- Syllabus of the Education in Basic Vocations and Soft Skills should be developed in consultation with Skill Training Providing Agencies and Trainers well in advance before starting of the programme.

Sectors, Trades and Vocations for Education in Basic Vocations and Soft Skills

Emphasis may be given on the following Sectors, trades and vocations (the list is only suggestive).

S.No.	Sector	Suggested Vocations
1.	Agriculture	Mushroom Cultivation, Bee Keeping, Medicinal Plants Cultivation, Horticulture, Floriculture, Vermiculture, Backyard Vegetable Cultivation, Tractor Repairing
2.	Dairying	Small Milch/Dairy Animal (Buffalo, Cow) Rearing Units, Milk Collection & Selling, Milk Processing (Ghee, Paneer, Khoya)
3.	Animal Husbandry	Goat/ Sheep Rearing for Meat/ Wool, Backyard Poultry & Indigenous Birds (Ducks, Quails), Piggery, Rabbit Rearing, etc.
4.	Fisheries	Fish Rearing/ Seed Production in Small Ponds, Fish Processing (Drying, Fish Pickle), Fishing Net Making & Repair, Fish Feed Production, Small Hatcheries
5.	Handloom	Weaving, Processing (Dyeing, Bleaching, Mercerizing), Packaging
6.	Handicrafts	Production of Handicraft Items, Processing Activities (Polishing, Coloring)

S.No.	Sector	Suggested Vocations
7.	Sericulture	Mulberry Cultivation, Cocoon Rearing
8.	Social Forestry and Forest Based Activities	Raising Nurseries, Cultivation of Forest Species on Forest Land/Wastelands, Collection of Minor Forest Produce (Gum, Berries, Medicinal/ Herbal Products, Honey)
9.	Food Processing	Fruits and vegetable Processing for making Jam, Jelly, Murabba, Petha, Chips/ Wafers, Noodles, Papad, Pickle, Bakery Products
10.	Other Locally Appropriate vocation such as	Knitting, embroidery, zardozi work, finishing, Cutting and tailoring, Soft Toys, Bamboo/Jute Work: Hand Bags, Baskets, Decorative Pieces, File Cover, Beauty Culture, Candle making, Packaging of house hold articles and painting, Computer and mobile repairing, Motor Rewinding, etc

Collaborative Agencies

- Institutes like Small Scale Industries, NCVT, Training Providers under Ministry of Skill and Entrepreneurship Development, Labour and Employment Schemes, Tailoring Institutes, KVK, KVIC, DIC, Community Polytechnic, JSS, ITI, WCD, and Agriculture University Extension Services and many other at district level should also be coordinated for effective outcome.
- The Youth Coordinator should also coordinate with District Administration, Industries, Banks, NABARD, Industrial and Financial institutes.

Budget per programme

Budget for THREE months duration courses

Particular	Details	Amount (in Rs.)
Honorarium to Trainer	Rs. 5000 per month	15,000
Raw Material and Maintenance	Rs. 1500 per month	4,500
Honorarium to Resource Persons for imparting soft skill and Life Skills training	Rs.5000 for 3 months	5,000
Organization Expenses		1,500
Total		26,000

Inspection of EBVSS Centers

A surprise check of these centres would be carried out by State Director or his/her representative. The DYC would visit at least once or twice during the programme.

Impact of the Programme on non-quantifiable activities

- Increase in self confidence and esteem among rural young women and men.
- Gradual change in the traditional system of social behaviors and family barrier to remain indoors.
- Sense of responsibility for income generation and participation in Nation building.
- Awareness, knowledge and enhanced accessibility to National Flagship Programmes of Central Govt., facilities and programmes of Government, NGOs and other Developmental Agencies.
- Self motivation and mobilization to participate in different types of training programmes at village, district, commissioner, State and any other part of the country

5. Promotion of Art and Culture

In order to facilitate rural youth understand and appreciate their art and cultural aspects and explore the fraternal links with another one's, provision of Cultural Programme has been made.

Objective

- To provide opportunity to rural youth to display their folk art cultural talent and facilitate in preserving and promoting the same.
- To provide opportunity and platform to rural youth to exhibit their Art & cultural and get motivation for further skill up-gradation.

Strategies and activities

- Encourage the innate talents of young persons and to popularize traditional and rural art & culture.

- Encourage and promote young artists to part in the art and cultural activities.
- For successful organization of District Art and Cultural Programme, the District Youth Coordinator will constitute a committee, the composition of which will be as follows:

Designation	Position
District Youth Coordinator	Chairperson
02 NY Volunteers	Members
ACT	Member Secretary

- The committee will prepare a budget as per requirements. While preparing budget, it may be taken care that amount should be utilized to meet out the expenses of B&L, TA/DA, hiring of hall, installation of stalls, Organizational Expenses, etc.

No. of Programme: 01

Duration of the programme and Level: 01 Day at District level

No. of participants: Minimum 120 participants

- ✓ A minimum of **15 teams** shall participate in district level programme.
- ✓ Special performances by young guest artists may also be arranged.

Time Line : December and January

Budget : Rs. 20, 000

Collaborative Agencies

- District Administration, Cultural Centers, District Language and Cultural Department, District Public Relation Office, Field Publicity Office, NGOs and others

6. Observance of Days of National and International Importance

Objectives

- To generate awareness about the objective, theme and importance behind a particular day of national and international importance.

Each district NYK will observe a minimum **25** important days as per the following list.

No.	Observance of Days of National Importance
1.	National Youth Day (12th January) and Week (13-19 January)
2.	Constitution Day – 26 th January
3.	Shaheedi Diwas (23 rd March)
4.	Dr. Ambedkar Jayanti (14 th April)
5.	World Environment Day (5 th June)
6.	International Day of Yoga (21 st June)
7.	Independence Day (15 th August)
8.	Pandit Deendayal Upadhyaya Birthday (25 th September)
9.	Gandhi Jayanti (World Non-violence & Swachhta Day) –(2 nd October)
10.	NYKS Foundation Day (14 th November)
11.	Neta ji's Birthday (23 rd of January)
12.	Mahatma Gandhi's Martyr Day (30 th January)
13.	World Health Day (7 th April)
14.	Panchayati Raj Diwas (24 th April)
15.	Vinayak Damodar Savarkar Birthday (28 th May)
16.	Syama Prasad Mookerjee Birthday (6 th July)
17.	World Youth Skills Day (15 th July)
18.	Sadbhavna Diwas (20 th August)
19.	Rashtriya Krida Diwa (29 th August)
20.	Hindi Diwas (14 th September)
21.	International Day of Older Persons (1 st October)
22.	Vigilance Day – 26 th October
23.	Birthday of Sardar Vallabhbhai Patel as Rashtriya Ekta Diwas (31 st October)
24.	Quami Ekta Diwas – (19 th November)
25.	Vikas Diwas – 17 th September

Duration : One Day each

Participants per programme: Minimum 100 (Participation of youth, political leaders at different levels, heads of development departments and prominent citizens of the society may be involved in each activity)

BUDGET

Name of Programme	Level	Budget (in Rs.)
Observance of Days of National and International Importance. It includes the celebration of National Youth Day and Week	Block, District	55,000
National Youth Day and Youth Week		25,000
Total		80,000

Programmes and Activities

12th January (National Youth Day)

The directions given by Hon'ble Prime Minister of India during the Meeting held on 18th April 2016 at PMO pertaining that on National Youth Day (12th January) **the entire youth be mobilized for a particular National cause related activity** to highlight the importance of youth as well as give them a sense of self pride and engage them in mega National Building activity which becomes a part of their cherished memory. A small team be constituted for this purpose.

Therefore, focused activity should be organized in a well organized manner with participation of youth from all walks of life and those who manfully participate, contribute and in future should take lead in propagating the messages and undertake activities at their level. The programs on this day should be made visible through press and media of all sorts.

- Facilitate organization and participation in Blood Donation Camps
- Lectures and discussions on philosophy and teachings of Swami Vivekananda
- Debates on the role of youth in character building, promoting Nationalism, Unity and inclusive growth
- Declamation contest amongst youth on the philosophy and teachings of Swami Vivekananda.

- Meetings and Seminars on what youth can do for the society (roles and responsibilities) and their expectations from the society.
- Role of Youth in Nation Building

13th January (Culture Day)

- Community singing by youth having national and socially relevant contents.
- Organization of local folk lore, puppet shows, nukkad natak, dramas etc., involving youth on the theme of sacrifices made by our freedom fighters, Nationalism, unity.
- Exposure of different forms of village arts, crafts, etc.

14th January (Participation Day)

- Essay, Elocution, Painting - Competition amongst youth on subject like “Youth and Panchyati Raj.” “Role of Youth in Freedom Struggle”, Role of Youth in National Development “Role of Youth in Disaster Management, Famine and Flood”. “Youth as Inheritors of Future”. “Role of Youth in Abolition of Social Evils, Dowry, Child Labour, Atrocities on Women, Drug Abuse, AIDS, Gambling and Un-touchability “Youth for National Integration”, “Youth for Communal Harmony”, etc.
- Holding of Skits, Plays, Nukkad Natak by youth having national themes like views of Swami Vivekananda, Mahatma Gandhi, Pandit Deendayal Upadhyaya, Syama Prasad Mookerjee, Pandit J. L. Nehru and other freedom movement leaders.

15th January (Social Service Day)

- Special Programmes in villages relating to involvement of Youth Club Members and Volunteers on Preservation and Improvement of Environment, Promotion of Total Literacy Campaign, Check on Primary School Dropouts, Enrolment of Primary School Dropout, Check on Child Labour, Atrocities on Women, Care for Girl Child, etc.
- Special sanitation drives such as cleanliness of village common area: “Keep the village clean, drive”

- Work Camps on Eradication of weeds e.g. (Gajar Ghas, Lantana, Water Hyacinth) in villages . etc.
- Blood Donation camps by the youths.
- Involvement of youth in work project like repairs of roads, excavation of silt from ponds, etc.

16th January (Physical Fitness Day)

- Organizes Sports events
- Programmes relating to promotion of adventure.
- Promotion of indigenous, traditional and rural sports.

17th January (Youth for Peace Day)

- Sadbhawana Rallies and Yatras.
- Prabhat Pheries, lectures and seminars for promoting peace in the country.
- Organization of Plays and Nuked Nataks suitable for the day.
- Youth to form a human chain propagating the message of solidarity, peace and National Integration.

18th January (Skill Development Day)

- Exhibition of Youth and material being produced by youth through vocational training centres.
- Product exhibitions and photo-exhibitions with provision for demonstration.
- Awareness generation about the viable schemes, programmes and opportunities for youth to get Skill Training for wage and self-employment

19th January (Awareness Day)

- Film shows in consultation with Field Publicity Units on topics relevant to the youth especially on prevention of Substance Abuse, HIV/AIDS, Women Empowerment, Eradication of Social Evils or social & development related themes.
- Dissemination of information on Youth Programmes being undertaken by the Government like Modern Agricultural Practices, Skill Development Opportunities, RTI, MGNREGA and other Flagship programmes of Governments
- Address to the youth by prominent personalities of the State and the District.
- Conclusion of National Youth Week, Prize Distribution, etc.

7. District Youth Convention

This programme aims at introducing and highlighting issues of social and national importance which needs to be taken up jointly with the spirit of volunteerism and addressed in a time bound manner. The platform will also be used for disseminating information and orientation on existing and newly introduced programmes and schemes of NYKS as well as other departments and also to evolve strategies for effective partnership of youth in development process.

Objectives

- To provide opportunity and platform to rural youth leaders to express themselves, share experiences and suggest best practiced programmes for youth empowerment

Strategies and activities

- **245 District level with full time Youth Coordinator** involving **300 youth** to organize mass Yoga practice/ Demonstration as per **Common Yoga Protocol on 21st June, 2018.**
- **In the remaining 378 districts, the Convention should be organized in the 3rd quarter of the financial year.**

- Orient the youth, share experiences and deliberate on issues relating to social and national concerns.
- Prepare the youth to disseminate the acquired knowledge among people in general and youths in particular.
- Participation of a minimum of 500 youth may be ensured.
- **Following areas and subjects** should also be discussed as a part of the *District Youth Convention* and their outcome be documented:

I. **Yoga – Yoga for Harmony and Peace and Yoga for Body & Beyond**

- ✓ Yoga not only develop a person's body but also the mind as well as it is key for coordination
- ✓ Yoga and its importance and usefulness in treatment of ailments --Lectures by experts and discussion

II. **Prime Minister Financial and Social Inclusion Schemes** - Jan Dhan Yojana, Betti Bachao – Betti Padhao Yojana, Prime Minister Surksha Beema Yojana, Prime Minister Jeevan Jyoti Beema Yojana and other schemes.

III. **Start up India, Skill India**

IV. **Cleanliness drives, Statue Cleaning, Indradhanush for vaccination, Tree Plantation, Water Conservation** and Harvesting and **Football** Promotion

V. Demonstration on Downloading and uploading processes of **Narendra Modi Mobile Application** for giving ideas, suggestion and providing action photographs so that maximum people can get benefit from the schemes.

VI. What schemes and programmes of New Government have reached to the youth and whether they are useful /beneficial to them?

VII. Swachh Bharat Abhiyan

VIII. Today's Education System - Areas where improvement is needed and what are your suggestions.

- IX. Youth personal physical and sports development – Suggestions on how to develop interest among youth and benefits of Yoga in conflict management.
 - X. **Skill development** – Opinion of youth that which skill is important and which type of skill training they wish to undertake.
 - XI. Any other subjects, the youth wish to undertake.
- In each of the above mentioned subjects, it should clearly be spelt out based on the suggestions of youth that what role youth can play in each of the above mentioned areas.

Duration of the Convention	: 01 day
No. of Participants	: Minimum 100 (male and female) from Youth Clubs from all parts of the district.
No. of programmes	: One
Time Line	: 3 rd Quarter
Budget	: Rs. 30,000/-

8. Mahatma Gandhi Yuva Swachhta Maha Abhiyan evam Shramdaan Karyakram (Swachh Sankalp Se Swachh Siddi- Swachh Bharat Activities)

During the meeting held on 18th April 2016 at PMO directions were given by Hon'ble Prime Minister of India that youth should be mobilized and motivated for their active engagement in **Swachta activities** e.g. cleanliness of school, college, hospitals and public statues and for making open defecation free villages. Besides, it was also directed that Youth be engaged in **water conservation** (Pani Bachcho) and **water harvesting** visible activities.

Objective

The programme aims at promoting spirit of **Sewa Bhav, Nishkam Sewa**, volunteerism and cooperation among the members of the youth clubs for creating dirt free, filth free i.e. hygienic and clean surroundings as well as activities for water conservation. The main objectives of the programme are:

- To create awareness among youth about need and importance of Swachhta.
- To focus on water conservation, creation of small Bundhs (Bori Bundh), maintaining ponds, water reservoirs, check dams, and water harvesting activities.
- To link with PM Scheme for developing Ponds and MGNREGA.
- To inculcate a sense of dignity of labour among youth.
- To generate values and practices like: **Sewa Bhav, Nishkam Sewa**, volunteerism, self-help, working together with a we feeling.

The programme has been redesigned and it has following 02 Components:

a) **Swachhata Awareness Evam Shramdaan** (Swachhata Action Plan)

Objective

- To intensify the focus on cleanliness and create an environment of cleanliness.
- To make the people aware of cleanliness and sanitation.
- To inculcate the spirit of Shramdaan (voluntary labour) with Sewa Bhav, Nishkam Sewa.
- To focus on water conservation, creation of small Bundhs (Bori Bundh), maintaining ponds, water reservoirs, check dams, and water harvesting activities.

A) Swachhta Action Plan (SAP) - 2018-19

Youth: Volunteerism and voluntary action for promotion of **Swachhta with Sewa Bhav and Nishkam Sewa**

Sr. No.	Programmes/ Schemes/Activities
Swachhta Activities by 623 District NYKs ensuring participation of Youth Clubs throughout the year	
1.	Awareness about critical areas of cleanliness and making local eminent persons as Swachhta ambassadors
2.	Motivate people to dedicate 100 hours Sharamdaan (2 hours in a week) of their time to contribute to make India clean
3.	Distribution of IEC material on Mission including Logo and Appeal of Hon'ble Prime Minister of India
4.	Public Statue Cleaning
5.	Cleaning of Schools/ Colleges
6.	Cleaning of Hospitals / PHCs
7.	Cleanliness of Office Complexes, Toilets and Garbage Places of District and Zonal Offices
8.	Cleanliness Drive to clean streets and common places
9.	Collection of Polythene bags and plastic material to generate awareness and facilitate in protecting environment
10.	Eradication of weeds (Gajar Ghas, Lantana, Water Hyacinth), etc.
11.	Distribution of IEC Material on cleanliness and hygiene
12.	Making Villages Open Defecation Free (ODF): Motivating people for construction and actual use of toilets
13.	Maintenance and repair of cremation grounds, maintenance of play grounds
Water Conservation	
14.	Maintenance/ repair/ improvement of existing water bodies
15.	Cleaning, Digging, maintenance, de-silting and repair of ponds, natural drinking water resources, small irrigation channels, water tanks, etc.
16.	Activities for Water Harvesting
17.	Plantation of Saplings
18.	Observance of Important Days

Sr. No.	Programmes/ Schemes/Activities
a)	3 rd Anniversary of launching of Swachh Bharat Abhiyan (25 th September)
b)	Observance of Gandhi Jayanti (2 nd October)
c)	Global Hand washing Day (15 th Oct)
d)	World Toilet Day (19 th November)
19.	Mass awareness activities for behavioural change about Cleanliness, Sanitation and Hygiene
a.	Rallies (Cycle, Motorcycle, etc)
b.	Prabhat Pheri
c.	Run for Cleanliness, sanitation and Hygiene
d.	Quiz Competition
e.	Painting, Poster Making
f.	Essay and Slogan Writing
g.	Wall Writing
h.	Street Plays
i.	Lectures by Eminent Resource Persons on Cleanliness, sanitation and Hygiene
j.	Seminars and Discussions
k.	Debating and Declamation contest
l.	Other Programmes as per local need and priority

No. of Youth Clubs to be involved : All Youth Clubs of district NYK

No. of Participants : Minimum 50,00 per District

Budget : Rs. 45,000/- per District

Duration : **Throughout the year**

B) Swachhata Fortnight (1st to 15th August, 2018)

Objective

- To create awareness about swachhata and facilitate implementation across the country

- To motivate youth in taking a lead role for undertaking cleanliness & hygiene campaign by mobilizing local resources

Guidelines and Action Plan for Celebration of Swachhata Pakhwada (Fortnight) from 1st to 15th August, 2018

Background

Hon'ble Prime Minister, Shri Narendra Modi during his first address to the Nation from the ramparts of the Red Fort on 68th Independence Day, urged the people to keep their surroundings clean and green. **Mahatma Gandhi Ji** had cleanliness and sanitation closest to his heart and for him Cleanliness is next to Godliness. It will be a great tribute to Bapu on his 150th Birth Anniversary by accelerating the Youth led movement for **Freedom From Filthiness** across India with the spirit of Voluntarism and Voluntary action.

Swachhata Pakhwada Activities have been conducted by most of the Departments during the last two years and the Pakhwada has emerged as a substantive programme on Swachhata.

MoYAS called upon all the Youth Organisations to observe the **Swachhata Pakhwada** from **1st to 15th August, 2018** in a befitting manner. In view of the same, NYKS decided that a nation-wide intensive cleanliness & hygiene campaign under Swachhata Pakhwada be undertaken by district Nehru Yuva Kendras by involving NY volunteers, affiliated Youth Clubs, local youth and other key stake holders in the districts and motivate them to organize and participate wholeheartedly from **1st to 15th August, 2018**.

At least two months in advance, the District NYKs should take steps to undertake innovative initiative during the Fortnight as well as the branding and publicity of Pakhwada activities using electronic, print and social media.

Important Points for effective implementation of Swachhata Pakhwada

- District Nehru Yuva Kendras should go beyond symbolism
- Set up permanent mechanism through new programmes and activities for sustainability of Swachhata in addition to cleanliness drives during the Pakhwada.
- Swachhata Pakhwada Action Plan should be communicated to State office two months prior to the commencements of their Pakhwada.

- Pakhwada Plans are should contain detailed date wise activities.
- Public representatives viz. Union Ministers, MPs, State Govt. Ministers, MLAs, etc. should be involved in Pakhwada activities.
- District Administration should be liaised to undertake Swacchata activities effectively.
- Innovative initiatives should be undertaken during the Pakhwada so that few success stories are generated daily.

Suggested Activities

The activities have been divided into following two components.

a. Environment Building Activities

b. Swachhata Fortnight Activities

a) Environment Building Activities

1. **Motivation** - The members of Youth Clubs and Youth should be motivated to undertake **Cleanliness Drives** in their respective areas.
2. **Logo of Swachh Bharat Mission** - Logo of Swachh Bharat Mission should be adopted and popularized at all levels.
3. **Banners to highlight the core issues** of cleanliness, sanitation and hygiene should be displayed at prominent places.
4. **Meetings of eminent citizens** should be organized for active support and guidance for effective implementation of Swachh Bharat Mission.
5. **Swachhata Shapath" (Pledge)**

All offices of NYKS, namely National Hqr, State Offices in the States and district NYKS on **1st August**, 2018 administer to all officials as well as NY Volunteers "Swachhata Shapath" (pledge). Youth Clubs affiliated with District NYKS also would be motivated to take the Swachhata Shapath (pledge) in public functions organized by them in their villages. A copy of the same in Hindi and English is **enclosed**.

6. Activities to focus public attention on this campaign and on the need for cleanliness hygiene

A variety of activities such as rallies, prabhat pheri, short run for cleanliness, seminars, lectures by Resource Persons, street plays, distribution of pamphlets and other IEC material, wall writing and other community activities may be undertaken to focus public attention on this campaign and on the need for cleanliness & hygiene.

b) Swachhata Pakhwada (Fortnight) Activities

The following activities may be taken up. These are suggestive in nature. District NYKs and Youth Clubs may devise their own local need based innovative activities.

Sr.No.	Programmes/ Schemes/Activities
Observance of Swachhta Fortnight (1st to 15th August, 2018) by 623 District NYKs ensuring participation of Youth Clubs	
Swachhta Fortnight Activities	
1.	Pledge taking ceremony on Swachhta (1st August)
2.	Reading of Message/Appeal of Hon'ble Prime Minister of India and Hon'ble Minister of State (Independent Charge), Ministry of Youth Affairs and Sports, Govt. of India (1st August)
3.	Gosthi, seminars and Discussions (1st August)
4.	Cleaning of Own village (August 2nd & 3rd)
5.	Door to door campaigning in the village on swachhta (ODF, General cleanliness & hygiene (August 4th -6th)
6.	Distribution of Literature collected from concerned departments in the district (August 4th to 6th)
7.	Intensive cleaning of villages including school, Anganwadi, Panchayat Bhavan, Public statues in villages & Awareness activities (August 7th to 11th)
8.	Cleaning of public Institutions, Health sub centres, PHC in neighboring villages and & Awareness activities. A few youth clubs may come together

Sr.No.	Programmes/ Schemes/Activities
	and work jointly (August 12th -15th)
9.	Rally in the village (August 15th)
10.	Awareness activities
a.	Rallies (Cycle, Motorcycle, etc)
b.	Prabhat Pheri
c.	Run for Cleanliness, sanitation and Hygiene
d.	Quiz Competition
e.	Painting, Poster Making
f.	Essay and Slogan Writing
g.	Wall Writing
h.	Street Plays
i.	Lectures by Eminent Resource Persons on Cleanliness, sanitation and Hygiene
j.	Seminars and Discussions
k.	Debating and Declamation contest
l.	Other Programmes as per local need and priority

No. of Youth Clubs to be involved : All Youth Clubs of NYKS

No. of Participants : Minimum 30,00 per District

Budget : Rs. 15,000/- per District

Points to adhere by District NYKs –

- **It is important to note** that all District NYKs in consultation with the National Youth Volunteers, Youth Clubs, Youth and stakeholders should **year mark specific area of activities** of their interest they would like take up from the above mentioned suggested activities.
- They may also be provided freedom to identify the Swachhata activities of their choice which may be other than the mentioned activities. Accordingly, **date wise distribution of activities plan** to be undertaken by respective Youth Clubs and Youth be prepared.

- It may be ensured that District NYKs and the Youth Clubs will **take a minimum of 04 photographs before and after of each activity undertaken.**
- All activities through **voluntary** effort of Youth Clubs and these will not be whole day activities.
- Nonetheless, more and more villagers may be motivated to participate to make it peoples' movement.

Media and Publicity

State Directors/District Youth Coordinators should **write letter to Doordarshan, AIR and leading TV Channels & Papers for wide coverage** of the events.

- Ensure better branding and publicity of Pakhwada activities in electronic and print media platforms. The need to make use of social media such as Whatsapp, Facebook, etc. extensively for the purpose.
- A press release should be issued highlighting major outcomes of Swachhata Pakhwada.
- A press conference should be organized at the culmination of their Pakhwada to highlight the activities and initiatives undertaken.
- Effective use of mass media such as radio, television and newspapers, digital media such internet, Social Network Sites and mobile, etc. may be made in this regard.

Progress Reports

At the conclusion of the Swachhata Pakhwada, the State Directors should submit the **following** to NYKS Hqr. latest by **18th August, 2018**, for onward submission to Department of Youth Affairs.

- **Final Report:**
 - ✓ Final cumulative activities Progress Report in the **prescribed format**
 - ✓ Report containing detailed accounts of activities undertaken during Pakhwada.
 - ✓ Related action photographs, newspaper clippings and audio-visual clips.
 - ✓ Any Special document that field offices may have issued during the Pakhwada.

SWACHHATA PLEDGE

Mahatma Gandhi dreamt of an India which was not only free but also clean and developed.

Mahatma Gandhi secured freedom for Mother India.

Now it is our duty to serve Mother India by keeping the country neat and clean.

I take this pledge that I will remain committed towards cleanliness and devote time for this.

I will devote 100 hours per year that is two hours per week to voluntary work for cleanliness.

I will neither litter nor let others litter.

I will initiate the quest for cleanliness with myself, my family, my locality, my village and my work place.

I believe that the countries of the world that appear clean are so because their citizens don't indulge in littering nor do they allow it to happen.

With this firm belief, I will propagate the message of Swachh Bharat Mission in villages and towns.

I will encourage 100 other persons to take this pledge which I am taking today.

I will endeavour to make them devote their 100 hours for cleanliness.

I am confident that every step I take towards cleanliness will help in making my country clean.

स्वच्छता शपथ

महात्मा गांधी ने जिस भारत का सपना देखा था उसमें सिर्फ राजनैतिक आजादी ही नहीं थी, बल्कि एक स्वच्छ एवं विकसित देश की कल्पना भी थी।

महात्मा गांधी ने गुलामी की जंजीरों को तोड़कर माँ भारती को आजाद कराया।

अब हमारा कर्तव्य है कि गंदगी को दूर करके भारत माता की सेवा करें।

मैं शपथ लेता हूँ कि मैं स्वयं स्वच्छता के प्रति सजग रहूँगा और उसके लिए समय दूँगा।

हर वर्ष 100 घंटे यानी हर सप्ताह 2 घंटे श्रमदान करके स्वच्छता के इस संकल्प को चरितार्थ करूँगा।

मैं न गंदगी करूँगा न किसी और को करने दूँगा।

सबसे पहले मैं स्वयं से, मेरे परिवार से, मेरे मुहल्ले से, मेरे गांव से एवं मेरे कार्यस्थल से शुरुआत करूँगा।

मैं यह मानता हूँ कि दुनिया के जो भी देश स्वच्छ दिखते हैं उसका कारण यह है कि वहां के नागरिक गंदगी नहीं करते और न ही होने देते हैं।

इस विचार के साथ मैं गांव-गांव और गली-गली स्वच्छ भारत मिशन का प्रचार करूँगा।

मैं आज जो शपथ ले रहा हूँ, वह अन्य 100 व्यक्तियों से भी करवाऊँगा।

वे भी मेरी तरह स्वच्छता के लिए 100 घंटे दें, इसके लिए प्रयास करूँगा।

मुझे मालूम है कि स्वच्छता की तरफ बढ़ाया गया मेरा एक कदम पूरे भारत देश को स्वच्छ बनाने में मदद करेगा।

Implementation Strategy

- Youth will be motivated to engage in Swachhata and Shramdaan Activities

No. of Districts : 623

Selection of Districts:

On every **Four NYKs in the State**, there would be one Mahatma Gandhi Yuva Swachhta Maha Abhiyan evam Shramdaan Karyakram. **Preferably such districts** in the State where:

- a) NYCs are in position
- b) Hon'ble MPs/ MLAs/ other Public Representatives are interested
- c) DM/DC promise to provide raw material for construction of community assets
- d) Or where the State Director is convinced that the program could be organized in a successful manner

Coordination

- The Swachhata and Shramdaan activities should be undertaken in coordination with District Administration, Zila Parishad, Panchayat, & Local People's Representatives

9. Yuva Adarsh Gram Vikas Karyakaram

District NYKs will develop one village as model village by the youth. For this purpose, the programs and activities in coordination with other Departments and Agencies in the Priority areas identified under Yuva Adarsh Gram Vikas Karyakaram should be taken up.

On each of the identified areas for action, the youth of the village should be oriented with the help of concerned departments officials and resource persons, followed by development of Action Plan to take up the tasks.

Concept

The basic idea of this initiative is to:

- i. Motivate and encourage youth to strive for excellence in their respective fields of interest.
- ii. Enable them to realize their full potential and contribute to the nation-building process.
- iii. Develop leadership qualities among youth.
- iv. Provide the members of Youth Clubs an opportunity to participate and address the contemporary socio-economic and development issues confronting local communities.
- v. Bring them in the forefront as partners of development process in their villages.
- vi. Strengthen existing network of Youth Clubs and provide them recognition in society.

Objectives

- i. To provide Leadership opportunity to youth to plan and participate actively in affairs of village
- ii. To take lead in the development process & social welfare of village community
- iii. To address local issues confronting village community through **Youth Action Groups**.
- iv. To contribute towards nation building process through selected fields/areas

Selection of Village

No of Districts in India: 150 and Number of Villages: 150

(Adoption of One Village each in selected 150 Districts to develop as NYKS Yuva Aadarsh Gram (Model Village))

Selection of Districts:

On every Three NYKs in the State, there would be one Yuva Aadarsh Gram Vikas Karyakaram. Preferably such districts in the State where:

- a) DYCs are in position
 - b) Hon'ble MPs/ MLAs/ other Public Representatives are interested
 - c) DM/DC promise to provide support
 - d) Or where the State Director is convinced that the program could be organized in a successful manner
- i. A village, other than Saansad Adarsh Gram Yojana, MLA/ MLCs adopted villages
 - ii. Having an active Youth Club
 - iii. **Youth Club should have:**
 - a) Their members are active, willing to participate, experienced, resourceful and interested to make their village as NYKS Adarsh Gram (Model Village)
 - b) Proven Track Record of activities in the field of social welfare and development.
 - c) Effective linkages with Gram Panchayat and other developmental departments and agencies.

Focus Area

- Open Defecation Free villages
- Swachhta, Hygiene, Sanitation including Waste Disposal of Sewerage

- Water Harvesting and Management
- Drip Irrigation
- National Flagship Schemes - PM Social & Financial Inclusion Schemes - Popularising and facilitating youth and people for Pradhan Mantri Ujjawala Yojana, Saubhagya (Pradhan Mantri Sahaj Bijli Har Ghar Yojnaa) , Ujala Yojana, Pradhan Mantri Jan Dhan Yojana , Pradhan Mantri Jeevan Jyoti Bima Yojana, Pradhan Mantri Suraksha Bima Yojana
- Agriculture Land Soil Cards
- Beti Bachao - Beti Padhao
- Football and Sports Clubs
- Sapling Plantation
- Skill Development
- Preventive Health – Yoga
- Panchayati Raj and Rural Development Schemes linkages
- Mission Indradhanush - Immunization
- Primary School enrolment

Suggestive Process to be followed

- i. Declaring that the Youth Club would work towards making the village as NYK Model Village
- ii. Holding a meeting with Youth Club in the village by District Youth Coordinator to further guide them for future course of action
- iii. Meeting with Gram Panchayat Sarpanch, Members of Panchayat, Opinion leaders and other stakeholders
- iv. Meeting and discussion on issues and problems
- v. List out priority development areas to be taken up by Youth Club with focus on identified areas under this program on priority

- vi. List out other social welfare activities to be addressed by Youth Club
- vii. List out areas for their own development e.g. Education, Computer literacy, Skills Development, Training, Life Skills Education, Personality/Leadership Development, Entrepreneurship, etc.
- viii. Volunteering Youth Club Members to become a part of an issue, subject/ area based group to address problem and become part of an Action Group.

Formation of Youth Action Groups

To tackle identified issues confronting village life, local youth who have wished to take collective lead in addressing them should be transformed **into Youth Action Groups** on different issues.

They may take the support of Gram Panchayat, Govt. Machinery, NGOs and others who can contribute in addressing the issues. Suggested lists of areas on which Youth Action Groups and SHGs may be formed are given under focus areas above at S. No. 4.

Preparing Joint Plan of Action

- i. Preparing Plan of Action by Youth Action Groups
- ii. Based on the Action Plans of Youth Action Groups, the President of the Youth Club would prepare Joint Action Plan for the village in consultation with Gram Panchayat, Service Providers and others.
- iii. Publication of Joint Plan of Action and display it at prominent places of the village
- iv. A copy of Joint Plan of Action be provided to District Youth Coordinator

Strategic Approach

In order to achieve the above mentioned objectives, the programme should be guided by following approaches:

- i. Converging different Govt. programmes and private and voluntary initiatives to achieve comprehensive development in tune with people's aspiration
- ii. Building partnership with voluntary organizations, educational institutions, aanganwadi workers, asha workers, etc. and other service providers
- iii. Establishing effective linkages with developmental departments and other agencies for outcomes and sustainability
- iv. Influence the leadership (Zilla Prishad, Gram Panchayat etc.) and others to develop NYKS Model Village
- v. Capacity of members of Youth Clubs will be enhanced

Role of NYKS District Youth Coordinator

- i. To facilitate Youth Club for:
 - a) Identifying development areas and local issues of concern
 - b) Discuss with emphasis on the identified Focus Areas and facilitate the Club
 - c) Listing out other priority social welfare activities
 - d) Preparing Joint Action Plan
- ii. To help in establishing linkages and coordination with Gram Panchayat, Service Providers, Govt. Development functionaries.
- iii. From time to time guide Youth Club in the implementation of Joint Plan of Action leading to the development of the adopted village as **NYKS Adarsh Gram**.

Budget : Rs. 75,000 per district

Duration: Year Long

Action by State Directors

- The State Directors should **Select district NYK (s)** as per the above given selection criteria. SD should prepare the list of such districts and submit to NYKS Hqr before the end of **July 2018**

- It should be followed by submission of Comprehensive **Plan of Implementation** and submit to NYKS Hqrs latest by **August 2018**

10. Awards to Outstanding Youth Clubs (AOYC) at District, State and National Level

Introduction

The Scheme of Awards to Outstanding Youth Clubs was instituted by the Ministry of Youth Affairs & Sports, Government of India and is being implemented by Nehru Yuva Kendra Sangathan. The Youth Clubs are basically an association of youth, working voluntarily in areas such as literacy, environment enrichment, women empowerment, vocational training, eradication of dowry, untouchability, forestation, health and family welfare etc.

Besides, Youth Clubs are also taking up social campaigns, awareness drives on issues of local and national importance. They are also taking lead in community development, sports, cultural activities and other developmental programmes in coordination with various departments and agencies at different levels. Youth Clubs have helped the village panchayats in creating assets in the villages in a cooperative and voluntary manner, and in building up organizational skills.

Objective

The “basic objective of the scheme” is to encourage the growth of Youth Clubs, which are recognized as catalysts of social change. It is felt that Youth Clubs can play a vital role in nation building and other activities, such as literacy, skill development training, health awareness, environment preservation, national integration, social harmony, sports, creation of durable community assets in villages, etc.

The Scheme also includes promoting the growth of Youth Clubs and their developmental activities, so as to encourage more and more Youth Clubs to come forward for community welfare and nation building activities. With the introduction of the Scheme, the Government hopes that not only the existing Youth Clubs will play a more meaningful role but also more Youth Clubs will come into being in future.

The Scheme is operated at three levels i.e. District, State and National level. Selection is held initially at the district level and then carried on to the state level and finally at the national level. The winners of district level competitions automatically qualify for the state

level competition and likewise, the winners of the state level competitions automatically qualify for the national level competition.

Awards

At **district** level, the winner is awarded **Rs. 25,000/-** and at **State** level the award is **Rs. 1,00,000/-** whereas at **National** level the **First, Second and Third** winners are awarded **Rs. 5,00,000/-, Rs.3,00,000/- and Rs. 2,00,000/-** and a **Scroll/ Certificate**, respectively. For more details, **a copy of the revised scheme of Awards to Outstanding Youth Clubs is placed at Annexure -13.**

NOTE:

- The Youth Clubs who have been given award under the Scheme of **AOYC during last 02 years, will not be eligible to apply.**
- Only those Youth Clubs will be eligible to apply under AOYC scheme who are Registered and affiliated with district NYKs.
- **Audit Report** of the applicant Youth Clubs would be **mandatory.**
- **Time line should strictly be adhered to** for selecting and awarding Outstanding Youth Clubs at District and State levels.
- Selection of the Awardees is done by the **designated Selection Committees only.**

NEW PROGRAMMES

11. Awareness and Education Programme on Positivity

Background

- In his Mann Ki Baat address on 31st December, 2017, Hon'ble Prime Minister, Shri Narendra Modi Ji said that it was time to transform the country from '**Positive India**' to '**Progressive India**',.
- Hon'ble Prime Minister touched upon a range of issues from the importance of **voting to youth empowerment, Sewa Bhaav- Nishkaam Karma, selfless deeds, meaning a service done without any expectations (Spirit of Service), Skill and Fortitude, Positivity and Cleanliness.**
- **Positivity** reminding us of one Sanskrit Shloka-

Utsaaho balwaanarya, Naastyutsaahaatparam balam |

Sotsaahasya cha lokeshu na kinchidapi durlabham ||

This means that a man full of enthusiasm is very strong since there is nothing more powerful than zest. Nothing is impossible for a man having positivity and zeal. In English too, it is said, '**Pessimism leads to weakness, optimism to power**'. Hon'ble Prime Minister appealed to the countrymen to *share their positive moments* of 2017 and to welcome 2018 in a positive atmosphere.

Objectives

- To work with Sewa Bhaav (Spirit of Service) work with positive mindset, take concrete steps in the journey from Positive India to New Progressive India with Nishkaam Karma.
- To create awareness and motivate youth to take lead in promoting Positivity and brotherhood in their day to day life as well as work towards EK Bharat Shreshtha Bharat.

Duration : 1 day each

No. of Youth Clubs to be involved : 20 Youth Clubs per programme

No. of participants/Beneficiaries	: 80 youth per programme from cluster of 20 Youth Clubs
No. of program	: 02 per District
Level of the Program	: Cluster of 20 villages
Time Line	: July to October
Budget	: Rs. 15,000/- per programme (for meeting out working lunch, resource persons, organizational expenses)

Collaborating Agency: Developmental Departments, Agencies, NGOs & Resource Persons

Contents for coverage during the programme:

- **'Sewa Parmo Dharmah'...** *service is the noblest way of life, Service to living beings is service to God and Sharamdaan*
- **Volunteerism:** Promoting spirit of volunteerism; Disaster and other natural calamities mitigation: rescue operations and security, training in fire fighting, first aid, Voluntary Blood Donation and enrolment of volunteers. Moreover, a Voluntary Blood Donors Directory with their blood groups & contact numbers will also be prepared in all the district NYKs.
- **Leadership:** promoting democratic leadership; it has also been strategized to develop leadership among rural young people to address issues of local, national and international importance with local youth, PRIs, urban local bodies and community participation.
- **Civic Education:** Spirit of Nationalism, proud to be Indian, respect for national symbols and values promoting national integration, communal harmony, universal brotherhood and national unity.
- **Social Issues:** Campaigns against female feticide, Bate Bachao, dowry, Drug Abuse and alcoholism, child marriage and other local issues

Implementation Strategy

- The District Youth Coordinators would identify the **training providing agencies** and or **group of experts and resource persons** who can impart training and develop/adapt/provide IEC material and or guide and help in procuring the same on the topics and subjects mentioned in the above mentioned contents of the program and further improve in consultation with local experts. Also it can be mix of both these options for a meaningful and effective capacity building exercise.
- District Youth Coordinators would select the venue for organizing this programme where successful training activities could be undertaken. For example, venues where facilities like training infrastructure, teaching aid and equipments, electricity with power back up, water, sanitation and other facilities are available.
- Well in advance, the identified training agency and or the group of resource persons, training providers would be briefed about the objectives, expectations of this program and its outcome.
- It would be ensured that the trainers would have expertise in the subject and topic allotted to him/her and can link it up with their roles as leaders in development and empowerment of Youth and Village Communities.

Methodology

The approach of the program would be participatory. The following suggestive methodologies would be adopted while undertaking the Programmes:

- Ice Breaking exercise
- Lectures on the subjects by resource persons
- Open House Discussion and Question Answer Session
- Group discussion followed by Group Report writing and Presentation

Expected Outcome:

- To have made aware and educated **99,680 members of Youth Clubs** in identified areas.
- Educated rural youth mobilized their peer and village communities and generated awareness in positivity – pessimism leads to weakness, optimism to power

12. Sankalp Se Siddhi -Youth Empowerment Programme for New India

Objective

- To make aware educate and motivate youth to involve themselves and others in the processes towards Clean India, Poverty Free India, Corruption Free India, Communalism, Casteism, etc

Duration : 1 day each

No. of Youth Clubs to be involved : 20 Youth Clubs per programme

No. of participants/Beneficiaries : 80 youth per programme from cluster of 20 Youth Clubs (four from each Youth Club)

No. of program : 02 per District

Level of the Program : Cluster of 20 villages

Time Line : July to October

Budget : Rs. 15,000/- per programme (for meeting out working lunch, resource persons, organizational expenses)

Collaborating Agency : Developmental Departments, Agencies, NGOs & Resource Persons

Focus Areas and Contents for coverage during the programme:

- **Poverty Free India:** Pradhan Mantri Jan-Dhan Yojna, Self Help Groups (SHG) formation and link employment opportunities with emphasis on village, block and district based opportunities to check migration. Skills Development for self employment and employment generation among youth.
- **Clean India** : Hygiene and Sanitation - Swachh Bharat Mission, Hand wash, promoting construction of low cost toilets under Nirmal Bharat Abhiyan, Water management, harvesting, conservation, and Safe Drinking Water.

- **Corruption Free India:** Campaigns against corruption, women rights, legal literacy.
- **Communalism and Casteism Free India:** Spirit of Nationalism, proud to be Indian, respect for national symbols and values promoting national integration, communal harmony, universal brotherhood and national unity.

Implementation Strategy

- The District Youth Coordinators would identify the **training providing agencies** and or **group of experts and resource persons** who can impart training and develop/adapt/provide IEC material and or guide and help in procuring the same on the topics and subjects mentioned in the above mentioned contents of the program and further improve in consultation with local experts. Also it can be mix of both these options for a meaningful and effective capacity building exercise.
- District Youth Coordinators would select the venue for organizing this programme where successful training activities could be undertaken. For example, venues where facilities like training infrastructure, teaching aid and equipments, electricity with power back up, water, sanitation and other facilities are available.
- Well in advance, the identified training agency and or the group of resource persons, training providers would be briefed about the objectives, expectations of this program and its outcome.
- It would be ensured that the trainers would have expertise in the subject and topic allotted to him/her and can link it up with their roles as leaders in development and empowerment of Youth and Village Communities.

Methodology

The approach of the program would be participatory. The following suggestive methodologies would be adopted while undertaking the Programmes:

- Ice Breaking exercise
- Lectures on the subjects by resource persons
- Open House Discussion and Question Answer Session
- Group discussion followed by Group Report writing and Presentation

Expected Outcome

- To have made aware, educated and motivated **99,680 members of Youth Clubs** in to involve themselves and others in the processes towards Clean India, Poverty Free India, Corruption Free India, Communalism, Casteism, etc.
- Empowered rural youth in terms of knowledge and information on developmental schemes, facilities and programmes of Government, NGOs and other Developmental Agencies.
- Educated rural youth mobilized their peer and village communities and generated awareness about social and financial inclusion schemes of Central Govt. and District Administration.

13. Theme Based Awareness and Education Campaign exclusively for 102 Aspirational Districts including 05 Districts of Rajasthan and 06 Districts of Kashmir Valley

Objective

- To enhance capacities of rural youth in addressing the issues and concerns affecting their lives.

Duration : 1 day each

No. of Youth Clubs to be involved : 20 Youth Clubs per programme

No. of participants/Beneficiaries : 80 youth per programme form cluster of 20 Youth Clubs (four from each Youth Club)

Time Line : July to October

Budget : Rs. 15,000/- per programme

Focus Areas to be covered during the campaign:

- **Health and Nutrition** - - Mission Indradhanush - Immunization of Children (0-5 yrs) and Pregnant Mothers, Motivate Girls and their Parents to postpone her marriage till attaining 18 yrs., Awareness for Institutionalized Deliveries, Dimension of Voluntary Blood Donation Programme Health Check-up Camps (DOTs, Hypertension, Diabetics and others); Providing access of Iron Folic Acid Tablet to

Adolescent Girls, awareness to improve the nutritional status of pregnant women, breast feeding and children enrolment in Aganvadis and Mid Day Meal.

- **Education** - Promoting Sarv Siksha Abhiyan, enrolment of children in schools and re-enrolment of school drop-outs.
- **Agriculture and Water Resources** - Agriculture Land Soil Cards, Awareness Camps on Best Agricultural practices and eradication of weeds in villages; Creation of new Water Bodies, Maintenance/ repair/ improvement of existing Water Bodies, Cleaning, Digging, De-silting and repair of Ponds, natural drinking water resources, small irrigation channels, water tanks, etc Water Harvesting in Villages
- **National Flagship Schemes of Govt. of India** - Promotion and facilitating Villagers to get benefits **under Prime Minister Financial and Social Inclusion Schemes**

Operational Details

- The campaign on the **focus areas** will be launched by a **10 member** team consisting of Youth Coordinator, NYVs and active Youth Leaders for **five days**.
- A team consisting of two members will visit two Youth Clubs villages every day for five days so as to cover 50 villages at the end of the campaign.
- On the **focus areas** relevant awareness and information material should be collected from concerned departments and agencies. The same should be discussed and disseminated during the campaign. To make the campaign more effective, local resource persons and service providers should also be mobilized to participate during the village meetings.
- The purpose of the village meetings is also to undertake advocacy and seek support of the influential persons, opinion leaders, and Youth Club members as well as motivate them to work to address the above mentioned issues of concern.

- The Youth Coordinator should preferably be present at least on the first day of the Campaign and should brief and orient the team members about the objectives, strategies and follow up action.
- The venue, date and time of the villages to be visited and the schedule of meetings should be finalized and announced during the first day meeting.
- The in-charge NYV of the Block will attend the cluster meetings.
- During each day of the campaign, the cluster meetings in the targeted villages will be organized with the help of local Youth Clubs.
- The main purpose of the cluster meetings is to make aware and educate masses on the **focus areas**.

Budget per Programme

Particulars	Rate (in Rs.)	Budget (in Rs.)
Honorarium to team members including DA and travel expenses	250/- per day per head (250x10x5)	12,500
IEC material	--	500
Meeting and other expenses	--	2,000
Total		15,000

Additional Inputs

- Local Village Youth Club members should be motivated to help in the organisation of the programme.
- NYVs of the campaign block and adjoining blocks should also take part in the campaign.
- For more inputs and support, different agencies in the district should be coordinated.

Outcome

- To have made aware and educated 34,560 members of Youth Clubs in identified areas.
- Empowered rural youth in terms of knowledge and information on developmental schemes, facilities and programmes of Government, NGOs and other Developmental Agencies.

- Educated rural youth mobilized their peer and village communities and generated awareness in at least 2 identified areas

SPECIAL PROGRAMMES

1. Nationwide Declamation Contest on “Patriotism and National Building”, 2018-19 (As part of Republic Day Celebrations 2019)

Nehru Yuva Kendra Sangathan (NYKS) has been organizing National Level Declamation Contest since 2015-16 for consecutive 3 yrs for ensuring mass participation of youth in the Celebration of Republic Day. From the current financial year i.e. 2018-19, the Declamation Contest has been added in the list of core programme under Annual Action Plan.

Declamation Contest provide opportunity to the youth in the age group of 18-29 yrs to exhibit their presentation skills and art of speaking in public on one hand and create the desired environment among the entire youth community on the other by sparking healthy positive conservation amongst youth in India and also activate social media, yield potential Youth Leaders for awareness creation, popularization and facilitate implementation of National Flagship Programme of Govt. of India & further ignite Patriotism & Nationalism. It would also facilitate them to develop & refine their leadership qualities.

Objectives

- 1) To inculcate spirit of Nationalism and patriotic feeling amongst youth and masses for enhanced participation in Nation building.
- 2) To identify youth with leadership qualities and good communication skills for their further development and empowerment to take lead in popularising Flagship Schemes of Government.

Target Group and Eligibility

- Youth in the age group of 18-29 yrs.
- Only those youth are eligible who have not participated in Declamation Contest on Patriotism and Nation Building organized by district NYK during the year 2015-16, 2016-17 and 2017-18.

Geographical Coverage

2500 blocks approximately, 370 District NYKs where DYCs or ACTs are in position, 29 States & UTs and National level.

Level of Contests & Prizes

- **Block Level** - Screening Contests without prizes
- **District Level** -1st Prize:- Rs. 5,000/-, 2nd Prize:- Rs. 2,000/-, 3rd Prize:- 1,000/-
- **State Level**- 1st Prize:- Rs. 25,000/-, 2nd Prize:- 10,000/-, 3rd Prize:-5,000/-
- **National Level** – 1st Prize:- Rs. 2,00,000/-, 2nd Prize:- 1,00,000/- 3rd Prize:- 50,000/-

Time Line

Mid November 2018 to end of Dec, 2018 upto State level and well before 26th January 2019 at National level

OTHER PROGRAMMES

2. Meeting of District Advisory Committee on Youth Programme (DACYP)

As aware, the DACYP is being reconstituted; therefore, till the committee is formed and notified, meanwhile, the concerned District Youth Coordinators will prepare their Annual Action Plan 2018-19 in the prescribed proforma of their District NYKs and will submit to respective State Directors for their approval.

BUDGET

No. of meetings per district NYKs	Amount per district @ Rs. 1,000/- per meeting (in Rs.)
Minimum 02 meetings 1 st meeting– 2 nd Quarter 2 nd meeting- 4 th Quarter	2,000. The amount should be utilized for refreshment and other organizational expenses
Efforts should however be made to convene meetings in every quarter	

State Level Programmes

1. Meetings of State Advisory Committee on Youth Programmes (SACYP)

As aware, the SACYP is being reconstituted; therefore, till the committee is formed and notified, meanwhile the concerned State Directors will approve the Annual Action Plan 2015-16 of the district NYKs under their jurisdiction.

BUDGET

No. of Awards	Amount @ Rs. 3,000/- per meeting (in Rs.)
Minimum 02 meetings 1 st Meeting–2 nd Quarter 2 nd Meeting – 4 th Quarter	6,000. The amount should be utilized for high tea & other organizational expenses including, file folder, writing pad, pen, reference material, photographs, etc.
Efforts may be made to conduct meetings in every quarter	

2. Planning, Review and follow-up Meeting

Objectives

- To review the progress of the ongoing programmes and activities of NYKS and suggest constructive interventions

Programme Contents

- Contingency plan and strategy for implementation in case of need
- Formulation of micro-plan
- Prioritization of proposed activities
- Charting out yearlong activities of Youth Clubs
- Close monitoring and review

Activities

- Review the progress of targets set and achieved as well as future and ongoing programmes and activities of NYKs, follow up actions to be taken
- To discuss and plan innovative projects and programmes for youth development and suggest measures for strengthening the existing networks of Youth Clubs
- To share information about the ongoing schemes and programmes of the government (both State as well as Central Govt.) for youth development, expedite coordination and mobilize resources

Operation Details

- It will be the prerogative of the concerned State Director to convene these meetings as per the need and as and when and wherever these are required.

Duration of the meeting	:	01 day
No. of participants per meeting	:	All Dy. Directors and NYCs
No. of meetings in a State	:	04
Time Line	:	2 nd , 3 rd and 4 th Quarter
Budget for FOUR Meetings	:	@ Rs. 300/- per meeting and per Deputy Director & District Youth Coordinator of the State

4. Internship Programme

To begin with the interns would be inducted at State Offices and at NYKS, HQs.

Objectives

The objectives of the Internship Programme for student youth with NYKS would be to:

- Provide exposure to interested and willing students of various recognized Universities and Research Institutes to share their experience as well as learn concepts and gain hands on training in social engineering with focus on youth development and empowerment.
- Provide opportunity to officers of NYKS to interact with young thinking minds from reputed institutions and get ideas and inputs from budding scholars which could prove to be of value addition for policy and planning.
- Provide a framework to students by which their educational experience is enhanced and support the work of NYKS through practical work assignments.

Utility of the Programme

- This program would be useful both for NYKS and for youth.
- Interns will be exposed to NYKS functioning, its programs, activities, net work of Youth Clubs, new initiatives as well as field activities and involve them in the organization of activities processes to gain hands on experience
- Interns would also be encouraged to carry out a study of a particular area / program and submit a Study Report mentioning about NYKS strength weaknesses and suggestions for improvement, etc.

Eligibility for Internship Programme

- a) Students who are pursuing Graduation, Post Graduation Degree and Research students, preferably from Anthropology, Social Work, Sociology, Psychology, Management, Law and Social Sciences, shall be eligible to apply for Internship Programme.
- b) Student's association with NYKS for unpaid programme would **not be more than 6 months and less than 1½ months**, in any case, provided they have completed two years of their three or four years of degree course.
- c) Fluency in English or Hindi or Local language is desirable for the programme.

No. of Interns: 100 (3 per State Office)

Level : State and National

Budget : Rs.10,000/- per Intern

Possible Work Area

- a) Developing workable project proposals, standards and modules related to (i) NYKS youth activities; (ii) strategies for developing NYKS Youth Clubs and empowerment of their members; (iii) monitoring and supervision; (iv) standardization of documents; (v) success stories and best practices (vi) modules and IEC literature on different activities.
- b) Study the inspection, monitoring, follow up and evaluation system prevailing in NYKS.
- c) Documentation, suggestions and specific inputs for further strengthening advocacy, awareness, information, education, and communication activities for promotion of flagship programmes of Government related to youth empowerment.
- d) Research on the needs, desires and aspirations of youth and how they can be met through NYKS activities as well as new programs and areas to meet the same with visible outcome.
- e) Need of capacity building for Youth and other stakeholders and how.

(The above list is illustrative and not exhaustive)

Application Process

- a) Applications would be invited through wide publicity in Educational Institutions and the applicants are required to register their applications along with the following documents.
- Application duly filled
 - Curriculum Vitae
 - Letter from the College/Institute/University Principal/Head of the Department/Research Guide requesting concerned State Director, NYKS to consider the candidate for Internship Program and the topic on which the candidate intends to undertake Internship. The letter should also indicate that the student would follow the instructions of the designated NYKS Official, follow rules, discipline, punctuality and maintain confidentiality where required and would not publish and divulge the findings or documents without the written permission of NYKS, State Director. The details of the candidate be provided in the prescribed format given at **Annexure -13**.
 - All applications shall be examined and initially shortlisted by the concerned NYKS State Office/Administration, based on eligibility criteria.
 - The shortlisted applications shall be summarized in a tabular form showing briefly academic record, course pursued, Institute/University of enrolment etc. and further forwarded to a Committee to be constituted by NYKS Hqrs or State Office, as the case may be, for taking a final decision.

Terms and conditions

- a) Applicable to Indian nationals.
- b) Internship Programme is on a full-time basis spending weekly five days except gazette holidays.
- c) Upon selection, 'Internship Programme Agreement' shall be forwarded to the confirmed candidates for signature and this must be returned before the starting date. There is no promise of employment either during or upon completion of an Internship Programme with NYKS.

- d) A student shall not communicate at any time to the media or any other external source any information which has become known to him/her by reason of association with the NYKS that he/she knows or ought to have known has not been made public.
- e) He/she may not use any such information without the written authorization of the NYKS and such information may never be used for personal gain. These obligations also apply after the end of the Internship Programme period. Further the students are required to maintain confidentiality.
- f) Each student will be provided with a minimum logistic support i.e. office space with access to intercom facility and computer facility. The students would be attached with one of the senior Officers at NYKS Hqrs or State Office.
- g) The students may be asked to travel for field assignments. The travel cost and logistics would be provided by NYKS, subject to the ceiling of Rs. 5,000/- for the whole period, as decided from time to time.
- h) These students will be required to present a brief report/paper at the end of their assignment highlighting their observations and the suggestions, if any. Consequent upon that and after satisfaction of designated Officer of NYKS, a certificate regarding successful completion of Internship Programme shall be issued by NYKS.

Outcome

- To have conducted programs/ activities of emergent nature directed by MoYAS.
