

# **Introduction**

### **Youth Profile**

India has the largest ever cohort of young people making transition to adulthood. In the **current National Youth Policy 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. The Youth represent the most dynamic and vibrant segment of the population. India is one of the youngest nations in the World, with about 65% of the population under 35 years of age. The youth in the age group of 15-29 years comprise 27.5% of the population. It is estimated that by the year 2021, the population of India would have a median age of 28 years. This 'demographic dividend' offers a great opportunity.

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. However, Focus Areas activities require voluntary actions; citizens beyond this age group can also participate for achieving their objectives.

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 participation for their productivity and nation building.

### **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. NYKS has presence in 623 Districts through Nehru Yuva Kendras with 29 State Offices at State Level besides its National Headquarter at New Delhi. Today, it is one of the largest rural youth organizations in the world.

The activities of NYKS are carried out in districts through District Youth Officer (in-charge of Nehru Yuva Kendra in the District) in each of 623 Districts and 2 National Youth Volunteers (NYVs) in each Block. The core strength of NYKS is the network of village level Youth Clubs in 623 districts in India. National

Youth Volunteers act as an interface between the District NYK offices and the Youth Clubs and 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. Coordination and synergy among Government and Administration at National, State and District level has lead to maximize the attainment of desired objectives and positive image building of NYKS.

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 community development and participation with the spirit of volunteerism in Nation building activities. For all these years, NYKS activities remained focused both on economic and non-economic development and welfare activities including Fit India Movement, Addressing COVID-19 Pandemic, Ek Bharat Shreshtha Bharat, Establishing Disaster Response Teams, Celebrating 150<sup>th</sup> Birth Anniversary of Mahatma Gandhi, Swachh Bharat Mission - Swachh Bharat Summer Internship, Gandagi Mukh Bharat Abhiyan, Swachhata Pakhwara, Jal Shakti Abhiyan, Catch The Rain, Observance of Poshan Maah, Observance of Paryatan Parav, Kashmiri Youth Exchange Programme, National Integration Camps, Tribal Youth Exchange Programme, Involvement of Youth in Namami Gange Programme, North East Youth Exchange, Youth Participation in Investor Education, Awareness and Protection, Azadi Ka Amrut Mahotsav-India@ 75, Celebration of Constitution Day and subsequent Activities, Poverty Alleviation, Environment Enrichment and Preservation, Water Conservation, Yoga, facilitate construction of Toilets, popularize Pradhan Mantri National Flagship Schemes for Financial and Social Inclusion, Youth Leaders Training Program on Human Rights, Plantation of Saplings, Women Empowerment, Plastic Free Villages, Blood Donation, Linking Youth with Skill Development Trainings, Shramdaan, Beti Bachao - Beti Padhao, 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, etc. with involvement of Youth Clubs, Youth Volunteers and village communities were conducted by NYKS in collaboration with other Ministries and Administrations, on voluntarily basis. However, a lot more remains to be done.

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# Annual Action Plan 2021-22

## Genesis and Concept

NYKS Annual Action Plan- 2021- 2022 is a consequence of brainstorming and feedback from NYKS field functionaries, inputs given by Hon'ble Minister of State (I/C), Ministry of Youth Affairs & Sports, Secretary (Youth Affairs), Joint Secretary (Youth Affairs) and Director General, NYKS as well as based on the priority areas and focus of Government of India. In order to capture India's demographic dividend, the NYKS Annual Action Plan- 2021- 2022 has been designed in such a manner that the rural youth have appropriate opportunities for awareness, education, capacity building, leadership, personality and skills development, as well as other enablers to partner in planning and community engagement, so as to contribute towards nation building process.

It is also to create a productive youth workforce that can make sustainable contribution to India's economic development, as well as develop a strong and healthy generation equipped to take on future challenges. It would instil among youth social values and spirit of volunteerism for undertaking community services required for strengthening nationalism in the country and facilitate their civic engagement at all levels of governance.

Moreover, the endeavour is to enhance coverage and participation of rural youth from different sections of society on one hand and improve quality of programs and image of NYKS on the other hand.

The youth so empowered through NYKS Core Programs, would be provided opportunities to develop themselves for their socio-cultural, economic and health well being for living a meaningful life. The youth would also be guided, motivated and provided platforms to assume local leadership for community mobilization and engagement for welfare and development activities in their respective villages. To support their endeavours, coordination with various development departments, agencies and service providers at District, Block, Gram Panchayat, Village levels should be ensured for visible outcomes.

The cadre of trained and motivated youth developed through Core Programs and Coordination activities along with PRIs, village sportspersons and service providers should be encouraged and guided to form **Joint Annual Action Plans 2021-22** on Nationally identified **Focus Areas**. It is to promote collective ownership and allocation of responsibilities to achieve the framed objectives on one hand and set the tone of youth led planning and implementation of activities on the other hand across the country.

**The Village based Action Plans from each of 623 districts, where at present NYKS are functioning, should be compiled at District Level. The District Action Plans should be compiled**

**in each of the respective 29 States/UTs for developing State Plans. Similarly, the States/UTs Action Plans would be compiled, and it would lead to development of National Annual Action Plan 2021-22 of NYKS. The Regional Directors in this regard will monitor and ensure compilation of State and Regional level Annual Action Plans 2021-2022.**

Each of the Annual Action Plan right from the village level should clearly reflect objectives of Nationally identified Focus Areas for the year 2021-22, strategies, activities, collaborating agencies, time line and measurable outcome indicators. The processes of Annual Action Plan implementation throughout the year should be monitored with defined tools and methods, duly supported by materials and responsibilities at each level of their execution, follow up and guidance for concrete expected outcomes against each Focus Area. The exercise should lead to scientific documentation of the achievements of the executed Annual Action Plan 2021-22.

The above process would foster conditions and mechanisms for developing and empowering youth to realize their full capabilities and potential for their own sustainable livelihood as well as enable them to contribute positively for their village's development, with spirit of volunteerism. Moreover, it would facilitate in establishing an institutional mechanism to generate youth movement, build Cadre of committed and more aware Youth. It would help in not only meaningful engagement of rural youth in a constructive manner but also lead to their visible contribution towards nation building process. For realising these, and other programs of national priority, **Six Focus Areas have been identified by NYKS for implementation across the country with lead voluntary role of rural youth with partnership of village communities and in coordination with various stakeholders, development departments and agencies at different levels.**

Moreover, in order to rationalize and ensure actual implementation of programmes with quality outcome, the activities should 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. 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 contribute towards the priority areas of the Government of India on the other hand.

**Goal:** Development and Empowerment of Rural Youth for Nation Building

**Objectives:**

1. Mobilize, empower, engage, motivate and organize rural youth for their overall personality and leadership development
2. Enhance their capacities to develop democratic structures in the form of village based Youth Clubs

3. Establish institutional mechanism to generate Youth movement, build Cadre of committed Youth and engage them with the spirit of volunteerism in Focus Areas
4. Develop and empower youth to address their needs, issues and vulnerabilities as well as structural and underlying factors
5. Motivate and enable the developed and empowered youth to assume leadership in addressing social and development issues, community welfare and peace building, with the spirit of voluntarism
6. Provide youth opportunities to participate and exhibit their talent and meaningfully contribute towards Nation Building

## **Components of Annual Action Plan 2021-22**

In order to achieve the above goal and objectives, through NYKS structures, networks, coordination, available young volunteers and trained human resource; the Annual Action Plan 2021-22 has been slotted into two categories **viz. Focus Areas and Core Programs.**

### **A) Focus Areas**

Six Focus Areas have been identified by NYKS for implementation across the country with lead role of rural youth and NYVs with partnership of village communities and in coordination with various stakeholders, development departments and agencies at different levels.

1. **Skilling and Handholding - Aatma Nirbhar Bharat / YuWaah**
2. **Combating COVID-19: Mass Awakening and Action Campaign**
3. **Establishing Disaster Risk Reduction and Preparedness Teams**
4. **Youth Led Fit India Movement, Youth Wellness and Positive Life Style**
5. **Clean Village – Green Village Campaign**
6. **Jal Jagran Campaign: Catch The Rain**

## **B) Core Programs**

There are 12 sets of Core Programs to be funded from Block Grant of Ministry of Youth Affairs and Sports. They would provide opportunities to youth for **awareness, education, capacity building, leadership, personality and skills development**, so as to facilitate implementation of focus areas and contribute towards nation building process. Core Programs are as follow:

1. **Skilling and Handholding - Aatma Nirbhar Bharat / YuWaah**
  - a. Orientation of Youth
  - b. Personal Contact Program and Facilitation Campaign
  - c. Education in Basic Vocations
  - d. Digital Felicitation - prepare a Cadre of Bank Mitras
  - e. Career Guidance, Career Counseling, Career Mela
2. **Combating COVID-19: Mass Awakening and Action Campaign**
3. **Establishing Disaster Risk Reduction & Preparedness Teams**
4. **Youth Led Fit India Movement, Youth Wellness and Positive Life Style**
  - a. Training of Youth in Wellness, Positive Lifestyle and Fit India
  - b. Sports Material to Youth Clubs
  - c. Block level Sports Meets
  - d. District Level Sports Meets
  - e. District Level Promotion of Art & Culture

It may kindly be ensured that before or after conduct of programs at S. No. b, c, and d above. Walkathon/Cyclothon/Plog Run should be organised as a part of **Azadi ka Amrut Mahotsav- India @75** and **125<sup>th</sup> Birth Anniversary of Netaji Subhash Chandra Bose**

5. **Training of Youth on Clean Village- Green Village**
6. **Training of Youth on Jal Jagran Abhiyan- Catch The Rain**
7. **Youth Club Development Campaign – Formation of Action Plan**
8. **Observance of Days of National Importance, National Youth Day & Week**
9. **District Youth Convention**
10. **Celebration of 150th Birth Anniversary of Mahatma Gandhi**
  - Swachhata Awareness Evam Shramdaan
  - Swachhata Action Plan including Swachhata Pakhwada
11. **Awards to Outstanding Youth Clubs**
12. **Declamation Contest on Patriotism & Nation Building**

## **Celebrating 75<sup>th</sup> Years of India's Independence (Azadi Ka Amrut Mahotsava ) – India @ 75**

### **Background:**

As India is gearing up for the celebration of its **75<sup>th</sup> years of Independence**, as a part of commemoration; series of events namely **Azadi ka Amrut Mahotsav** have been planned for their organization across the country. It is an initiative to celebrate and commemorate 75 years of progressive India and its glorious history, people, culture and achievements.

**Hon'ble Prime Minister** while inaugurating the curtain raiser of Azadi ka Amrut Mahotsav on **12<sup>th</sup> March 2021**, said that "The celebrations can be divided in five sub-heads - Freedom struggle, Ideas at 75, Achievements at 75, Actions at 75, and Resolve at 75." The Mahotsav will be celebrated as a **Jan-Utsav** in the spirit of **Jan-Bhagidari**.

### **Strategy and Objectives:**

Team members will meet and interact with the Youth Leaders, Gram Panchayat Pradhans and Members and others in the villages. They should also sensitize Youth Volunteers and disseminate information on Azadi ka Amrut Mahotsav Campaign and 125<sup>th</sup> Birth Anniversary of Neta ji Subhash Chandra Bose and motivate them to achieve following **objectives**

- a) Create awareness on India's Freedom Struggle.
- b) Dissemination of information and knowledge on ethos, essence and spirit of Freedom Struggle.
- c) Creating awareness on life, works and philosophy of Neta Ji.
- d) Implementation of set of activities as a part of **Action at 75**.
- e) Leveraging the information and knowledge on India's Freedom Struggle and their amplification among masses.

**Suggested Activities to be undertaken by mobilizing local Resources and Mainstreaming them in the above mentioned Core Programs activities so as to enable wider coverage, outreach and visibility of 75<sup>th</sup> years of India's Independence, Azadi ka Amrut Mahotsav celebrations.**

- Fit India Campaign- Walkathon, Cyclothon and Marathon
- Ek Bharat Shreshtha Bharat
- Know your Constitution- Preamble Reading, Kartavya Samvad
- Catch the Rain-Shramdaan, Advocacy and Motivation
- Celebrating 125<sup>th</sup> birth anniversary of Neta Ji
- Blood Donation Camps and Knowledge Competition
- Combating COVID Pandemic- Awareness, COVID Vaccine Rollout, Appropriate Behaviour Adoption Communication and Message Dissemination

- Health Awareness Programs
- Swacchta- Cleaning of Monuments and Historical Places
- Ganga Rejuvenation- Awareness on bio-diversity of Ganga and cleaning of Ghats
- Enhancement of Youth Volunteers Enrolment
- Green Village Campaign
- Plantation

#### **Methods and Tools for Undertaking Activities:**

- Dissemination of messages through Webinars and on Social Media platforms (WhatsApp, Facebook and Twitter)
- Posters, wall writings, digital sign boards
- Message through Banners, E-Posters and Slogans
- Playing Jingles, Films, audio/video clips related communication
- Popularization of Hashtags
- Organizing webinars, formation of WhatsApp Groups
- Public Announcements through various methods in Regional Languages
- Issue based Knowledge Competitions - essay, poem, painting and slogan contests, quizzes, etc.
- Any other idea as deem suitable at the local level

#### **Strategic Utilization of Services of National Youth Volunteers (NYVs) with the support and guidance of Deputy Director and District Youth Officer**

- ✓ It has been targeted that nearly 12,000 NYVs would be deployed by NYKs in 623 districts.
- ✓ 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, national priority areas, and activities in identified **Focus Areas** as mentioned above, as well as planning, 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 Focus Areas, Core Programmes, MoYAS Schemes, Special Programs of national importance, 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 towards 6 Focus Areas, Core Programs and other national priority activities from time to time, **each NY Volunteer should be assigned targets for number of Youth Clubs to be covered for achieving the physical targets pertaining to Focus Areas and Core Programs.**

## Coordination

In order to provide more programs for the furtherance of the objectives of NYKS and in achieving the set goal and objectives, 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** as well as directions issued from time to time.

- ✓ To garner support and establishing linkages with other departments in the district on one hand and to ensure proper programme planning, coordination, implementation, transparency and monitoring for effective functioning of district NYKs with expected outcomes on the other hand, minimum two meetings of **District Advisory Committee on Youth Programmes (DACYP)** under the Chairpersonship of Deputy Commissioner / Collector of respective districts should be conducted in each of the 623 districts.
- ✓ Similarly, minimum 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 - 3 and Annexure -4, respectively.**

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 2021-22. For this purpose, the Deputy Director/District Youth Officer besides monitoring should provide full support, guidance and facilitate NYV volunteers and trained Youth Club leaders for the successful implementation of proposed activities in coordination with other development Departments and agencies in the district.

### **Guidelines for Implementation of Focus Areas of NYKS Annual Action Plan 2021-22**

For realizing the Annual Action Plan, following **Six Focus Areas** should be implemented in respective districts on **voluntary basis** by NYKS affiliated Youth Clubs and village communities as well as in **coordination** with various stakeholders, development departments and agencies at different levels.

Through NYKS **Core Programs** the youth leaders and volunteers would get awareness, education, capacity building, leadership, personality and skills development to facilitate implementation of focus areas and contribute towards nation building process. The youth so empowered through NYKS Core Programs, should be provided opportunities to develop themselves for their socio-cultural, economic and well being for living a meaningful life.

#### **District Youth Officers should ensure the following:**

- Each National Youth Volunteers (NYVs) be given **target to cover a minimum of 25-30 NYKS affiliated Youth Clubs** in their allotted Blocks. Further, they should motivate members of Youth Clubs, COVID volunteers and others to undertake focus area's activities on voluntary basis in their respective areas based on the points mentioned above.
- The youth should also be guided, motivated and provided platforms to assume local leadership for community mobilization and engagement in **Focus Areas activities in their respective villages**. Each member of the Youth Club should be made aware about the importance of the focus area, motivate their peers and other villagers as well as persuade the PRIs, local body and village communities to facilitate execution of Focus Areas Activities as per their Action Plan.
- To support their endeavours, **coordination** with various development departments, agencies and service providers at District, Block, Gram Panchayat, Village levels should be ensured for visible outcomes.
- The trained and motivated youth along with PRIs, village spokespersons and service providers should be encouraged and guided to form **Village level Joint Annual Action Plans 2021-22 on Focus Areas in prescribed format separately for each Focus Area**. It is to promote collective ownership and allocation of responsibilities to achieve the framed objectives on one hand and set the tone of youth led planning and implementation of activities on the other hand across the country.

- The Village based Action Plans from each of 623 districts, where at present NYKS are functioning, should be **compiled at District Level**.
- The District Action Plans should be compiled in each of their respective 29 States/UTs for developing State Plans. Similarly, the **States/UTs Action Plans should be compiled**, and it would lead to development of National Annual Action Plan 2020-21 of NYKS.

#### A) Focus Areas of NYKS Annual Action Plan- 2021- 2022

1. **Skilling and Handholding - Aatma Nirbhar Bharat / YuWaah**
2. **Combating COVID-19: Mass Awakening and Action Campaign**
3. **Establishing Disaster Risk Reduction and Preparedness Teams**
4. **Youth Led Fit India Movement, Youth Wellness and Positive Life Style**
5. **Clean Village – Green Village Campaign**
6. **Jal Jagran Campaign: Catch The Rain**

#### B) Strategies for Realizing Six Focus Areas

- **Mobilize, motivate and activate rural youth** to develop socially inclusive democratic structures in the form of village based Youth Clubs
- **Develop capacities and skills** of youth and thereby enable them to assume **leadership** in addressing Focus Area with the spirit of **volunteerism**.
- **Empower youth** for their economic development, address their needs, issues and vulnerabilities
- **Advocacy and sensitization** for building an **enabling environment** for Youth Led **Joint Action Plan** development and implementation of Focus Areas with **community engagement** and participation
- Constitution of Focus Area wise **Village Committees** for ensuring implementation, monitoring, coordination and follow up for ensuring outcomes of Village Action Plan.
- Establish institutional mechanism for **synergy with other Development Departments, Stakeholders, Agencies and Institutes** for accessing services required for realizing outcomes against each Focus Area.
- **Institution of Awards for recognition** of the outstanding services rendered by Youth Clubs at District, State and National levels

## 1. Focus Area - Skilling and Handholding - Aatma Nirbhar Bharat/YuWaah

### Background

In the wake of COVID-19 lockdown Govt. of India has decided to revive the economy with the announcement of 20 Lakh Crore economic package under Aatma Nirbhar Bharat Abhiyan to make India self-reliant. In this Aatma Nirbhar Bharat Abhiyan package, Govt. of India has announced a number of Financial Assistance Schemes for a wide range of Sectors and Stimulus Package e.g. Pradhan Mantri Garib Kalyan Yojana, Poor including Migrants and Farmers and Govt Reforms and Enablers to boost the Economy of Small Traders, Farmers, Street Vendors, Migrants, Construction Workers, Self Help Groups and others.

Ministry of Youth Affairs & Sports and United Nations Children's Fund (UNICEF) signed MoU on 20th July, 2020 to work together closely to enable India's youth, connect them to aspirational work and engage them as active change makers. It was decided to leverage the existing mainstreamed initiatives of both the organizations to co-create and implement solutions at scale to tackle the education, skilling and empowerment challenges for adolescents and youth in India.

### Hon'ble Prime Minister Vision

- Call for आत्मनिर्भरभारतअभियान(Self-Reliant India Movement)
- Five pillars of Aatma Nirbhar Bharat –Economy, Infrastructure, System, Vibrant Demography and Demand
- Special economic and comprehensive package of Rs 20 lakh crores
- Package to cater to various sections including cottage industry, MSMEs, labourers, middle class, industries, among others.
- Bold reforms across sectors will drive the country's push towards self-reliance
- It is time to become **Vocal for Local products** and make them global.

Hon'ble Prime Minister, Shri Narendra Modi announced a Stimulus Package of 20.97 Lakh Crore to boost the economy of India in different sectors. This Stimulus Package covers a wide array of sectors ranging from MSMEs to Farming mentioned below.

- ✓ MSME Loans
- ✓ Kishan Credit Card (KCC) Loans
- ✓ Shishu Loans under Mudra Yojana
- ✓ PM AwasYojana Credit Linked Subsidy Scheme (PMAY-CLSS)
- ✓ Pradhan Mantri Garib Kalyan Anna Yojana (PM-GKAY)

- ✓ Revision in Financial Assistance to Self Help Groups
- ✓ Street Vendor Loans
- ✓ Additional Announcement for Agricultural Sector
- ✓ Additional Announcement in MGNREGA

### **Objectives:**

- Support Small Traders, Farmers and Marginalized to access benefits of Government Schemes
- To make aware and motivate youth to avail opportunities for their economic and personal well being to live a meaningful life
- To support young people in their entrepreneurship journey by providing entrepreneurship classes (online and offline) with successful entrepreneurs and experts, towards establishing entrepreneurial mindset among young people through UNICEF
- To foster growth and development for skilled and unskilled youth by creating an eco-system of Career Counseling, Guidance, and collaboration
- To provide career guidance support to young people through career portals of UNICEF as well as through job-readiness and self-exploration sessions to make young people career-ready.
- To Handhold youth and coordinate with Development Agencies, Industries, Service Providers for skilling and placement
- To create linkages with aspirational economic opportunities to connect young people with employment opportunities, including building pathways to connect them with jobs or self-employment. For this, innovative solutions and technology platforms will be engaged to take maximize the scale and reach
- To introduce youth to the Lakshya portal; and the Unilearn portal; Youtube channels on Career Classes and YUWAAH; Online & offline sessions for job readiness and self exploration to find the right job match

### **Strategies**

- Counseling, Guidance, Facilitation
- Create platforms to guide youth to qualified & paid market opportunities (mentorship, internships, apprenticeships)
- Enable creation of a thriving mass entrepreneurship ecosystem
- Linkages with UNICEF Lakshay Portal, Industries and others for employment/ job placement

- Job-matching – Local market place, youth employment exchange
- Coordination with Banks
- Collaboration with Service providers for Skill Training
- Identification of pool of Trainers, Counselors, Experts
- Awareness Talks and Sensitization by experts and motivators
- E-learning / Digital Learning – Develop Bank Mitras: online filling up of forms

### **Suggestive Actions**

- Prepare and educate youth volunteers to guide and support needy
- Reach out to the needy and make them aware of schemes
- Sensitize them to avail benefits
- Organize facilitation camps
- Personal Contact Program Campaign
- Facilitate in filling up Digital Forms
- Career Melas, Career Counseling & Guidance
- Preparing list of MSME and other potential Industries for Jobs
- Coordination with Development Agencies and Service Providers
- Motivating youth to undergo basic vocational courses
- Skills up-gradation, Skill building, training as per need
- Handholding and Follow up for employment /Self-employment
- Registration on various portals for online courses and jobs

### **Collaborative Agencies**

- UNICEF
- Development Departments and Agencies at District level
- MSMEs
- MSD&E - NSDC Training Providers at District and Block level – PMKK, JSS
- Banks –Financial Institutes
- Education, ITI, Management Institutes
- Skills Development Training Agencies
- Placement Agencies
- Industries
- Coaching Centers
- Common Service Centers

## Expected Outcomes - Monitoring and Success Indicators

- No. of youth volunteers prepared and educated to guide and support needy
- No. of Small Traders, Farmers and Marginalized contacted and made them aware of schemes, Sensitized and motivated them to avail benefits
- No. of facilitation camps organized
- No. of Small Traders, Farmers and Marginalized Facilitated in filling up Digital Forms
- No. of Small Traders, Farmers and Marginalized got benefits
- No. of youth data shared with UNICEF for registration on its various portals including Lakshay Portal
- No. of youth participation in Career Counseling and Guidance Programs
- No. of youth mentored and motivated for skill training
- No. of EBV Programs organized
- No. of Career Melas organized
- No. of youth attended Career Mela
- No. of Agencies including Job providing agencies invited in Career Mela
- No. of youth engaged in training and skill building
- No. of youth facilitated and handhold
- No. of youth got employment after skill training
- No. of youth engaged in self employment ventures

In order to provide support in realizing the objectives of **Focus Area - Youth Skilling and Handholding - Aatma Nirbhar Bharat/YuWaah** with the spirit of volunteerism, **Core Programs** viz. *Orientation of Youth, Personal Contact Program and Facilitation Campaign, Education in Basic Vocations, Digital Felicitation by Cadre of Bank Mitras, Career Guidance, Career Counselling, Mela* have been provided. **SOP** of these programmes is given in **Chapter – 4**. These Core Programs would enhance the capacity, level of awareness, understanding, leadership, motivation and skills of youth and thereby facilitate them in implementing focus areas activities in their respective villages with expected outcomes.

District Youth Officers should give target to NYVs to cover cluster of 25-30 Youth Clubs or as per the need. NYVs should guide and help the allotted villages Youth Clubs in finalizing their Action Plans for **Focus Area - Youth Skilling and Handholding - Aatma Nirbhar Bharat/YuWaah** in the proforma given at **Annexure- 6, 6A and 6 B**. NYVs should facilitate coordination and regularly be in contact with the allotted Youth Clubs and motivate members of Youth Clubs, COVID volunteers and others to undertake above mentioned focus area activities on voluntary basis in their respective villages.

## **2. Focus Area - Combating COVID-19: Mass Awakening and Action Campaign**

When first case of a person infected with Corona virus surfaced in China on 31st December 2019, no body imagined even in their wildest imagination that an ordinary looking incident could explode into mega crisis and engulf the entire world into it. People throughout the world took the outbreak with casual approach and complacency and this care a damn attitude played pivotal role into subsequent spread of the pandemic to an unmanageable scale.

In January 2020 the World Health Organization (WHO) declared the outbreak of a new corona virus disease in Hubei Province, China to be a Public Health Emergency of International Concern. Since then WHO has declared it as a Pandemic affecting more than 115 countries around the globe. India has witnessed its first COVID-19 case in Kerala on 30<sup>th</sup> January 2020, it was in a way ring bell for the things to come. Like other parts of the world, we too were limited in our response, at the outset. The usual disdain was writ large. People were loath about accepting the fact that the pandemic may also descend on our territories. Non-seriousness seemed very scary. Nonetheless, NYKS started working rigorously to prevent the spread of the pandemic by focusing on awareness and preventive measures. Social distancing, hand washing and self-isolation were also promoted with the advancement of the pandemic and knowledge gained for different methods of prevention.

With cases rising steadily, all sections of our society and stakeholders started playing roles to stop the spread of this disease by reaching out to the rural and urban communities all over the country. The unprecedented health crisis due to COVID-19 pandemic in India is affecting all parts of the country and changing lives and livelihoods of its citizens. Therefore, it is utmost important to carry forward the activities being undertaken with due seriousness to contain the Pandemic in India. In this context following objectives, strategies, actions and collaborations have been suggested in the action plan for visible expected outcomes.

A disconcerting feature of the second wave of Covid-19 was the surge in cases in rural India. Compared with the first peak in September last year, the number of cases in India's hinterland or backward regions quadrupled, and so has the number of the dead.

Thus, it became more than ever important to involve the Youth Volunteers and local village based youth clubs to combat the pandemic locally.

### **Objectives**

- ✓ Combating COVID-19 through right information in simple, understandable and regional languages and building enabling environment to contain the spread of the pandemic.
- ✓ Apprise people in general and youth in particular about myths, rumors and misconceptions about COVID Vaccination and motivate people for Vaccination.



- ✓ Educating and motivating people for COVID Appropriate Behavior and to create enabling environment to address stigma, discrimination and psycho-social issues.
- ✓ Educate and sensitize families for special health care for elderly people
- ✓ Promote large scale production of Face Masks and their distribution
- ✓ Campaign on not to be afraid of COVID-19; bust myths, counter fake news, rumours, prevent social stigma & discrimination and support affected families.
- ✓ Create awareness and methods for enhancing immunity to fight COVID-19 and other ailments
- ✓ Conduct prevention, relief and support activities in areas identified by District Administration

### **Suggestive Actions**

- ✓ Orientation and Sensitization of NYKS Officials and Youth Volunteers.
- ✓ Enhancing COVID Young Warriors base, Mobilizing Families and Village Communities
- ✓ Promoting Sustainable COVID Appropriate Behaviour
- ✓ Intensive Vaccination Campaign
- ✓ Blood Donation, Care and Support
- ✓ COVID Help Desk
- ✓ Post COVID Care
- ✓ Promoting Immunity
- ✓ Cleanliness and Sanitation
- ✓ Yoga at home and with family for Stress Management and Physical Fitness
- ✓ Corona Mukh Gaon
- ✓ Recognizing COVID Warriors Services
- ✓ Promote production of Face Masks and distribution campaign
- ✓ Educating people for proper use of Face Masks
- ✓ Orienting & Sensitizing families for Care of Elderly People
- ✓ Motivating people to support individuals/families affected with COVID-19
- ✓ Volunteer's education on IGOT Portal
- ✓ Aarogya Setu App – Downloading
- ✓ Provide Support to District Administration by Deploying Staff & Youth Volunteers
- ✓ Wall writings, social media campaigns, e-posters campaigns to create awareness, bust myths, counter fake news & rumours
- ✓ Knowledge Competitions
- ✓ Prevent social stigma and discrimination against persons affected with COVID-19, Front Line Workers and COVID Warriors
- ✓ Conducting support and relief activities
- ✓ Adopting Best practices of other District NYKs

## **YuWaah**

- ✓ Registration of Youth as Young Warrior
- ✓ Pledge taking to act as #Young Warrior
- ✓ Training of NYKS volunteers by UNICEF
- ✓ Volunteer's education on UNiLearn portal of UNICEF

## **Collaborative Agencies**

- ✓ NYKS affiliated Youth Clubs, Youth Leaders, COVID-19 Volunteers, Gram Panchayat and Opinion Leaders
- ✓ District Administration and Designated Agencies
- ✓ Health Service Providers
- ✓ MoH&FW, DoPT, iGOT, UNICEF
- ✓ NGOs

## **Expected Outcomes - Monitoring and Success Indicators**

- ✓ No. of orientation sessions conducted and No. of Officials participated
- ✓ No. of people sensitised on sustainable COVID appropriate behaviour
- ✓ No. of Youth Volunteers Services recognised
- ✓ No of Blood Donation Camps organised
- ✓ No. of COVID Help Desks established
- ✓ No. of Youth trained by UNICEF
- ✓ No. of Youth took pledge to act as #Young Warrior
- ✓ No. of Youth registered as Young Warriors
- ✓ No. of Volunteers took COVID related course on UNiLearn
- ✓ No. of people sensitised to support individuals/families affected with COVID-19
- ✓ No. of Face Masks prepared and distributed
- ✓ No. of families oriented & sensitized for Care of Elderly People
- ✓ No. of Volunteer's educated in iGOT Portal
- ✓ No. of citizens downloaded Aarogya Setu App
- ✓ No. of volunteers provided support to District Administration
- ✓ No. and types of activities undertaken to address COVID-19
- ✓ No. of Wall writing, social media campaigns, e-posters campaigns conducted.
- ✓ No. of Knowledge Competitions organised
- ✓ No. of people motivated for vaccination
- ✓ No. of people motivated to practice Yoga and Pranayam
- ✓ No. of youth and citizens received educational and motivational videos, posters, audios

In order to provide support in realizing the objectives of **Focus Area - COVID-19: Combating COVID-19: Mass Awakening and Action Campaign** with the spirit of volunteerism, **Core Programs** viz. types of interventions, *trainings, preparation of IEC material, awareness campaigns, environment building, publicity, conducting Webinars, Honorarium to Resource Persons and to meet out other miscellaneous expenses* have been provided. **SOP** of these programmes is given in **Chapter – 4**. These Core Programs would enhance the capacity, level of awareness, understanding, leadership, motivation and skills of youth and thereby facilitate them in implementing focus areas activities in their respective villages with expected outcomes.

District Youth Officers should give target to NYVs to cover cluster of 25-30 Youth Clubs or as per the need. NYVs should guide and help the allotted villages Youth Clubs in finalizing their Action Plans for **Focus Area - COVID-19: Combating COVID-19: Mass Awakening and Action Campaign** in the proforma given at **Annexure- 6, 6A and 6 B**. NYVs should facilitate coordination and regularly be in contact with the allotted Youth Clubs and motivate members of Youth Clubs, COVID volunteers and others to undertake above mentioned focus area activities on voluntary basis in their respective villages.

### **3. Focus Area - Establishing Disaster Risk Reduction and Preparedness Teams**

Disasters and climate change are key focus areas of global development agenda. Disaster risk reduction (DRR) is recognized as an integral part of sustainable development programme which could be only achieved by relying on the development of resilient communities. The Sendai Framework for Disaster Risk Reduction (SFDRR) 2015 - 2030 emphasizes the vital role of volunteerism at national and local levels in accordance with legislation, national practice and educational curricula. In particular, youth volunteerism plays a pivotal role in building resilient communities by becoming “engaged actors in their own development.”

Any disaster requires a quick response to save lives, contain the damage and prevent any secondary disasters. Affected community is always the “**First Responder**”. In most instances, this takes place spontaneously, outside any organized setting. Volunteers from the community play a vital role in immediate response to any disaster. National Disaster Response Force, State Disaster Response Force and other organised services including police, fire services etc. take some time to reach the disaster sites. In the meantime, volunteer groups not only provide in initial rescue and relief services but also act as link between the affected community and institutions arriving at the scene, thus strengthening response by the government actors. Volunteers also work as “force multiplier” particularly when the emergency services have to be reached to the remotest affected community.

The High Power Committee (HPC) Report on Disaster Management, India, highlighted the role of volunteer action and suggested ‘organising of a nationwide network of NGOs with an acronym VASUDEVA – Voluntary Agencies for Sustainable Universal Development and Emergency Voluntary Action with the intention of creating a bridge between the NGOs and the Government sector as also within the NGOs working in the field of disaster management. The National Disaster Management Plan

2016 (NDMP 2016) also strongly emphasizes the role of volunteers under training, capacity building and other preparedness and response activities which will be coordinated by the National Executive Committee (NEC).

It is therefore proposed to establish institutional mechanism for organized and structured engagement of NYKS by Establishing Disaster Response Teams (DRTs) of volunteers as first responders in hazard prone districts. It is proposed to cover such districts in India in a phased manner in collaboration with National Disaster Management Authority (NDMA), State Disaster Management Authorities (SDMA) and or National Disaster Response Force (NDRF).

### **Objective**

- To put in place an institutional mechanism for organized and structured engagement of NYKS volunteers for disaster preparedness and post-disaster response & relief at block and district level
- To create teams of trained volunteers in selected hazard prone districts to act as first responders to disaster
- To plan and conduct programs by trained volunteers during normal time for community awareness and preparedness
- To maintain comprehensive data base on trained youth volunteers on NYKS portal

### **Suggestive Actions**

- Selection of youth across the country
- Form batches of youth per training for training at SDMAs / NDRF battalions.
- Conduct customized professional training on agreed syllabus at SDMs/NDRF battalions.
- Establish data base of DRTs Volunteers on NYKS website.
- Prepare SOP for involving trained youth volunteers during normal time
- Establishing linkages with District Disaster Management Authority (DDMA)
- Sharing database of trained volunteers with DDMA

### **Collaborative Agencies**

- Youth Clubs and Youth Leaders and Volunteers
- NDMA and SDMA
- NDRF at National level
- NDRF Battalions in India
- District Disaster Management Authority
- District Administration
- Gram Panchayat and Opinion Leaders
- Educational Institutes

## **Expected Outcomes - Monitoring and Success Indicators**

- Developed Portal Hosted on NYKS Website for viewing list & profile of enrolled & trained youth volunteers
- No. of State/UTs, Districts and Blocks covered
- No. of training programs conducted
- No. of youth volunteers professionally trained by SDMAs, NDRF as the case may be
- No. of awareness activities voluntarily conducted by trained youth during normal time
- No. of youth mobilized for disaster response activities

In order to provide support in realizing the objectives of **Focus Area - Establishing Disaster Risk Reduction and Preparedness Teams** with the spirit of volunteerism, **Core Programme** and **SOP** of this program is given in **Chapter – 4**. The interventions would enhance the capacity, level of awareness, understanding, leadership, motivation and skills of youth and thereby facilitate them in implementing focus areas activities in their respective villages with expected outcomes.

District Youth Officers should give target to NYVs to cover cluster of 25-30 Youth Clubs or as per the need. NYVs should guide and help the allotted villages Youth Clubs in finalizing their Action Plans for **Focus Area - Establishing Disaster Risk Reduction and Preparedness Teams** in the proforma given at **Annexure- 6, 6A and 6 B**. NYVs should facilitate coordination and regularly be in contact with the allotted Youth Clubs and motivate members of Youth Clubs, COVID volunteers and others to undertake above mentioned focus area activities on voluntary basis in their respective villages.

## **4. Focus Area -Youth Led Fit India Movement, Youth Wellness and Positive Life Style**

The Fit India Campaign is a Youth Led movement to take the nation on a path of fitness and wellness. It provides a unique and exciting opportunity to work towards a healthier India. As part of the movement, NYKs affiliated Youth Clubs, their Members, individuals and villagers of all age groups can undertake various efforts for their own fitness for health and well-being as well as for the health and well-being of fellow Indians.

### **Objectives**

- ✓ To encourage and promote fitness culture and spirit of sportsmanship among rural youth to adopt it **as a way of life**.
- ✓ To popularize such fitness activities which require minimum infrastructure, equipments and finances
- ✓ To propagate the message of healthy body & healthy mind among the youth
- ✓ To develop understanding among youth about their reproductive health, nutrition, hygiene, sanitation, immunity and life style diseases

- ✓ To make aware and educate youth on methods of prevention and control of HIV-AIDS, STIs, COVID-19
- ✓ To educate youth on the strategies and need to refrain from Drug Abuse
- ✓ To sensitize and motivate youth to practice Fundamental Duties and proud to be Indians
- ✓ To turn Indian youth as healthy and productive human resource

### **Suggestive Actions**

- ✓ Walkathon, Cyclothon and Plog Run as a part of Celebration of Azadi Ka Amrut Mahotsav- India @75 and 125<sup>th</sup> Birth Anniversary of Netaji Subhash Chandra Bose
- ✓ Sensitization of Youth Clubs to register as Fit India Youth Clubs
- ✓ Fit India Freedom Run
- ✓ Fitness at Home, Fitness with Family
- ✓ Traditional Sports and Games popular in villages
- ✓ Sports Activities and Adventure
- ✓ Yoga and Physical Exercise, Jogging and Running
- ✓ Walking, Prabhat Pheries, Swimming,
- ✓ Gym, Group exercise, Dancing, Skipping, Cycling
- ✓ Awareness and Education programs
- ✓ Orientation Training Programs
- ✓ Screening of Documentaries
- ✓ Lectures, Talks & Discussion by experts
- ✓ Youth Health Check up Camps
- ✓ Vaccination including young women
- ✓ Blood Donation activities
- ✓ Competitions viz. essay, quiz, poster making, painting, slogan writing
- ✓ Village based activities to practice Fundamental Duties

### **Strategies**

- ✓ Village based Youth Club as the operational hub
- ✓ Adoption of Families for fitness
- ✓ Identification of Youth Leaders as Wellness and Positive Life Educators and Motivators
- ✓ Environment building
- ✓ Awareness, education, motivation and Training of Trainers Programs
- ✓ Coordination with service providers
- ✓ Camps
- ✓ Access to services
- ✓ Follow up campaigns

## **Collaborative Agencies**

- ✓ Sports Authority of India - Fit India Mission
- ✓ Sports Departments
- ✓ Archaeological Survey of India
- ✓ Health and Family Welfare Department
- ✓ Social Welfare Department
- ✓ Red Cross Society
- ✓ Indian Medical Association
- ✓ Gram Panchayat and Village Spokespersons
- ✓ Village Health, Sanitation and Nutrition Committee
- ✓ Asha Workers
- ✓ Opinion Leaders
- ✓ Subject Experts, Resource Persons, Counsellors and Life Coaches

## **Expected Outcome - Monitoring and Success Indicators**

- ✓ No. of Walkathons, Cyclothon and Plog Runs organised as part of Celebration of Azadi Ka Amrut Mahotsav- India@75 and 125<sup>th</sup> Birth Anniversary of Netaji Subhash Chandra Bose
- ✓ No. of Fit India Youth Clubs Registered
- ✓ No. of Kilometres Run conducted
- ✓ No. of Families adopted for fitness regimes
- ✓ No. of Sports and Games organized and extent of participation
- ✓ No. of other Fitness activities organized
- ✓ No. of people took part
- ✓ No. of youth, adolescents & children are undertaking fitness activities regularly
- ✓ No. of elders made fitness as daily routine
- ✓ No. of women sparing some time for fitness
- ✓ No. of persons incorporating physical activity of 60 minutes in their daily lives through motivation of Youth Clubs members
- ✓ Whether Fitness has become an integral part of villagers way of life
- ✓ No. of Youth Leaders trained
- ✓ No. of Theme programs organized
- ✓ No. of youth attended training programs
- ✓ No. of follow up activities organized
- ✓ No. of youth stopped abusing Drugs
- ✓ No. of youth medically examined during camps and accessed referral services
- ✓ No. of children and women vaccinated
- ✓ No. of youth donated blood
- ✓ No. of adolescent Girls and Boys provided Iron Folic Acid Tablets

In order to provide support in realizing the objectives of **Focus Area - Youth Led Fit India Movement, Youth Wellness and Positive Life Style** with the spirit of volunteerism, **Core Programs** viz. *Training of Youth in Wellness, Positive Life Style and Fit India, Block level Sports Meets, District Level Sports Meets and District Level Promotion of Art & Culture* have been provided. **SOP** of these programmes is given in **Chapter – 4**. These Core Programs would enhance the capacity, level of awareness, understanding, leadership, motivation and skills of youth and thereby facilitate them in implementing focus areas activities in their respective villages with expected outcomes.

District Youth Officers should give target to NYVs to cover cluster of 25-30 Youth Clubs or as per the need. NYVs should guide and help the allotted villages Youth Clubs in finalizing their Action Plans for **Focus Area - Youth Led Fit India Movement, Youth Wellness and Positive Life Style** in the proforma given at **Annexure- 6, 6A and 6 B**. NYVs should facilitate coordination and regularly be in contact with the allotted Youth Clubs and motivate members of Youth Clubs, COVID volunteers and others to undertake above mentioned focus area activities on voluntary basis in their respective villages.

## **5. Focus Area - Clean Village – Green Village Campaign**

“Sanitation is more important than independence. Cleanliness and sanitation is an integral part of my way of living. My dream is total sanitation for all and “I will not let anyone walk through my mind with their dirty feet”.

**Mahatma Gandhi**

Clean India and Green India are the two sides of a coin required for sustainable development in India. Clean India or Swachh Bharat Abhiyan (SBA) was the dream of the father of the Nation. Mahatma Gandhi was mindful of the poor position of Indian rural people at that time and he dreamt of a cleaner India, where he emphasized on cleanliness and sanitation as an intact function of surviving. For ensuring hygiene, waste management and sanitation across the nation a “Swachh Bharat Mission” has been established by Govt. of India, which is tribute to Mahatma Gandhi ji.

Plastic pollution is the accumulation of plastic objects and particles in the Earth's environment that adversely affects humans and animals. Plastics are inexpensive and durable, and as a result levels of plastic production by humans are high. Plastic pollution can afflict land, waterways and oceans. Living organisms, particularly animals, can be harmed either by mechanical effects, such as entanglement in plastic objects, problems related to ingestion of plastic waste, or through exposure to chemicals. Effects on humans include disruption of various physiological and hormonal mechanisms.

Green India mission is a National Mission under eight Missions of the National Action Plan on Climate Change (NAPCC), recognizes that climate change phenomena will seriously affect and alter the distribution, type and quality of natural biological resources of the country and the associated livelihoods of the people, Therefore, for enjoying sustainable development, the need of the hour is to promote and participate in the mission for Green and Clean India.



## **Objectives**

- ✓ To make aware and motivate people the need and importance of cleanliness, greenery and non use of plastic material
- ✓ To address challenges and barriers for making villages clean, plastic free and green
- ✓ To involve youth to beautify their villages
- ✓ To motivate youth in keeping nearby Monuments and Cultural Heritage Sites clean
- ✓ To make villages dirt, filth and plastic free and green
- ✓ To create awareness about the need and importance of voluntary labour and its contribution towards social coherence and feeling of dignity of labour

## **Suggestive Actions**

- ✓ Cleanliness Drives across village with Sewa Bhaav and Positive Mind Set
- ✓ Cleanliness of nearby Monuments and Cultural Heritage Sites
- ✓ Collection of plastic material from all parts of village till it becomes Plastic Free
- ✓ Display of No Plastic Use at prominent places, houses, schools, shops, etc
- ✓ Distribution of Cloth Bags & Dust Bins
- ✓ Door to Door Plastic collection 'NishKaam Karma'
- ✓ Adopt technologies for recycling of waste and plastic material
- ✓ Village Beautification activities (Social Assets Adoption – Streets, Panchayat Ghar, Community Places, Schools, Anganwadi Centres, PHCs, etc)
- ✓ Medicinal and Local Species Sapling Plantation
- ✓ Swachhta Abhiyan and Shramdaan by youth and villagers

## **Collaborative Agencies**

- ✓ Gram Panchayat and Opinion Leaders
- ✓ Archeological Survey of India
- ✓ Forest, Floriculture and Horticulture Department
- ✓ Public Health & Sanitation Departments
- ✓ Pollution Control Department
- ✓ Business Establishments, Shops, Industry

- ✓ Schools and other Educational Institutes
- ✓ Department of Rural Development
- ✓ Anganwadi Workers

### **Expected Outcomes - Monitoring and Success Indicators**

- ✓ No. of Youth Trained & Motivated
- ✓ No. of people participated in Clean Village Green Village Campaign
- ✓ No. of activities undertaken
- ✓ No. of Households developed Kitchen Garden and planted saplings like Tulsi, etc
- ✓ No. of Medicinal and Local Species Sapling planted
- ✓ No. of cleanliness drives organized to clean community places like Panchayat Ghar, Streets, Schools, Hospitals, etc.
- ✓ No. of nearby Monuments and Cultural Heritage Sites
- ✓ No. of plastic material from all parts of village collected
- ✓ No. of "No Plastic Use" publicity material displayed at prominent places, houses, schools, shops, etc
- ✓ No. of Cloth Bags & Dust Bins distributed
- ✓ No. of Door to Door Plastic collection campaign organized
- ✓ No. of Households technologies for recycling of waste and plastic material
- ✓ Village Beautification activities (Social Assets Adoption – Streets, Panchayat Ghar, Community Places, Schools, Anganwadi Centres, PHCs, etc)

In order to provide support in realizing the objectives of **Focus Area - Clean Village – Green Village Campaign** with the spirit of volunteerism, **Core Programs** viz. Training of Youth on Clean Village - Green Village, Celebration of 150<sup>th</sup> Birth Anniversary of Mahatma Gandhi, Swachhata Awareness Evam Shramdaan and Swachhata Action Plan including Swachhata Pakhwada have been provided. **SOP** of these programmes is given in **Chapter – 4**. These Core Programs would enhance the capacity, level of awareness, understanding, leadership, motivation and skills of youth and thereby facilitate them in implementing focus areas activities in their respective villages with expected outcomes.

District Youth Officers should give target to NYVs to cover cluster of 25-30 Youth Clubs or as per the need. NYVs should guide and help the allotted villages Youth Clubs in finalizing their Action Plans for **Focus Area - Clean Village – Green Village Campaign** in the proforma given at **Annexure- 6, 6A and 6 B**. NYVs should facilitate coordination and regularly be in contact with the allotted Youth Clubs and motivate members of Youth Clubs, COVID volunteers and others to undertake above mentioned focus area activities on voluntary basis in their respective villages.

## 6. Focus Area - Jal Jagran Campaign- Catch The Rain

*'If we continue to treat water as a free or cheap resource that can be wasted, not even the best policies and technologies can help'*

**Prime Minister**

National Water Mission's (NWM) campaign "**Catch The Rain**" with the **tagline "Catch the rain, where it falls, when it falls"** is to nudge the states and stake-holders to create appropriate Rain Water Harvesting Structures (RWHS) suitable to the climatic conditions and sub-soil strata before monsoon.

Under this campaign, drives to make check dams, water harvesting pits, rooftop RWHS etc; removal of encroachments and de-silting of tanks to increase their storage capacity; removal of obstructions in the channels which bring water to them from the catchment areas etc; repairs to step-wells and using defunct bore-wells and unused wells to put water back to aquifers etc are to be taken up with the active **participation of people**.

Efforts should be made so that all buildings should have rooftop RWHS and that maximum quantity of rain water falling in any compound should be impounded within the compound itself. The basic aim should be that **No or only limited water will flow out of the compound**. This will help in improving soil moisture and raising ground water table. In urban areas it will reduce water gushing onto roads, damaging them and will prevent urban flooding.

### **Objectives**

- To make aware and sensitize village community about need and importance of water conservation, need of rain water harvesting, minimizing wastage and re-use of water
- To undertake water recycling, harvesting, conservation and rejuvenation activities
- To educate and motivate people to practice water budgeting concept to avoid wastage
- To motivate farmers to adopt new technologies for irrigation
- To prevent pollution and contamination of water sources
- To spread the message of, or the capture of rainfall runoff from roofs or similar hard surface of the campus
- To empower youth to assume lead role and act as catalytic agent for educating people to practice Rainwater harvesting

### **Suggestive Actions**

- Activities related to Catch The Rain- When it falls where it falls
- De-silting of water sources and traditional water bodies
- Digging, maintenance and repairing : Wells, Ponds, Small Water Channels
- Deepening of village Ponds and Wells

- Construction of Water Tanks
- Disinfections of Drinking Water Wells
- Water Budgeting (Do's & Don'ts)
- Repairing of Hand Pumps and maintenance of its surrounding area
- Putting Tap on running drinking water
- Rain Water Harvesting : collection of rain water on roofs of the houses and get together in underground tank
- Water reuse: collection of used water for reuse
- Educating and Motivational Programs such as telling stories and case studies, Oath taking, Prabhat Pheris, wall writing
- Theme based Knowledge Competitions

### **Collaborative Agencies**

- Department of Public Health
- Public Works Department
- National Water Mission
- Department of Irrigation
- Department of Drinking Water and Sanitation
- Forest Department
- NGOs
- Gram Panchayat and Opinion Leaders

### **Expected Outcomes - Monitoring and Success Indicators**

- No. of activities organized as part of **Catch The rain- When it falls, Where it falls**
- No. of Youth Trained & Motivated
- No. of people participated in Water Literacy and Conservation Campaign
- No. of activities undertaken
- No. of Households practiced Water Budget
- No. of Households reusing water
- No. of water sources maintained
- No. of Water Tanks, Small Irrigation Channels, etc constructed
- No. of water sources de-silted
- No. of traditional water sources rejuvenated
- No. of rain water harvesting projects taken
- No. of farmers started using modern irrigation methods
- No. of Knowledge Competitions organized
- No. of Educational & Motivational Programmes organised

In order to provide support in realizing the objectives of **Focus Area - Jal Jagran Campaign** with the spirit of volunteerism, **Core Programs** viz. *Training of Youth on Jal Jagran Abhiyan and Observance of Days of National Importance* have been provided. **SOP** of these programmes is given in **Chapter – 4**. These Core Programs would enhance the capacity, level of awareness, understanding, leadership, motivation and skills of youth and thereby facilitate them in implementing focus areas activities in their respective villages with expected outcomes.

District Youth Officers should give target to NYVs to cover cluster of 25-30 Youth Clubs or as per the need. NYVs should guide and help the allotted villages Youth Clubs in finalizing their Action Plans for **Focus Area - Jal Jagran Campaign** in the proforma given at **Annexure- 6, 6A and 6 B**. NYVs should facilitate coordination and regularly be in contact with the allotted Youth Clubs and motivate members of Youth Clubs, COVID volunteers and others to undertake above mentioned focus area activities on voluntary basis in their respective villages.

### **Other Areas of Concern**

- i. Awareness on salient features of **National Education Policy 2020**
- ii. **Observance of Constitution Day, Life and works of Dr. B R Ambedkar and awareness on Fundamental duties, Know your Constitution**
- iii. **Voters Awareness** - all the NYVs and members of NYK's Youth Clubs, COVID19 Volunteers should make their Voters ID Card.
- iv. **Promote Commitment to Constitution, Patriotism** and contribution towards **Nation Building**.
- v. On **National Youth Day** (12<sup>th</sup> 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.
- vi. Awareness about use of **solar energy and energy conservation** practices to make it a people's movement.
- vii. **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.
- viii. **Drug & Alcoholism** avoidance: Say No to consumption of Alcohol and Drugs.
- ix. **Blood Donation** programme, Enrolment of Blood Donors and their Blood Grouping.

- x. Mass awareness to **facilitate enrolment of children** at elementary educational level, efforts for prevention of school drop outs.
- xi. Promoting **organic farming** practices and use of organic products.
- xii. **Social Media training and promotion of e-services**

**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.

\*\*\*\*

## **CHAPTER - 4**

### **Important Instructions to Follow while Implementing Core Programmes under Annual Action Plan 2021-22**

- A brief on the Core Programs and Activities of NYKS Action Plan 2021-22 follows and can be seen at **Annexure –1**.
- Further, it has been planned to allocate 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**.
- The number of Core Programs at **Sr. No. 1a, 1b,1c, 4, 4a, 4b, 5, 6 and 7** in a district would depend upon number of Blocks in a district. Accordingly, the 623 districts have been divided into **Five Categories** as mentioned in the table given at **Annexure – 2**.
- The **Annual Action Plan 2021-22** pertaining to **NYKS, 12 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 based Youth Clubs and their youth members, youth from all walks of life as well as National Youth Volunteers (NYVs) **centric**.

#### **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.

## 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 in every activity.
  - ✓ **Walkathon/ Cyclothon/ Plog Run** should be organized before or after every program/ activity as a part of Celebration of Azadi Ka Amrut Mahotsav- India @75 and 125<sup>th</sup> Birth Anniversary of Netaji Subhash Chandra Bose. Garlanding on the portrait of Netaji and other freedom fighters may be ensured.
  - ✓ **Logo** of Azadi Ka Amrut Mahotsa- India @75 and 125<sup>th</sup> Birth Anniversary of Netaji Subhash Chandra Bose should be popularized and used in banners and other publicity materials.
  - ✓ **COVID-19** safety norms and government guidelines issued from time to time should strictly be adhered to.

### **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.
- ✓ Revival and Strengthening of Existing Youth Clubs
- ✓ Enhance the membership of existing Youth Clubs
- ✓ Online renewal and online new affiliation of Youth Clubs
- ✓ 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.



- ✓ For revival of Youth Clubs, each district NYK will verify current status of Youth Clubs and will update their Youth Club's Profile, Membership details in **one page revised prescribed format (Annexure - 5)**. District NYKs will also enroll 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 Campaign – Formation of Action Plan**. 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.

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

- ✓ District Youth Officers should divide all Youth Clubs and Villages of the Block among NYVs of the Block.
- ✓ District Youth Officers and concerned Block NYVs 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 Officers 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.

**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, Eco Clubs and Red Cross Society. In this regard, Action Plan highlighting extent of convergence/synergy between NYKS and 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 at different levels may be established for mobilization of resources and while following the guidelines issued by NYKS Hqs through circulars.
3. The Youth Clubs, who have been given award under the Scheme of **AOYC during last 02 years, will not be eligible to apply.**
4. 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.**
5. **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.**
6. 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.
7. The **State Directors will regularly review the achievements against the set physical and financial targets** of the Annual Action Plan and follow up.
8. Utmost care must be taken by all the State Directors that:
  - 90% of the total allotted budget and corresponding programmes are completed by 31<sup>st</sup> of December, 2021. 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/Regional Office or NYKS Hqs.
9. **Celebration of 150<sup>th</sup> Birth Anniversary of Mahatma Gandhi** should be undertaken strictly as per Guidelines. Swachhata Evam Shramdaan Karyakaram should be carried out ensuring participation of maximum number of youth throughout the year. Swachhata Pakhwada and Work camp should be organized as per Guidelines and Timeline.
10. 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.
11. Core Programmes and their funds **should not be diverted** for any other activity or programme, as they are committed programme components.
  12. The Programmes **Have To Be Conducted By District Nehru Yuva Kendras And Can Not Be Delegated To Any Other Agency.**
  13. *It must be ensured that a MINIMUM OF TWO PROGRAMMES out of the total number of Core programmes be organized **EXCLUSIVELY FOR WOMEN.***
  14. **Deputy Directors and District Youth Officers 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.**
  15. On thematic side, all programmes and activities of the year **should be in a mission mode rather than a routine exercise.**
  16. Programmes should be organized in such a manner that maximum number of Youth Clubs gets an opportunity to take part in programmes.
  17. 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.
  18. 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** - **26<sup>th</sup> of every month**
    - ✓ **State Office to NYKS Hqrs.** - **27<sup>th</sup> of every month**

19. The District Youth Officers/Deputy Directors and State Directors will send the Progress Reports for Core Programmes and Coordination Activities every month in the following proforma:

#### **Core Programmes Progress Report**

<b>Level</b>	<b>Core Programmes Progress Report</b>	<b>Annexure</b>
District NYK	Monthly Progress Report	<b>Annexure – 8</b>
District NYK	Cumulative Progress Report	<b>Annexure – 8 A</b>
State Office	Monthly Progress Report	<b>Annexure – 9</b>
State Office	Cumulative Progress Report	<b>Annexure – 9 A</b>

#### **Focus Areas Activities Progress Report**

<b>Level</b>	<b>Focus Areas Activities Progress Report</b>	<b>Annexure</b>
NYV Volunteers	Monthly Progress Report	<b>Annexure – 10</b>
District NYK	Monthly Progress Report	<b>Annexure – 10 A</b>
District NYK	Cumulative Progress Report	<b>Annexure – 10 B</b>
State Office	Monthly Progress Report	<b>Annexure – 10 C</b>
State Office	Cumulative Progress Report	<b>Annexure –10 D</b>

- ✓ **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.**
20. The State Offices should send the compiled MPRs (monthly as well as cumulative/progressive reports) in the prescribed proforma to NYKS, Hqr. at [coreprogrammesnyks@gmail.com](mailto:coreprogrammesnyks@gmail.com)
21. 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.
22. 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 NYKS, BOG Vice Chairpersons and Members, Heads of Development Departments and Agencies are invited to attend the programmes.

23. Regular **monitoring and evaluation** (quantitative and qualitative) of the programmes should be undertaken with follow up action.
24. The **funds mobilized and received** from other agencies should **clearly be indicated in the MPRs under Coordination Activities**.
25. 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.
26. 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 – 5** 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 Officers 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.
27. 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.
28. 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 Officers 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.
29. 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.

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# Guidelines for Implementation of Core Programmes under Annual Action Plan 2021-22

## 1. Youth Skilling and Handholding - Aatam Nirbhar Bharat/YuWaah

### a) Orientation of Youth

#### Objective:

- To orient youth leaders to create awareness, publicize, popularise and facilitate youth volunteers and people in getting benefits out of the Aatma Nirbhar Bharat Programme.
- To impart training to selected Youth Leaders w.r.t. types of paper formalities required for getting benefit from relevant scheme of Aatma Nirbhar Bharat Programme.

**Duration of the Program :** One day

**Level :** Block

**No. of Participants** :Minimum 80 (male and female)

**Time Line :** June - August

#### Implementation Strategy

District Youth Officers should select the venue for organizing this programme where successful "Orientation of youth on Aatma Nirbhar Bharat" could be organized. For example, venues where facilities like space for discussion, lectures, teaching aid and equipments, electricity with power back up, water, sanitation and other facilities are available.

- Youth Clubs, trained office bearers and designated NY volunteers should be actively involved and made in-charge of the programme.
- The District Youth Officers should identify the topics to be covered to achieve the objectives of the program and focus area. Accordingly, the concerned heads of development departments and agencies be finalized along with their experts and resource persons who through lectures can impart awareness and education as well as provide IEC material on the selected topics and subjects to be covered under the programme and moderate discussions
- District Youth Officers should be present during each programme and guide the beneficiaries of the programme.

- Each District Youth Officer has to inform the participants and resource persons well in advance the dates, venues and other details of the “Orientation of youth on Aatma Nirbhar Bharat” so as to enable them to attend the programme with full preparedness.
- Educated youth should also be motivated to mobilize their peer and village communities for creating awareness in at least two identified areas of their interest in their respective Youth Club villages.
- The District NYKs shall finalize the Programme Schedule for the Programmes, the structure of the Programme, the subjects to be covered in each Programmes, the speakers, venue of the programmes and so on.
- Necessary resource material on the subjects covered in the Programmes shall also be arranged.
- The entire planning should be done in close coordination with Government officials of Development Departments / Agencies and others who can facilitate the program.
- It must be ensured that Public Representatives viz. Hon’ble Ministers, MPs, MLAs, MLCs as well as Heads of Development Departments, NGOs, Agencies should be invited to attend the programme.
- The Programme shall primarily be participatory and interactive in nature.

### **Coordination and Mobilizing support**

- A letter from District Magistrate/District Collector, President of Zila Panchayat and Chief Executive of Zila Panchayat should be sent to all Heads of the Development Departments and other Agencies/NGOs working in the above mentioned development and welfare areas for deputing their officials and experts as resource persons, provide copies of their schemes, IEC material and support in organizing the programmes.
- The Heads of Development Departments and agencies should be actively involved during the programme as guide, facilitator, resource persons and support providers for village level activities.
- The Programmes should be organized in close collaboration with the District Administration. The matter should be discussed in District level Advisory Committees on Youth Programmes.

### **Resource Persons and IEC**

- Programme schedule and resource materials will be developed by the District NYKs in consultation with Resource Persons. A copy of the same may also be provided to Heads of Development Departments and Elected Members of Panchayati Raj Institutions, opinion leaders and Youth Club Office bearers for their reference.



- All relevant printed resource material in the form of Schemes and IEC material on the identified topics should be provided to participants at the time of registration.
- Well in advance, the identified officials, resource persons and experts are briefed about the objectives, expectations of this programme and its outcome.
- It is to be ensured that the resource persons should have in-depth information and knowledge in the subject/topic allotted to him/her and can link it up with Youth Clubs roles vis-à-vis development and empowerment of Youth & Village Communities.

### Budget Per Programme and Utilization Pattern

Head	Budget (in Rs.)
Tea, Snacks / Lunch to participants	8,000
Honorarium to Resource Persons and Resource material to participants	2,000
Stationery (Pen, Pad, etc.) to participants	4,000
Organizational and other miscellaneous expenses (Banners, Photographs, etc.)	1,000
<b>Total</b>	<b>15,000</b>

**NOTE:** Inter head adjustments if required under exceptional justified reasons and for meeting the objective of the program may be made with the approval of concerned Deputy Director/ State Director

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

Category	No. of Programmes per District @ Rs.15,000/- per programme	Amount (in Rs.)	No. of Participants to be covered @ minimum 80 per Prog
Districts with 0-3 Blocks	2	30,000	160
Districts with 4-5 Blocks	3	45,000	240
Districts with 6-10 Blocks	4	60,000	320
Districts with 11-15 Blocks	5	75,000	400
Districts with 16 & above Blocks	7	1,05,000	560

## **b) Personal Contact Program and Facilitation Campaign**

### **Objective:**

- To create awareness, publicize, popularise and facilitate youth and people in getting benefits out of the Aatma Nirbhar Bharat Programme.
- To assist beneficiaries in completion of paper formalities for getting benefit from relevant scheme of Aatma Nirbhar Bharat Programme.

**Duration of the Campaign** : 05 Days

**Level** : Village / Block

**No. of Participants** : Minimum 10 NYV/Youth Leaders per Program

**No. of Beneficiaries to be covered** : Minimum of 2500 per Campaign

**Time Line** : June - August

### **Implementation Strategy**

- Sharing and discussion on package of Rs. 20.97 Lakh Crore announced by Hon'ble Prime Minister of India for Aatma Nirbhar Bharat and Publicizing various schemes for Financial Assistance given under this programme. The electronic copies of the booklets will be shared with people through e-mail, Social Media and other modes of communication.
- Youth would be made aware and mobilized 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.
- Ten members will be divided into 5 teams comprising of 2 members in each team and will campaign for 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 Aatma Nirbhar Bharat and its schemes, opportunities for their development.
- Each team will cover a minimum of two villages per day, having NYK Youth Clubs and those villages where they intend to motivate eligible beneficiaries to get benefit out of different schemes under Aatma Nirbhar Bharat. These beneficiaries should also be assisted to complete paper formalities required for applying under the relevant scheme.

- A minimum of 50 villages in one or more Blocks shall be covered by five teams in 5 days.
- During the Campaign, the clusters and individual meetings of Youth Clubs should be organized.
- The purpose of the meetings is to help the Youth Clubs to understand the process to complete required paper formalities for the applicants who are applying for getting financial assistance under the relevant scheme.
- NYVs of the Campaign Block and adjoining blocks should also take part in the campaign.
- For more inputs and supports, different agencies in the district should be invited.
- During the meeting, IEC material on Aatam Nirbhar Bharat should be provided to the representatives of the Youth Clubs and beneficiaries

#### **Budget Per Programme and Utilization Pattern**

<b>Particulars</b>	<b>Rate (in Rs.)</b>	<b>Budget (in Rs.)</b>
Honorarium to team members including DA and travel expenses	250/- per day per head (250x10x5)	12,500
IEC material, Paper, Photocopy,etc	--	500
Facilitation Meeting with beneficiaries and other expenses	--	2,000
<b>Total</b>		<b>15,000</b>

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

<b>Category</b>	<b>No. of Programmes per District @ Rs.15,000/- per Campaign</b>	<b>Amount (in Rs.)</b>	<b>No. of Participants to be covered @ 10 per Campaign</b>	<b>No. of Beneficiaries to be covered@ 2,500 per Campaign</b>
Districts with 0-3 Blocks	3	45,000	30	7,500
Districts with 4-5 Blocks	4	60,000	40	10,000
Districts with 6-10 Blocks	6	90,000	60	15,000
Districts with 11-15 Blocks	8	1,20,000	80	20,000
Districts with 16 & above Blocks	10	1,50,000	100	25,000

## c) Education in Basic Vocations

### Background

Education in Basic Vocations aims to educate rural young women & men in basic vocations and enhancing their self esteem in the society as well as guide them to take up Skill Development Training from other Agencies.

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 higher level of 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 enhance basic vocational skills of rural youth and enable them to enhance their self – esteem in the society.
- 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 handhold for Skill Development training under prevailing schemes.

**No. of Training Programmes in a District:** Based on the number of Blocks in the district as per criteria given in the following Table:

Category	No. of Programmes per District @ 21,000/- per centre Rs.	Amount (in Rs.)	No. of Participants to be covered @ minimum 25 per Prog.
Districts with 0-3 Blocks	2	42,000	50
Districts with 4-5 Blocks	3	63,000	75
Districts with 6-10 Blocks	4	84,000	100
Districts with 11-15 Blocks	5	1,05,000	125
Districts with 16 & above Blocks	6	1,26,000	150

### **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 could be 03 months.**
- Duration of training shall depend upon the type of selected trade and vocation.
- Therefore, the Youth Officer 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 **EBV** Budget Ceiling. But, it may be ensured that number of allotted participants remains the same.

### **Strategy to run EBV**

- The Youth Officer 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 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 Officers 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 should be developed in consultation with Skill Training Providing Agencies and Trainers well in advance before starting of the programme.
- The District Youth Officers 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 under the given head.

### Sectors, Trades and Vocations for Education in Basic Vocations

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, Vermi-culture, 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)
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, sardonic 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, NSDC, Training Providers under Ministry of Skill and Entrepreneurship Development, Labour and Employment Schemes, Tailoring Institutes, KVK, KVIC, DIC, Community Polytechnic, PMKK, JSS, ITI, WCD, and Agriculture University Extension Services and many other at district level should also be coordinated for effective outcome.
- The Youth Officer 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
Organization Expenses		1,500
<b>Total</b>		<b>21,000</b>

## 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 higher levels for certification.

#### **d) Digital Felicitation - prepare a Cadre of Bank Mitras**

Digital literacy seeks to equip people with the competencies (knowledge, skills and attitudes) in the use of **digital** technology needed to access learning opportunities

##### **Objectives:**

- ✓ To create awareness about the need and importance of learning for filling Digital Forms in getting benefits under various schemes of Government
- ✓ To make aware educate and motivate youth to involve themselves and others as Bank Mitras
- ✓ To facilitate people in filling digital forms so as to get benefits under Prime Minister Financial and Social Inclusion Schemes and Aatma Nirbhar Bharat Scheme.

**Duration (Time Line):**September, 2021 to January, 2022

**No. of Participants :** Minimum of 100 youth per Program

**No. of Programmes:** Minimum of 10 programs per District

##### **Focus Areas under the programme:**

- Establishing a cadre of Bank Mitras for facilitating people in digitally filling and submitting electronic forms under various schemes of Govt. of India and thereby get benefits
- Increasing the use of Digital Banking and Transactions in Rural India.
- Promoting outcome under National Financial Inclusion Flagship Schemes of Govt. of India.

##### **Suggestive Activities**

- ✓ Awareness and Sensitization
- ✓ Talks by subject experts/ motivators
- ✓ Teaching and practical training to youth who will become Bank Mitras to how to fill Forms digitally, browsing and accessing websites of Schemes, downloading, saving, printing filled forms, submitting filled forms online to the service providers, etc.
- ✓ Demonstration
- ✓ Sharing of IEC material
- ✓ Conduct of Camps for filling of application forms to get benefit from flagship schemes



## Target & Performance Review of Bank Mitras:

- Every District should ensure preparing **50 Bank Mitras per Block**.
- Each Bank Mitra to help in filling forms digitally so as to enable the people to get benefits under various Schemes e.g. “Aatma Nirbhar Bharat Scheme” and Prime Minister Financial Inclusion Schemes.
- Organization of **Weekly Camps** at designated place at village or cluster of villages/Panchayat level during which Application Forms for seeking benefits under various Schemes be filled Digitally and submitted to Service Providers
- Every Bank Mitras should be followed up regularly by NYVs and monitored by District Youth Officers to collect the data on the number of people helped by Bank Mitras in digitally filling up of the forms of the beneficiaries under various Schemes.
- It is the duty of the NYVs and District Youth Officers to keep the data of All the Bank Mitras and to monitor the progress as well as the performances of Bank Mitras.

## Implementation Strategy:

### a) Training Programme

- ✓ Before launching of training programme for NYVs, members of Youth Clubs and others through **Webinar or Physical Meeting** depending upon the situation of COVID 19 should be organised by the District Youth Officers.
- ✓ The District Youth Officers should identify the topics to be covered out of the above mentioned areas. Accordingly, the concerned departments and agencies be finalized along with their experts and resource persons who through lectures and practical training develop capacities of youth to act as Bank Mitras as well as provide IEC material
- ✓ District Youth Officer should be present during each programme and guide the education and training programme.
- ✓ Each District Youth Officer should inform the participants and resource persons well in advance about the dates, venues and other details (links, time of Webinars etc.) so as to enable them to attend the programme with full preparedness.

## Budget

**Rs.10,000/- per District NYK.** The budget should be utilized for teaching and practical training to youth to how to fill Forms digitally, browsing and accessing websites of Schemes, downloading, saving, printing filled forms, photocopying, submitting filled forms online to the service providers, etc. as well as on sharing of IEC material, Honorarium to Resource Persons and organizational expenses.

**Collaborative Agencies:** Science and Technology Department, National Informatics Centres, Digital Process teaching agency, Service Provider

**Outcome:**

- ✓ No. of youth attended Digital Literacy Training Program
- ✓ No. of training programs organized
- ✓ No. of youth started working as Bank Mitras
- ✓ No. of Digital Literacy Camps organized
- ✓ No. of people got benefit in the Digital Literacy Camps

**e) Career Guidance, Career Counseling and Career Mela**

**Background**

In today's globalising and liberalising economic environment, focussed career guidance for young people is the need of the hour. A systematic process of Career Guidance for young people from rural as well as urban backgrounds is necessary if the critical mismatch between employment opportunities and skill development is to be bridged, resulting in gainful employment of youth.

The country is facing a dual challenge of creating employment for the growing numbers of young people, and of manpower shortages faced by industry poised for unprecedented growth. The fundamental issue is of mismatch between industry's requirements and skill-sets of available manpower.

Career planning is one of the most crucial factors in one's life, which needs no emphasis. It is important at least for two reasons. First, whether one opts for a career in jobs or prefers to be on one's own, it must be appreciated that there is fierce competition for getting a space in the world of work.

It is the individual who has to make an appropriate choice after weighing the pros and cons of the various options. The choice should not be influenced simply by friends. They may have justifiable reasons for making those choices, but one's ultimate decision should be based on your own judgement. And judgement, in turn should be based on adequate information about educational and training requirements needed for entering specific careers. Access to a wide range of information about educational and training opportunities is one of the most important prerequisites for career choice.

**Objective**

- To provide the youth, information and knowledge about varied career options
- To make them know about the latest and more brilliant career opportunities available in the present job arena
- To help them to get rid of perplexity and uncertainty in making correct career planning

- To make them understand their own academic potentials, attributes, talents, interests, personality, values, expectations and resources
- To equip the youth to make career planning based on the job markets, their aptitudes and interests and make the correct career choices.

### **Approach to Career Guidance and Career Counselling**

NYKS work with Youth from all socio-economic strata, helping them in understanding themselves. Through this initiative NYKS intends to guide youth in dealing with the career choices and opportunities available for them. While talking about the future of the youth, one must keep in mind some of the following area:

- Career Planning & Management
- Youths' Concerns
- Internal Factors
- External Factors
- Career Trends
- Education / Vocational Streams & Opportunities
- Today's Reality & Tomorrow's Expectations

### **Strategies and Activities to Conduct Career Counseling, Guidance and Melas**

Gone are the days when only a few career options were available for our youth. Very often youth are encouraged into following the ancestral professions, the ones that were originally being followed and dedicated by their fathers and grand fathers. The influence of significant others seems to be substantial on the career decision-making process in the Indian situation. Parental education and employment status could be implicated in the career chooser. Sometimes conflicts also result between tradition and contemporary needs.

With the advent of more urbanisation, the frontiers of knowledge have expanded like never before. The youth today have high ambitions that they hope to accomplish. And have higher desires to work in Government offices or in larger organizations. Economic liberalisation has, also, brought in its wake newer and brighter opportunities for the younger generation. One of the outcomes of active economic development is the ongoing creation of jobs. It is against this backdrop NYKS has decided to conduct of Career Counselling, Guidance and Melas for choosing a career.

### **Career Guidance and Counseling**

Career counseling refers to an ongoing set of activities and conversations between a counselor and a youth designed to. Thus, career counselors work with a wide variety of youths facing different career challenges. The specific form career counseling takes varies depending on the goals established by counselor and youth.

Counseling for job finding is focused on helping youth implement their career decisions by finding jobs. Youths seeking this type of counseling are often either entering the workforce or looking for new jobs. Over the course of counseling, these youths are encouraged to put effort and intensity into a thorough job search. Job search effort and intensity can be influenced by factors such as personality, self-efficacy, social support, and perceived barriers. Youths who commit a great deal of effort and intensity to the job search tend to meet with success. Career counselors help youths conduct thorough job searches by encouraging effort and assisting with a comprehensive array of resources, including information on job search components such as effective resumes, interviewing skills, and networking.

Career guidance and Counseling involves long-term methodical self-assessments and unbiased expert assistance. It helps in developing an individual's abilities in self-exploration, exploration of educational and occupational choices, as well as in making decisions about his or her career. Guidance enables youths to make choices which are intended to bring self-direction and adjustment. It is designed to help youths adjust meaningfully to the environment, develop the ability to set realistic goals for a career in life.

In a career counseling session, the counselor will help a person explore skills and strengths, consider education levels and give advice about continuing education, and determine interests and personality type for career opportunities having market demand and sustainability.

In this process the Career counselor helps youths evaluate their interests, skills, and abilities to help them develop realistic goals and career. It also helps the youth to set goals, explore options and move ahead for career choices.

The counselor selected for undertaking counseling sessions should possess qualities such as patient, good listener, observant, warm, knowledgeable, having empathy with the youth, experienced so as to help the youth decide which advance skill training to take, continue education, career to pursue, complete a job search, or build a sense of satisfaction and achievement at work.

The Youth Volunteers may be enrolled on various portals of UNICEF like UNilearn, Lakshay Portal or any other portal as deemed fit. UNICEF State Representatives may be contacted for online sessions for Youth Volunteers on career counseling.

### **Career Mela**

Organizing a successful Career Mela requires attention to detail, creativity and strategic planning. A Career Mela is an opportunity for prospective employers to find a capable workforce. At the same time, job seekers are able to network with hiring officials. Since a Career Mela is a large event with a variety of moving parts, it is important to have a strong planning group to provide support. You will also need youth volunteers for the day of the event to assist with setup, registration and to direct participants. If you have a dedicated team to assist, you can make a successful Career Mela happen within short span of time. In advance planning, coordination, budgeting, resource mobilization, information sharing communication with job providers and job seekers, formation of teams and other logistics should be ensured.

## **Strategies and Activities**

The first step in organizing a successful Career Mela is to select a date and location. Be sure to plan the fair at a time that minimizes conflict with other events and holidays. Daytime is best for employers, but be sure job seekers – your intended audience – will be able to attend, too. Find a place to have your Career Mela and reserve the space. Make a detailed diagram layout of the space and block out areas for company booths, registration tables, concessions and so forth. Make sure to reserve a space that can accommodate your estimated audience. Reserve tables and chairs for employers, hospitality rooms and registration.

Form a committee or group of individuals who will be in charge of plans for the Career Mela in clearly defined roles. Depending on the size of your job fair, it is important to have one or more people focused on areas such as marketing, logistics, volunteers for the event, employer contact, signs and graphics, secretarial and administrative duties. It may be helpful to have one or two people overall Career Mela coordinators.

Detail a budget that includes money for the venue and advertising. The job fair's budget may include table and chair rentals, tablecloths, audio-visual equipment, advertising, after-event clean-up, printing costs, banners, refreshments, and paper supplies. Set up booths at the venue. Consider having an interview space away from the other booths that employers can use for on-the-spot interviews. Place invited companies vacancy listings at the entrance and at key areas throughout the Career Mela venue, along with a map of where the company's booths are located. Deploy volunteers at strategic points throughout the fair to guide job seekers and periodically, ask employer representatives if they need anything.

Make a list of prospective employers and follow up with employers to confirm their attendance. Invite companies to participate in the job fair. Aim for a mix of companies from a variety of industries that have jobs openings available, so you can cater to a broad segment of job seekers. As you get confirmations, ask if a company has any special equipment needs for the day. Also, create and hang internal and external directional signage and ensure to order refreshments for employer hospitality.

In addition to employers, a successful Career Mela requires job seekers. If you have a built-in audience e.g. Youth Clubs Members, Youth Volunteers associated with NYKS, National Youth Volunteers, etc. recruiting would be fruitful. Social media, email lists, WhatsApp groups, are all effective marketing options. Consider offering career preparation and resume writing, which prepare job seekers for the Career Mela process. Take video and pictures at the event that you can use in promotional materials next year. Share the success with stories on your website and community media outlets.

**NOTE:** Career Melas should be organized with the support of District Administration, Corporate Houses, Educational Institutions, etc

## **Suggestive Activities**

- Workshops
- Counselling and Guidance Sessions
- Melas
- Exhibitions

## **Collaborative Agencies**

- District Administration
- Professional Agencies
- Corporate Houses
- Educational institutions
- Media

## **Budget**

**Rs. 15,000/- per programme** (02 per District NYK). The budget should be utilized for support material, Honorarium to Resource Persons, Organizational expenses.

## **Expected outcome**

- The youth from the district will acquire realize their academic potentials, attributes, talents, interests, personality, values, expectations and resources.
- Youth will get information about the latest and more brilliant career opportunities available in the present job arena and learn to make a career planning based on the job markets, their aptitudes and interests and make the correct career choices.

## **2. Combating COVID-19: Mass Awakening and Action Campaign**

The onset of second wave of COVID-19 has made us all realize that non compliance to COVID appropriate behavior will lead to severe problems. COVID-19 vaccine rollout has given people a hope that the virus will be defeated, however, people need to be aware that this is going to be a long battle.

There are many indications that the COVID-19 pandemic will have multidimensional impacts on the whole of societies, including youth. In increasing numbers, youth volunteers are proactively combating the spread of the virus and working to mitigate and address the pandemic's impacts. For example, youth volunteers are already at the forefront of risk communication initiatives - i.e. spreading the word about combating misinformation, discrimination and stigma related to the crisis, as well as the importance of physical distancing and proper measures to stop the spread of the virus. For instance, local youth volunteers are disseminating information about the virus in local languages; youth are volunteering to safely help elderly people and other at-risk groups to access supplies, such as food and medication.

They are also providing guidance on thorough hand washing practices so as to reduce the spread of the virus as well as providing support to District Administrations as per their needs.

NYKS is playing a vital role to aware and educate people about the importance of vaccines to protect themselves from COVID-19 infection. Members of Youth Clubs are undertaking massive vaccination drive in their respective villages. Right information with respect to vaccination is spread through electronic and print media as well as through social media platforms.

## **A. Awareness and Education**

Youth Volunteers of NYKS be educated to take up awareness and education on prevention of COVID-19 Pandemic. These volunteers can share verified information and messages explaining prevention methods such as hand washing, wearing of face mask and maintaining safe social distancing, sanitization and observance of lockdown for safety. Authentic information on vaccines can also be shared. The IEC Materials on Dos and Don'ts be used to make people aware about the pandemic and precaution they should take to minimize the risk of infection. Explanatory videos and Social Media could be part of Awareness and Education on preventive methods.

## **B. Appropriate Behavior**

### **i. Popularization of Home Made Face Masks and Wearing Face Masks properly**

Popularization of Homemade Mask making is one of the important issues in fight against COVID-19. Homemade mask making is cost effective, accessible and easy to make at Home. As we know that large chunk of population still reside in remote locality where availability of mask is difficult and not affordable. Universally, usages of Face Mask have been able to establish its utility in preventing and minimizing the spread of COVID-19. In fact, in the present scenario, Face Masks have become necessity for everybody. NYKS have undertaken various measures for the promotion and popularization of appropriate technologies to make Face Masks from Home by utilizing locally available materials. It should be continued. For taking up the initiative, Youth Volunteers and Members of Youth Cubs be trained on Homemade Mask Making by using audio-visual modules/videos and through social media platforms like WhatsApp groups, Facebook and YouTube channels. The trained youth should further motivate families and encouraged them to make masks at their homes as one of the measures in fight against COVID-19 Pandemic.

### **ii. Hand Wash and Sanitization:**

During COVID-19 outbreaks, Hand Washing and Sanitization becomes critical in stopping the infection. Hand hygiene is a way of cleaning one's hands that substantially reduces potential pathogens (harmful germs) on the hands. Hand hygiene procedures include hand washing with soap and water for at least 20 secs or use of 70% alcohol-based hand rubs.

NYKS Volunteers should help people to understand the benefits of hand washing and sanitization through educational and behavioural tools and tactics. As we are now facing new, unforeseen challenges with COVID-19, the Volunteers in the field should also provide support to the COVID-19 response in their respective areas by quickly adapting hygiene promotion to target a broader audience, undertaking campaigns online and social media platforms.

### **iii. Social Distancing:**

Respiratory Hygiene is a combination of measures taken to stop the spread of germs through respiratory behaviours like coughing or sneezing. Social Distancing is deliberately increasing the physical space between people to avoid spreading illness. Staying at least two meters away from other people lessens your chances of catching COVID-19. Social Distancing is keeping a distance between you and other people so that you do not come in contact with their infected droplets in case they are carrying an infection. Social distancing also means that you avoid crowded places, you do not organize events where people have to get together.

The major focus of NYKS since lockdown has been to ensure compliance with lockdown and social distancing. In this regard, NYKS can organize various activities ranging from deployment of youth volunteers in places of public gathering to sensitizing people about the utility and necessity for accepting social distancing norms. This brought in social and behavioral change among people to comply with the guidelines issued by the Govt. To ensure non-violation in this regard, NYKS volunteers should work in close association with State and District Administration and volunteers can be deployed in various capacities which include maintaining social distancing norms in places of public gathering like markets, banks, Primary Health Centers, manning control rooms, customer service points.

### **iv. "बदलकर अपना व्यवहार, करें कोरोना परवार" Campaign:**

The behaviour change campaign "बदलकर अपना व्यवहार, करें कोरोना परवार" was started by NYKS 1<sup>st</sup> June, 2020. It contained a number of Videos and Audios of Hon'ble Prime Minister, Celebrities like Sh. Amitabh Bachchan, Sh. Sachin Tendulkar and Sh. Akshay Kumar and 9 ready to use stencils/posters provided by Department of Drinking Water and Sanitation, Ministry of Jal Shakti, Government of India. As a part of the Campaign, Advocacy activities be organized with a participation of youth, sensitize members of Youth Clubs by organizing Capacity Building activities through webinars, virtual modes and social medias and form WhatsApp Groups with an involvement of all NYKS field functionaries, NYVs, Office Bearers & members of Youth Clubs, COVID Volunteers, and other stakeholders. As a part of Community Engagement and Accountability, Messages / contents be shared through WhatsApp, facebook, twitter, Wall writings/ wall paintings by members of Youth Clubs as well as disseminate the 09 Stencils/Posters and 05 Audio & Videos among citizens.



## **B. Prevention of COVID-19 infection and Support Services:**

### **i. Vaccination Rollout:**

A vaccination programme that covers a population as vast as India's 1.3 billion is expected to be a herculean task, but India has implemented national immunisation campaigns with relative success in the past. The need for a faster rollout today—amidst a raging, treacherous second wave of the COVID-19 pandemic—creates its own, largely unprecedented challenges.

NYKs in collaboration with designated state/District Level Departments and Agencies for Rollout of COVID-19 Vaccination as well as with the support of its National Youth Volunteers and Members of Youth Clubs should contribute and support for the success of the Mission in the following activities:

- Dissemination of factually correct and prompt information and update on vaccine benefit and rollout progress.
- Building Public confidence regarding vaccine safety and addressing fears over adverse impact environment building on universal acceptability.
- Encouraging people to adopt covid-19 appropriate behaviour.
- Environment building on universal vaccine acceptability.

### **ii. Sanitization of public places, streets, buildings:**

Sanitization is utmost important in stopping the spread of infection of COVID-19. Volunteers can encourage people to sanitize their home and locality. They can focus on pro-active public participation in sanitization of Public Places, streets and buildings, because leaving all these to Sanitary Workers would be too much ask. NYKS Volunteers can complement the efforts of Health and M.C. Workers during sanitizing areas.

### **iii. Providing soaps and sanitizers:**

Minimize the impact on Health and stop the infection of COVID-19 is of prime concerns. Soap and Sanitizers keep people clean and hygienic and therefore, NYKS Volunteers can provide soap and sanitizers by mobilizing local resources for those who could not afford.

### **iv. Care of Elderly People:**

Elderly people are at a higher risk of COVID-19 infection due to their decreased immunity and body reserves, as well as multiple associated comorbidities like diabetes, hypertension, chronic kidney disease and chronic obstructive pulmonary disease. Also, course of disease tends to be more severe in case of elderly resulting in higher mortality. However, COVID-19 transmission among elderly

population can be reduced by taking special care, precautions and reaching them out. In the context of COVID-19 pandemic, the elderly populations with their own set of health-related abnormalities, low degree of immunity and high degree of dependency, are considered as the most vulnerable group.

Considering this, special initiative has been undertaken by Department of Youth Affairs. Under this program, NYKS Youth Volunteers and Members of youth Clubs should further be sensitized through virtual Webinars platforms on various aspects like geriatric care, its relevance in the present COVID 19 situation. After this process, COVID-19 Volunteers can be sharing and leveraging knowledge and information among the members of those families who have elderly people and cared for their protection against COVID-19 across the country.

### **C. Coordination and Support to District Administration**

#### **i. Support to District Administration**

Volunteers and Officials of NYKS and NSS have been engaged by District Administration for facilitating various services and handling crowds at places viz. Banks, Hospitals, Grain Mandis Operations, Vegetable Markets, Camps of Migrant Workers and other Public Services places where the Crowds were suitably handled.

#### **ii. Ensuring Compliance of Govt. Guidelines**

Ensuring compliance of Govt. Guidelines among masses and reaching out to those whose information accessibility was limited. Further, majority of them did not initially realize and internalize the fact that following the guidelines issued by the Govt. was aimed at for their own sake. NYKS with the help of their Volunteers should disseminate the message by using tools such as Personal Contact, establishing dialogue, and by raising awareness through IEC materials in regional languages to strike the right chord and convince the communities.

### **D. Relief Operations**

#### **i. Food Preparation and Distribution**

Food Preparation and Distribution are very critical during lockdown. There can be thousands of poor, needy, disadvantaged section and migrant workers to whom providing these basic survival needs could be required in proper and orderly way. Volunteers of NYKS as per the requirements should be motivated to support and facilitate the Administration to undertake these welfare measures properly.

#### **ii. Packaging and Distribution of Food Items to poor and needy:**

District Administrations were ably supported by Youth Volunteers of NYKS and NSS in packaging and delivering of foods to poor and needy. During lockdown, maintaining orderliness and ensuring

distribution of food to the deserving ones were very challenging. If the need be the NYKS volunteers (who were having detailed knowledge of their localities) should help in packaging the food items and distribution.

### **iii. Helping Families with People Affected with COVID-19:**

Those who are affected with COVID-19 are put under quarantine and face isolation and even stigma attached in such trying and critical times. NYKS Volunteers can help the families of these people in terms of their requirement, even counseled them in the midst of depression and monotony.

### **iv. Blood Donation:**

Blood Donation during COVID-19 crisis is critical in saving life. Once the lockdown started, it also restricted voluntary blood donors. This resulted in inadequate blood availability in Blood Banks. Considering the scenario, NYKS with the help of its volunteers and Members of Youth Clubs be motivated to come forward for voluntary blood donation.

## **E) Combating Stigma and Don't Afraid of COVID-19, Fight it**

Stigma associated with COVID-19 is based on three main factors viz. COVID-19 is a new disease about which many things are still being discovered, when something is unknown people are worried which leads to fear and rumours or fake news give wrong information and spreads the fear.

COVID Warriors of NYKS can sensitize people and help them to understand that it is a simple infection and 80% of the cases are mild cases therefore don't afraid of COVID-19, fight it. Youth volunteers can ask people to stay away from watching negative things on the TV and also fake news; guided WhatsApp groups may help in giving hope and positive news to help people handle stress; advised people to engage in relaxing activities like indoor games, reading, gardening, home-cleaning, etc and emphasize that most people do recover from COVID-19, amplify the good news about local people; who have recovered from COVID-19 or supported a loved one through recovery

### **i. Respecting COVID Warriors and felicitation of Frontline Workers:**

During the crisis period of lockdown in the wake of COVID-19, efforts and dedication of COVID Warriors and Frontline Workers are exemplary. They have to work under great risk and stress, away from their families and loved ones. Further, there are cases of attacks on them. Besides, they are also subject to stigma and Discrimination. NYKS volunteers can undertake activities to honor and felicitate these Frontline Workers and COVID Warriors. Such initiatives will bring sense of pride in these Frontline Workers as well as feeling that their contribution is for a larger national cause and they are being supported by society.

## **ii. Combating Stigma and Discrimination:**

Healthcare and Frontline Workers while combating COVID-19 Pandemic have unfortunately become the most vulnerable victims of stigma, discrimination, ostracization and sometimes worst act of unwarranted harassment. Such a situation has hampered the medical and para-medical community from performing their duties to their optimum best. Besides, the people affected with COVID-19 are also being stigmatized and discriminated to a great extent by people.

Considering this, Department of Youth Affairs has launched a National Campaign to counter Stigma and Discrimination which aims at addressing fears of the population and promote love, care, respect and solidarity based on a positive narrative. To fight against such stigma and discrimination, NYKS with their large network of volunteers can actively undertake various awareness activities with four pronged Communication Strategy i.e. Advocacy, Capacity Building, Community Engagement and Accountability and Media Engagement.

**Youth Volunteers while undertaking activities should take care of themselves while following safety guidelines, precautions and advisories of Ministry of Health and Family Welfare Govt. of India issued from time to time and District Administration.**

## **Budget**

**Rs. 20,000/- per District NYK.** Budget should be utilized on preparation of educational material, awareness campaigns, environment building, publicity, conducting Webinars, Honorarium to Resource Persons and to meet out other miscellaneous expenses.

**Publicity : Media & Press Coverage :** For visibility of COVID 19 activities, following steps will be undertaken

- ✓ Adequate coverage in Print as well as Electronic Media
- ✓ Use of Social Media Platform
- ✓ E-Posters
- ✓ Use of Folk Media
- ✓ Preparation of Banners and other publicity material
- ✓ Display of Posters & Slogans on prominent locations

## **3. Establishing Disaster Risk Reduction & Preparedness Teams**

Department of Youth Affairs (MoYA&S) had taken up an initiative to create a force of NYKS Youth Volunteers to work in the direction of Disaster Risk Reduction (DRR). The objective of the program is to

create a force of NYKS Youth Volunteers as Block level Disaster Response Teams (DRTs) to work in the direction of Disaster Risk Reduction (DRR) and act as “**First Responders**”.

Initially, the project was executed on a pilot basis during 2019-2020 to create Block level Disaster Response Teams (DRTs) in collaboration with NDRF in 295 blocks. 6-Days Customized Training was imparted to 30 volunteers from each block of 32 multi hazard prone Districts from 28 States/UTs as identified by NDRF.

During the financial year 2021-22, a budgetary provision of **Rs. 4.95 Crore** for imparting training to **9,000 NYKS Youth Volunteers** through NDMA/SDMA/NDRF as the case may be has been made in Annual Action Plan. **Detailed guidelines of the programme will be communicated by NYKS, Disaster Management Cell in due course.**

#### **4. Youth Led Fit India Movement, Youth Wellness and Positive Life Style**

##### **Introduction**

The Fit India Campaign is a Youth Led movement to take the nation on a path of fitness and wellness. It provides a unique and exciting opportunity to work towards a healthier India. As part of the movement, NYKs affiliated Youth Clubs, their Members, individuals and villagers of all age groups can undertake various efforts for their own fitness for health and well-being as well as for the health and well-being of fellow Indians.

It has been expected that District NYKs should create Awareness, popularize and encouraging members of Youth Clubs to undertake sports activities on regular basis as a way of life to remain fit. Youth Clubs should be encouraged to undertake sports meets in their villages on their own strictly following COVID Guidelines.

India is celebrating Azadi Ka Amrut Mahotsav- India @75 from 12 March 2021. NYKS has prepared a Plan of Action from July 2021 to December 2021. Fit India activities are one of the major highlight of the plan, therefore, all activities under Fit India Movement should be organized with this theme. While organizing activities, logo of Azadi Ka Amrut Mahotsav- India @75 and 125th Birth Anniversary of Netaji Subhash Chandra Bose should be used prominently on all banners, and other publicity material. Before and after conduct of the activities, wide publicity of the events should be made through print, electronic and social media platforms.

##### **A) Youth Led Fit India Movement**

Fit India Youth Clubs was launched by **Shri Kiren Rijju**, Hon'ble Minister of State (I/C), Ministry of Youth Affairs & Sports, Govt. of India on 15<sup>th</sup> August, 2020 through Webcast. Secretary (Youth Affairs) addressed NYKS field functionaries and volunteers to take up the programme in a mission mode

approach and encourage people to adopt fitness as a way of life. Joint Secretary (Youth Affairs) and Director General, NYKS presented PPT on Fit India Freedom Run, Fit India Youth Clubs Registration, and the Action Plan.

Following activities should be organized as a part of **Azadi Ka Amrut Mahotsav- India @75** in a mission mode rather than a routine exercise

**i) Fit India Freedom Run/Cyloth/Walkathon/Plog Run**

The aim is to popularize fitness and inculcate spirit of patriotism. NYKS field officials, COVID Volunteers, Members of NYKS affiliated Youth Clubs, Ganga Doots and NDRF trained youth volunteers should be encouraged to participate in Fit India Freedom Run.

**Time Line** - 15<sup>th</sup> August to 2<sup>nd</sup> October, 2021 and Beyond

**Coverage** - All Villages having NYKS affiliated Youth Clubs

**Target** - Each National Youth Volunteer (NYV) would cover 15 Villages

**Participation** - Motivate all Youth Club Members to Run each day for 60 minutes and further each Youth Club members to motivate 25-30 young people to run for 30 days.

**Reporting Outcome** - Number of Youth Participated and Cumulative kilometers (distance in K.M) covered by Running

**Wide publicity** through print and electronic media may be given. Social Media platform should also be used.

**ii) Fit India Youth Clubs Registration**

**Target:** Registration of **One Lakh Fit India Youth Club.**

Each National Youth Volunteers (NYVs) be given target to register a minimum of 10 NYKS affiliated Youth Clubs as Fit India Youth Clubs.

It is utmost important to note that these Fit India Youth Clubs are to be registered only on the website of Fit India : [www.fitindia.gov.in](http://www.fitindia.gov.in) .

The process for online registration is very simple. Step-by step process to register Fit India Youth Clubs (both in Hindi and English) is given on this website. After successful registration, the Youth Club may download the Certificate.

### **Certification Parameters for FIT INDIA YOUTH CLUBS**

- ✓ Youth Club should be affiliated with the concerned District NYKs.
- ✓ Each member of the Youth Club should be made aware about the importance of physical fitness and spend 60 minutes daily for at least 5 days every week for group physical activities.
- ✓ Each member of the Youth Club should commit to motivate one additional person every month for incorporating physical activity of 60 minutes in his/her daily routine.
- ✓ The Youth club should organise or persuade the local body and school for organising one community fitness event every quarter.

**Time Line :** Till 31<sup>st</sup> March 2022.

### **B. Activities with the Budgetary support from Block Grant of Deptt .of Youth Affairs**

#### **a) Training of Youth in Youth Wellness, Positive Life Style and Fit India**

##### **Objectives:**

- To develop understanding among youth about their reproductive health, nutrition, hygiene, sanitation, immunity and life style diseases
- To make aware and educate youth on methods of prevention and control of HIV-AIDS, STIs, COVID-19
- To educate youth on the strategies and need to refrain from Drug Abuse
- To sensitize and motivate youth to practice Fundamental Duties and proud to be Indians
- To turn Indian youth as healthy and productive human resource

<b>Duration of the Programm</b>	:	One day
<b>Level</b>	:	District/Block
<b>No. of Participants</b>	:	Minimum 50 (male and female)
<b>Time Line</b>	:	October -November

## Implementation Strategy

- District Youth Officers should select the venue for organizing this programme where successful “Training of Youth on Youth Wellness, Positive Life Style and Fit India” could be organized. For example, venues where facilities like space for discussion, lectures, teaching aid and equipments, electricity with power back up, water, sanitation and other facilities are available.
- Youth Clubs, trained office bearers and designated NY volunteers should be actively involved and made in-charge of the programme.
- The District Youth Officers should identify the topics for example youth reproductive health, nutrition, hygiene, sanitation, immunity and life style diseases; methods of prevention and control of HIV-AIDS, STIs, COVID-19; refraining from Drug Abuse; Fundamental Duties and proud to be Indians to be covered to achieve the objectives of the program.
- Accordingly, the concerned heads of development departments and agencies be finalized along with their experts and resource persons who through lectures can impart awareness and educations as well as provide IEC material on the selected topics and subjects to be covered under the programme and moderate discussions
- District Youth Officers should be present during each programme and guide the beneficiaries of the programme.
- Each District Youth Officer has to inform the participants and resource persons well in advance the dates, venues and other details of the “Training of Youth on Youth Wellness, Positive Life Style and Fit India” so as to enable them to attend the programme with full preparedness.
- Educated youth should also be motivated to mobilize their peer and village communities for creating awareness in at least two identified areas of their interest in their respective Youth Club villages.
- The District NYKs shall finalize the Programme Schedule for the Programmes, the structure of the Programme, the subjects to be covered in each Programmes, the speakers, venue of the programmes and so on.
- Necessary resource material on the subjects covered in the Programmes shall also be arranged.
- The entire planning should be done in close coordination with Government officials of Development Departments / Agencies.
- It must be ensured that Public Representatives viz. Hon’ble Ministers, MPs, MLAs, MLCs as well as Heads of Development Departments, NGOs, Agencies should be invited to attend the programme.



- The Programme shall primarily be participatory and interactive in nature.

#### Budget per Programme utilization pattern

Head	Budget (in Rs.)
Tea & Snacks / Lunch to participants	8,000
Honorarium to Resource Persons and Resource material to participants	2,000
Stationery (Pen, Pad, etc.) to participants	4,000
Organizational and other miscellaneous expenses (Banners, Photographs, etc.)	1,000
<b>Total</b>	<b>15,000</b>

**NOTE:** Inter head adjustments if required under exceptional justified reasons and for meeting the objective of the program may be made with the approval of concerned Deputy Director (in case of non Nodal Kendras). He/She would inform the State Director. In case of Nodal Kendra, the approval should be obtained from concerned State Director.

**No. of Training Programme** : Based on the number of Blocks in the district as per criteria given in the following Table:

Category	No. of Programmes per District @ Rs.15,000/- per program	Amount (in Rs.)	No. of Participants to be covered @ minimum 50 per Program
Districts with 0-3 Blocks	1	15,000	50
Districts with 4-5 Blocks	2	30,000	100
Districts with 6-10 Blocks	3	45,000	150
Districts with 11-15 Blocks	3	45,000	150
Districts with 16 & above Blocks	4	60,000	200

## b) 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 Officer 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 **Sports material** should be distributed in such a manner that all the Youth Clubs may get sports material after an interval of 4-5 years or so.

The application may be invited from interested Youth Clubs in the format given at **Annexure – 12**, should be compiled in the format at **Annexure – 13** and list of selected Youth Clubs for Sports Material may be prepared in **Annexure - 14**.

**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 1-3 Blocks	20	80,000
Districts with 4-5 Blocks	20	80,000
Districts with 6-10 Blocks	25	1,00,000
Districts with 11-15 Blocks	30	1,20,000
Districts with 16 & above Blocks	35	1,40,000

- **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 Officer, 01 sports person of the district and NY volunteers (to be decided by District Youth Officer) as member and APA 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 Officer shall send Purchase order, as per allotment of budget and requirements.

## c & d ) Block and District level Sports Meet

Under the Promotion of Sports and Fitness, 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

**Budget Per Programme 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
<b>Total</b>	<b>18,000.00</b>	<b>30,000.00</b>

**NOTE:** Inter head adjustments if required under exceptional justified reasons and for meeting the objective of the program may be made with the approval of concerned Deputy Director (in case of non Nodal Kendras). He/She would inform the State Director. In case of Nodal Kendra, the approval should be obtained from concerned State Director.

**No. of Programmes:** Based on the number of Blocks 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 block level Meet	No. of Sports Meets	Amount (in Rs.) @Rs. 30,000/- per district level Meet
Districts with 0-3 Blocks	2	36,000	1	30,000
Districts with 4-5 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 COVID 19, climatic condition & other difficult situations):

October to November (**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.
- Along with NYKS Logo, Fit India Logo on the banners and other publicity material should be displayed prominently.

#### **Budget per programme and utilization pattern**

<b>Head</b>	<b>Block level</b>	<b>District Level</b>
	<b>Amount (in Rs.)</b>	<b>Amount (in Rs.)</b>
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
<b>Total</b>	<b>18,000.00</b>	<b>30,000.00</b>

**NOTE:** *Inter head adjustments if required under exceptional justified reasons and for meeting the objective of the program may be made with the approval of concerned Deputy Director (in case of non Nodal Kendras). He/She would inform the State Director. In case of Nodal Kendra, the approval should be obtained from concerned State Director.*

#### **Other activities**

In addition to the Fit India budgeted programs, Youth should be sensitised to motivate their families and others to undertake following activities on regular basis:

**Theme: Fitness @Home, Fitness with Family**

**Activities:** Yoga, Dance, Stretch, Skipping, Exercise, Aerobics, Kite Flying, Stair Case Climbing, Cleaning and other home bound activities which promote fitness

**Selected Outdoors Fitness Events while following COVID-19 Safety Norms**

**Events/Activities:** Jogging, Solo Run, Walk, Plogging, Cycling, Swimming, Dancing, acrobats, traditional games, limited group physical activities by following safety norms

**e) Promotion of Art and Culture**

In order to facilitate rural youth to 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 Officer will constitute a committee, the composition of which will be as follows:

<b>Designation</b>	<b>Position</b>
District Youth Officer	Chairperson
02 NY Volunteers	Members
APA	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, Prizes, hiring of hall, Organizational and Miscellaneous 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 per Programme utilization pattern**

<b>Head</b>	<b>District Level</b>
	<b>Amount (in Rs.)</b>
Hiring of Musical equipments, Stage and Prizes for the winners	10,000.00
Organizational and contingent expenses including Tea & Snacks and Refreshment for Participants and Judges, Photography, PA System, Certificates, etc.	10,000.00
<b>Total</b>	<b>20,000.00</b>

**NOTE:** *Inter head adjustments if required under exceptional justified reasons and for meeting the objective of the program may be made with the approval of concerned Deputy Director (in case of non Nodal Kendras). He/She would inform the State Director. In case of Nodal Kendra, the approval should be obtained from concerned State Director.*

**Collaborative Agencies**

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

## 5. Training of Youth on Clean Village – Green Village

### Objectives:

- To make aware and motivate people the need and importance of cleanliness, greenery and non use of plastic material
- To address challenges and barriers for making villages clean, plastic free and green
- To involve youth to beautify their villages
- To motivate youth in keeping nearby Monuments and Cultural Heritage Sites clean
- To make villages dirt, filth and plastic free and green

### Suggestive list of Topics to Cover during Training

- Challenges in villages related to open defecation
- Importance of Cleanliness in the village
- Need to make villages Plastic Free and How
- Sanitation and Hygiene
- Handling of wastewater
- Climate Change - Use of renewable energy, how to prevent
- Social and community actions for green innovations and
- Medicinal and Local Species Sapling Plantation

**Duration of the Programme :** One day

**Level :** Block

**No. of Participants :** Minimum 50 (male and female)

**Time Line :** October -November

### Implementation Strategy

- District Youth Officers should select the venue for organizing this programme where successful “Training of Youth on Clean Village – Green Village” could be organized. For example, venues where facilities like space for discussion, lectures, teaching aid and equipments, electricity with power back up, water, sanitation and other facilities are available.

- Youth Clubs, trained office bearers and designated NY volunteers should be actively involved and made in-charge of the programme.
- The District Youth Officers should identify the topics to be covered out of the above mentioned areas. Accordingly, the concerned heads of development departments and agencies be finalized along with their experts and resource persons who through lectures can impart awareness and educations as well as provide IEC material on the selected topics and subjects to be covered under the programme and moderate discussions
- District Youth Officer should be present during each programme and guide the beneficiaries of the programme.
- Each District Youth Officer has to inform the participants and resource persons well in advance the dates, venues and other details of the “Training of Youth on Clean Village – Green Village” so as to enable them to attend the programme with full preparedness.
- Educated youth should also be motivated to mobilize their peer and village communities for creating awareness in at least two identified areas of their interest in their respective Youth Club villages.
- The District NYKs shall finalize the Programme Schedule for the Programmes, the structure of the Programme, the subjects to be covered in each Programmes, the speakers, venue of the programmes and so on.
- Necessary resource material on the subjects covered in the Programmes shall also be arranged.
- The entire planning should be done in close coordination with Government officials of Development Departments / Agencies.
- It must be ensured that Public Representatives viz. Hon’ble Ministers, MPs, MLAs, MLCs as well as Heads of Development Departments, NGOs, Agencies should be invited to attend the programme.
- The Programme shall primarily be participatory and interactive in nature.

#### **Budget Per Programme and utilization pattern**

<b>Head</b>	<b>Budget (in Rs.)</b>
Tea & Snacks / Lunch to participants	8,000
Honorarium to Resource Persons and Resource material to participants	2,000
Stationery (Pen, Pad, etc.) to participants	4,000
Organizational and other miscellaneous expenses (Banners, Photographs, etc.)	1,000
<b>Total</b>	<b>15,000</b>

**NOTE:** *Inter head adjustments if required under exceptional justified reasons and for meeting the objective of the program may be made with the approval of concerned Deputy Director/ State Director*

**No. of Training Programme:** Based on the number of Blocks in the district as per criteria given in the following Table:

Category	No. of Programmes per District @ Rs.15,000/- per program	Amount (in Rs.)	No. of Participants to be covered @ minimum 50 per Program
Districts with 0-3 Blocks	1	15,000	50
Districts with 4-5 Blocks	2	30,000	100
Districts with 6-10 Blocks	2	30,000	100
Districts with 11-15 Blocks	2	30,000	100
Districts with 16 & above Blocks	4	60,000	200

### Expected Outcome

- To have trained 67,350 youth on the issues of Clean Village and Green Village
- To have sensitized their peers and others on the issues of Clean Village and Green Village

## 6. Training of Youth on Jal Jagran Abhiyan

Water is an important issue across the globe. The importance of water as a vital resource to the life system and an essential component of societal development cannot be overemphasized. Recognizing the importance of water resource development many ancient civilizations emphasized on various mechanisms of water appropriation, collection and distribution. In earlier times, the state took care of the water supply side by developing and maintaining several ingenious and indigenous ways of **storing rain and floodwaters**. The maintenance of water quality and the means of regenerating the natural resource are crucial factors for sustainability, especially in the dry areas.

Water is a prime life-sustaining natural resource that cannot be created. India is having 18% of world's population, but has only 4% of its fresh water resources. The per-capita per-year availability of water has come down drastically. Though unevenly spread temporarily and spatially, India receives sufficient rainfall to cover most areas of the country. However, presently India stores approximately 8% of this water. With the increasing population and demand, this is leading to water crisis year after year. Effectively managing the fast depleting water resources is also of strategic importance. Prime Minister has from many platforms and many times exhorted citizens to join hands to conserve water to secure the future.

**Duration of the Programme :** One day

<b>Level</b>	: Block
<b>No. of Participants</b>	: Minimum 50 (male and female)
<b>Time Line</b>	: October -November

### Objectives

- To make aware and educate youth leaders and volunteers from NYKs Youth Clubs on the manifold issues and need of water conservation, rain water harvesting, minimizing wastage and re-use of water.
- To educate youth as to how to capture rainfall runoff from roofs or similar hard surfaces in the villages
- To empower youth to assume lead role and act as catalytic agent for educating people to practice Rainwater “harvesting” and popularize tagline **“Catch the rain, where it falls, when it falls”**
- To make aware youth about new technologies for irrigation and promote basin level integrated water resources management at local level.

### Suggestive Topics to Cover in Training

- ✓ Issues, need and how to ensure water conservation, rain water harvesting, minimizing wastage and re-use of water
- ✓ Methods for to capture rainfall runoff from roofs or similar hard surfaces in the villages
- ✓ New Technologies for irrigation
- ✓ Strategies for promoting basin level integrated water resources management at local level.
- ✓ Solutions to Water Problems
- ✓ Water-Extracting Methods and Low-Tech Water Technology
- ✓ Efforts to Bring Clean Water to Villages
- ✓ Improving water management practices that reduce the use or enhance the beneficial use of water.
- ✓ Decrease flood hazard to improved areas

### Implementation Strategy

- District Youth Officers should select the venue for organizing this programme where successful “Training of Youth on Jal Jagran Abhiyan” could be organized. For example, venues where

facilities like space for discussion, lectures, teaching aid and equipments, electricity with power back up, water, sanitation and other facilities are available.

- Youth Clubs, trained office bearers and designated NY volunteers should be actively involved and made in-charge of the programme.
- The District Youth Officers should identify the topics to be covered out of the above mentioned areas. Accordingly, the concerned heads of development departments and agencies be finalized along with their experts and resource persons who through lectures can impart awareness and educations as well as provide IEC material on the selected topics and subjects to be covered under the programme and moderate discussions
- District Youth Officer should be present during each programme and guide the beneficiaries of the programme.
- Each District Youth Officer has to inform the participants and resource persons well in advance the dates, venues and other details of the “Training of Youth on Jal Jagran Abhiyan” so as to enable them to attend the programme with full preparedness.
- Educated youth should also be motivated to mobilize their peer and village communities for creating awareness in at least two identified areas of their interest in their respective Youth Club villages.
- The District NYKs shall finalize the Programme Schedule for the Programmes, the structure of the Programme, the subjects to be covered in each Programmes, the speakers, venue of the programmes and so on.
- Necessary resource material on the subjects covered in the Programmes shall also be arranged.
- The entire planning should be done in close coordination with Government officials of Development Departments / Agencies.
- It must be ensured that Public Representatives viz. Hon’ble Ministers, MPs, MLAs, MLCs as well as Heads of Development Departments, NGOs, Agencies should be invited to attend the programme.
- The Programme shall primarily be participatory and interactive in nature.

**Budget Per Programme utilization pattern**

<b>Head</b>	<b>Budget (in Rs.)</b>
Tea & Snacks / Lunch to participants	8,000

Honorarium to Resource Persons and Resource material to participants	2,000
Stationery (Pen, Pad, etc.) to participants	4,000
Organizational and other miscellaneous expenses (Banners, Photographs, etc.)	1,000
<b>Total</b>	<b>15,000</b>

**NOTE:** *Inter head adjustments if required under exceptional justified reasons and for meeting the objective of the program may be made with the approval of concerned Deputy Director/ State Director*

**No. of Training Programme** : Based on the number of Blocks in the district as per criteria given in the following Table:

Category	No. of Programmes per District @ Rs.15,000/- per program	Amount (in Rs.)	No. of Participants to be covered @ minimum 50 per Program
Districts with 0-3 Blocks	1	15,000	50
Districts with 4-5 Blocks	2	30,000	100
Districts with 6-10 Blocks	2	30,000	100
Districts with 11-15 Blocks	2	30,000	100
Districts with 16 & above Blocks	4	60,000	200

#### **Expected Outcome**

- To have trained 67,350 youth on the issues of Water Conservation
- To have sensitized their peers and others on the issues of Water Conservation
- To have organized activities as part of Catch The rain- When it falls, Where it falls

## **7. Youth Club Development Campaign – Formation of Action Plan**

### **Objectives**

- Expand NYKS Network of Youth Clubs and enhance Youth Clubs Membership in India
- Form New Clubs and enroll members in such Youth Clubs
- Activate passive Youth Clubs and their members
- Enhance Membership of all Youth Clubs with representation of youth from all sections of society
- Strengthen existing network of Youth Clubs and Members
- Uploading authentic and verified data of Youth Clubs on NYKS Website
- Orient youth on NYKS Annual Action Plan Focus Areas, Core Programs and other priority programs of Government.
- Educate, guide and facilitate all NYKs affiliated Youth Clubs to prepare their Annual Action Plan on Focus Areas, coordination, resource mobilization in prescribed formats

**No. of Days of Campaign :** 5 days

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

<b>Category</b>	<b>No. of Programs per District @ Rs.15,000/- per program</b>	<b>Amount (in Rs.)</b>	<b>No. of Youth Clubs to be covered @ minimum 50 per Prog</b>
Districts with 0-3 Blocks	2	30,000	100
Districts with 4-5 Blocks	3	45,000	150
Districts with 6-10 Blocks	4	60,000	200
Districts with 11-15 Blocks	5	75,000	250
Districts with 16 & above Blocks	7	1,05,000	350

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

### **Implementation Strategy**

#### **Orientation of Campaigners and NYVs before conducting the YCP Campaigns**

- **Orientation of Campaigners and NYVs** before conducting the YCD Campaigns and Formation of Youth Clubs Action Plan
- Ten members will be divided into 5 teams comprising of 2 members in each team.



- Each team will cover a minimum of two villages per day, having NYK Youth Clubs and those villages where they intend to form New Youth 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 others in the villages. They should also disseminate information about NYKS and its Focus Areas, programmes and activities, opportunities for their development which District NYK will take up in coordination with other Departments and Agencies.
- During the Campaign, the clusters and individual meetings of Youth Clubs should be organized.
- The purpose of the meetings is to help the Youth Clubs in the formulation of their Annual Action Plan especially on the focus areas.

**Part-1 Formation of New Youth Clubs, Activation of Dormant Clubs, Enhancing Membership, Profile updating and uploading of Youth Clubs Data on NYKS Website**

- New Youth Clubs should 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 should 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 – 5)**.
- Thereafter, each District NYK will upload each Youth Club updated Profile on online facility provided on NYKS website [www.nyks.org](http://www.nyks.org), immediately after completion of each of the Youth Club Development Campaign programme. It will automatically be displayed on NYKS Website with date of updation.
- The youth groups who come forward to form Youth Club should 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 campaign.
- In order to achieve the target of 3 Lakh active Youth Clubs with 1.00 Crore Youth Clubs members across the country, therefore passive Youth Clubs and their Members be activated as well as more new Youth Clubs and their Members should be enrolled throughout the year 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 2021-22, Focus Areas and Development of Village Youth Clubs Annual Action Plans**

- ✓ During the Campaign the Youth Clubs should be oriented about NYKS Annual Action Plan and Six Focus Areas
- ✓ Need and importance of focus areas in the development of the villages
- ✓ Role of Youth Clubs and Youth Volunteers in implementing activities
- ✓ Guide Youth Clubs as to how they should prepare their Action Plan on Focus Areas
- ✓ Share with Youth Clubs six focus areas details given in NYKS Guidelines and their formats for preparation of Village Action Plan
- ✓ Team members should share their contact details with Youth Clubs for clarifying and helping the clubs in drafting Action Plan in due course

### **Part-3 Youth Clubs Representatives Meet**

- ✓ A youth meet of all Presidents/ Secretaries of Youth Clubs of the Villages covered under the Campaign should be organized on **6<sup>th</sup> day of the campaign.**
- ✓ An invitation for the meeting should be sent through in-charge NYV of the Block at least 10 days in advance.
- ✓ NYVs of the Campaign Block and adjoining blocks should also take part in the campaign.
- ✓ For more inputs and supports, different agencies in the district should be invited.
- ✓ During the meeting, respective **Youth Clubs Annual Action Plans on 06 focus areas be finalized and collected**

#### **Budget per Programme utilization pattern**

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

## **8. 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.

<b>S. No.</b>	<b>Observance of Days of National Importance</b>
1.	World Health Day ( 7 <sup>th</sup> April)
2.	Dr. Ambedkar Jayanti (14 <sup>th</sup> April)
3.	Panchayati Raj Diwas ( 24 <sup>th</sup> April)
4.	Vinayak Damodar Savarkar Birthday (28 <sup>th</sup> May)
5.	World Environment Day (5 <sup>th</sup> June)
6.	International Day of Yoga (21 <sup>st</sup> June)
7.	Syama Prasad Mookerjee Birthday (6 <sup>th</sup> July)
8.	World Population Day (11 <sup>th</sup> July)
9.	World Youth Skills Day ( 15 <sup>th</sup> July)
10.	Independence Day (15 <sup>th</sup> August)
11.	Sadbhavna Diwas (20 <sup>th</sup> August)

S. No.	Observance of Days of National Importance
12.	Rashtriya Krida Diwas (29 <sup>th</sup> August)
13.	Hindi Diwas (14 <sup>th</sup> September)
14.	Vikas Diwas – 17 <sup>th</sup> September
15.	Pandit Deendayal Upadhyaya Birthday (25 <sup>th</sup> September)
16.	International Day of Older Persons (1 <sup>st</sup> October )
17.	Gandhi Jayanti (World Non-violence & Swachhta Day) – (2 <sup>nd</sup> October)
18.	International Day for Disaster Reduction (13 <sup>th</sup> October)
19.	Vigilance Day – 26 <sup>th</sup> October
20.	Birthday of Sardar Vallabhbhai Patel as Rashtriya Ekta Diwas- (31 <sup>st</sup> October)
21.	NYKS Foundation Day (14 <sup>th</sup> November)
22.	Quami Ekta Diwas – (19 <sup>th</sup> November)
23.	World Volunteers' Day (5 <sup>th</sup> December)
24.	Vijay Diwas (16 <sup>th</sup> December)
25.	<b>National Youth Day (12<sup>th</sup> January) and Week (13-19 January)</b>
26.	Neta ji's Birthday (23 <sup>rd</sup> of January)
27.	Constitution Day – 26 <sup>th</sup> January
28.	Mahatama Gandhi's Martyr Day (30 <sup>th</sup> January)
29.	Shaheedi Diwas (23 <sup>rd</sup> March)

### Duration

**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
<b>Total</b>		<b>80,000</b>

## Programmes and Activities

The directions given by Hon'ble Prime Minister of India during the Meeting held on 18<sup>th</sup> April 2016 at PMO pertaining that on National Youth Day (12<sup>th</sup> 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.

### 12<sup>th</sup> January (National Youth Day)

- 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

### 13<sup>th</sup> January (Culture Day)

- Community singing by youth having national and socially relevant contents.
- Organization of local folk lore, puppet shows, nukkad nataks, 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.

### 14<sup>th</sup> 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 Nataks by youth having national themes like views of Swami Vivekananda, Mahatma Gandhi, Pandit Deendayal Upadhyaya, Shyama Prasad Mookerjee, Pandit J. L. Nehru and other freedom movement leaders.

#### **15<sup>th</sup> 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.

#### **16<sup>th</sup> January (Physical Fitness Day)**

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

#### **17<sup>th</sup> 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.

#### **18<sup>th</sup> 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

### **19<sup>th</sup> 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.

## **9. 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
- Share their achievements and experiences in implementing Six Focus Areas

### **Strategies and activities**

- Orient the youth, share experiences and deliberate on contemporary issues relating to their development, social and national concern.
- Prepare the youth to disseminate the acquired knowledge among people in general and youths in particular.
- Participation of a minimum of 100 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. **Azadi ka Amrut Mahotsav- India @75 and celebration of 125<sup>th</sup> Birth Anniversary of Netaji Subhash Chandra Bose**
  - II. **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
  - III. **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, Prime Minister Garib Kalyan Ann Yojana and other schemes.
  - IV. **Startup India, Skill India**
  - V. **Extent of Youth Skilling and Handholding - Aatma Nirbhar Bharat**
  - VI. **COVID-19: Activities, Campaigns and Interventions**
  - VII. **Role of Youth in Disaster Risk Reduction and Preparedness Teams**
  - VIII. **Youth Led Fit India Movement, Youth Wellness and Positive Life Style**
  - IX. **Youth Clubs Initiatives for Clean Village – Green Village Campaign**
  - X. **Youth Partnership and lead in Jal Jagran Campaign**
  - XI. What schemes and programmes of New Government have reached to the youth and villagers
  - XII. Swachh Bharat Abhiyan
  - XIII. Know Your Constitution
  - XIV. **Skill development** – Opinion of youth that which skill is important and which type of skill training they wish to undertake.
  - XV. 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<sup>rd</sup> Quarter

**Budget** : Rs. 30,000/-. Expenditure should be made on refreshment to the participants, stationary, IEC material and organizational & miscellaneous expenses.

## **10. Celebration of 150<sup>th</sup> Birth Anniversary of Mahatma Gandhi**

### **Background**

**Hon'ble Prime Minister, Shri Narendra Modi** during his first address to the Nation from the ramparts of the Red Fort on 68<sup>th</sup> 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 **150<sup>th</sup> Birth Anniversary by accelerating the Youth led movement for Freedom From Filthiness** across India with the spirit of Voluntarism and Voluntary action.

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.

Ministry of Youth Affairs & Sports informed that Gandhiji's ethics, ideals and the spirit of voluntary work among the youth should be promoted and they should be encouraged to follow and adapt them as way of life. Besides, Principles enunciated by Gandhi ji for Young India and Hind Swaraj can be propagated among the youth.

Similarly, programmes at places associated with Gandhi ji and their importance should be organized and events from Gandhiji's life can be recreated at these places. During National Integration Camps or other big event, lectures by subject experts on Gandhi's life and work and Gandhian ethics and messages, quiz contest, etc should be conducted.

### **Objectives**

The broad objectives are as follows:

- To disseminate information about life and works of Mahatma Gandhi among the youth.

- To Create awareness on Azadi Ka Amrut Mahotsa- India @75 - Dissemination of information and knowledge on ethos, essence and spirit of Freedom Struggle.
- To make youth aware of cleanliness, sanitation, elimination of manual scavenging and promotion of ODF.
- To give them exposure and orientation to understand essential oneness of all religions, social harmony, community service, and above all unity in diversity of Indian life.
- To make youth aware of the threat posed by disruptive forces and make them prepared to safeguard the common heritage (Sanjhi Virasat) of the country.
- To sensitize youth to fight against social evils prevailing in the society.

Efforts should be made to discuss Celebration of 150<sup>th</sup> Birth Anniversary of Mahatma Gandhi in a meeting of District Advisory Committee on Youth Programme (DACYP) to make the celebration meaningful and successful. The local administration and local representatives should be involved in every possible way for proper implementation of the Programmes & Activities.

Different types of programs and activities such as Gandhi Jayanti Celebration – Prabhat Pheri, Srava Dharm Pradhana and recitation of Bhajans of Bapu, interactive discussions and lectures by speakers, exhibition, Padyatras and Rallies, Cultural Programmes, Nukkad Nataks and Short Film on Gandhi ji, Competitions - Essay, Painting, Declamation Contest, Cleanliness, Sanitation & Hygiene Drives involving maximum number of youth should be carried out during the financial year 2021-22 .

**THE PROGRAMME HAS FOLLOWING 02 COMPONENTS:**

**a) Swachhata Awareness Evam Shramdaan (Swachhata Action Plan) – throughout the year**

**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) - 2021-22

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

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

Sr. No.	Programmes/ Schemes/Activities
17.	<b>Observance of Important Days</b>
a)	3 <sup>rd</sup> Anniversary of launching of Swachh Bharat Abhiyan (25 <sup>th</sup> September)
b)	Observance of Gandhi Jayanti(2 <sup>nd</sup> October)
c)	Global Hand washing Day (15 <sup>th</sup> Oct)
d)	World Toilet Day (19 <sup>th</sup> November)
19.	<b>Mass awareness activities for behavioural change about Cleanliness, Sanitation and Hygiene</b>
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 6,000 per District

**Budget** : **Rs. 15,000/-** per District NYKs (the expenditure should be made to meet out expenses towards refreshment to participants, prizes and organizational & miscellaneous.

**Duration** : **Throughout the year**

## **b) Observance of Swachhata Pakhwada - Fortnight (1<sup>st</sup> to 15<sup>th</sup> August, 2021)**

### **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 1<sup>st</sup> to 15<sup>th</sup> August, 2021**

### **Background**

**Hon'ble Prime Minister, Shri Narendra Modi** during his first address to the Nation from the ramparts of the Red Fort on 68<sup>th</sup> 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 150<sup>th</sup> 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 **1<sup>st</sup> to 15<sup>th</sup> August, 2021** 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 **1<sup>st</sup> to 15<sup>th</sup> August, 2021**.

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 liaisoned 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.

- Environment Building Activities**
- Swachhata Fortnight Activities**

#### **a)Environment Building Activities**

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

All offices of NYKS, namely National Hqr, State Offices in the States and district NYKs on **1st August, 2021** 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 given at **Page No. 97 and 98**.

- **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.

### **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
<b>Observance of Swachhta Fortnight (1<sup>st</sup> to 15<sup>th</sup> August, 2021) by 623 District NYKs ensuring participation of Youth Clubs</b>	
<b>Swachhta Fortnight Activities</b>	
1.	Pledge taking ceremony on Swachhta (1 <sup>st</sup> 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 (1 <sup>st</sup> August )
3.	Gosthi, seminars and Discussions (1 <sup>st</sup> August)
4.	Cleaning of Own village (August 2 <sup>nd</sup> & 3 <sup>rd</sup> )
5.	Door to door campaigning in the village on swachhta (ODF, General cleanliness & hygiene (August 4 <sup>th</sup> -6 <sup>th</sup> )
6.	Distribution of Literature collected from concerned departments in the district (August 4 <sup>th</sup> to 6 <sup>th</sup> )
7.	Intensive cleaning of villages including school, Anganwadi, Panchayat Bhavan, Public statues in villages & Awareness activities (August 7 <sup>th</sup> to 11 <sup>th</sup> )
8.	Cleaning of public Institutions, Health sub centres, PHC in neighboring villages and & Awareness activities. A few youth clubs may come together and work jointly (August 12 <sup>th</sup> -15 <sup>th</sup> )
9.	Rally in the village (August 15 <sup>th</sup> )
10.	<b>Awareness activities</b>
	Rallies (Cycle, Motorcycle, etc)
	Prabhat Pheri
	Run for Cleanliness, sanitation and Hygiene
	Quiz Competition
	Painting, Poster Making
	Essay and Slogan Writing

Sr.No	Programmes/ Schemes/Activities
	Wall Writing
	Street Plays
	Lectures by Eminent Resource Persons on Cleanliness, sanitation and Hygiene
	Seminars and Discussions
	Debating and Declamation contest
	Other Programmes as per local need and priority

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

**No. of Participants** : Minimum 4,000 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 Officers 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 **18<sup>th</sup> August, 2021**, 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.

### **BUDGET**

**Rs. 15,000/-** to meet out expenses towards refreshments to participants, prizes and organizational & miscellaneous.

## **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 आज़ाद 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।

## 11. 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. 75,000/-** whereas at **National** level the **First, Second and Third** winners are awarded **Rs. 3,00,000/-, Rs.1,00,000/- and Rs. 50,000/-** and a **Scroll/ Certificate**, respectively. For more details, a copy of the revised scheme of Awards to Outstanding Youth Clubs is placed at **Annexure -11**. Application Proforma for Awards to Outstanding Youth Clubs is placed at **Annexure – 11 A**.

**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.

**12. Nationwide Declamation Contest on “Patriotism and National Building”, 2021-22(As part of Republic Day Celebrations 2021)**

**THEME – Sabka Saath, Sabka Vikas, Sabka Vishwas** (*Together we grow, Together we prosper, together we build a strong and Inclusive India*).

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. 2021-22, 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 conversation 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 popularizing 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, 2017-18, 2018-19 and 2019-20.

## **Geographical Coverage**

5861 blocks approximately, 623 District NYKs, all States & UTs and National level.

## **Level of Contests & Prizes**

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

**Consolation Prizes** of Rs. 10,000/- each for all participants except 1st, 2nd and 3rd Prize winner of National level.

## **Time Line**

Mid November 2021 to end of Dec, 2021 upto State level and well before 26<sup>th</sup> January 2022 at National level.

**Detailed Guidelines to further elaborate implementation modalities and strategies will be shared in due course.**

## OTHER PROGRAMME

### Meeting of District Advisory Committee on Youth Programme (DACYP)

As aware, the DACYP has been constituted. Composition of the District Advisory Committee on Youth Programmes was circulated to all State Directors vide this office letter No.NYKS/PROG:dacyp & sacyp/2016/51 & 52 dated 6<sup>th</sup> July, 2016.

#### BUDGET

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

## State Level Programmes

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

As aware, the SACYP has been constituted. Composition of the State Advisory Committee on Youth Programmes was circulated to all State Directors vide this office letter No.NYKS/PROG:dacyp & sacyp/2016/52 dated 6th July, 2016.

#### BUDGET

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

### 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 DYCs

**No. of meetings in a State** : 04

**Time Line** : 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> Quarter

**Budget for FOUR Meetings** : @ Rs. 300/- per meeting and per Deputy Director & District Youth Officer of the State

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