**Annexure-11**

**Guidelines - Awards to Outstanding Youth Clubs (AOYC)at District, State and National Level**

**Introduction**

Village level Youth Clubs are the direct partners and beneficiaries of NYKS programs, activities, schemes at various levels. A Youth Club is basically association of youth, working voluntarily, in areas such as literacy, environment enrichment, women empowerment, vocational training, eradication of social evils such as dowry, un-touch ability, health and family welfare as well as other local issues confronting them and village communities. Besides this, Youth Clubs are 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.

The role of Youth Clubs was found to be very useful in the recently conducted study of the Planning Commission on the schemes of the Sangathan. It is stated in the report that “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.”

It is utmost important that such grass-root level organizations get recognition and support from the Government so that they are able to develop further and contribute more towards national building. It is, therefore, proposed to institute awards for outstanding Youth Clubs at three levels viz. **District, State and National level**.

**Objective**

The objective of the scheme is to encourage the growth of Youth Clubs which act as catalysts of development and positive social change. It has been observed that Youth Clubs can play a vital role in activities leading to community development and Nation building.

Therefore, in order to further promote the growth of Youth Clubs on one hand and to recognise their outstanding contributions and encourage them to become active partners in Nation building on the other hand the Government of India introduced this scheme. It is also to encourage more and more Youth Clubs to come forward toward and assume leadership at different levels. With the introduction of the scheme, the government hopes that not only the existing Youth Clubs will play a more meaningful role but more Youth Clubs will come into being in future.

**Execution of the Scheme**

The Scheme will operate at three levels, i.e., **District, State and National**. The competition will begin at District level, carry on to the State level, and finally go up to the National level. The winners of District level competition will automatically qualify for the State level competition and similarly, the winners of the State level competition will automatically qualify for the National level competition for Award to Outstanding Youth Clubs.

**Eligibility**

All Youth Clubs which are affiliated with district NYK and Registered under the Society’s Registration Act 1860 or Corresponding Act of State/UT are eligible to apply.

There will be no need to apply afresh for State level Awards. Since winners of the district level competition will automatically qualify for State level competition. It is pertinent to note here that a Youth Club which has been selected for District level Award for the ***year based on the activities of previous financial year will be considered for State level Award.*** Further, the Youth Club who has earlier been awarded at District level cannot be considered for State level Award based on its previous year’s position.

**NOTE:**The Youth Clubs who have been given award under the Scheme of AOYC **during last two years** will not be eligible to apply.

**Award**

At the **District level**, the winners will be awarded a sum of **Rs.25,000/-** and at the **State level** the award will be **Rs.75,000/-**. At the **National level, three awards of Rs.3,00,000/-, Rs.1,00,000/- and Rs.50,000/-** will be given to 1st, 2nd and 3rd position respectively. The Youth Clubs would utilize the award money in community development projects and programmes.

**Mode of Evaluation**

During the meeting of the National Level Selection Committee held on 23rd May, 2017 under the Chairmanship of Dr. A.K. Dubey, Secretary (Youth Affairs), MoYAS wherein a Sub-Committee was constituted under the Chairmanship of Shri S.K. Bhattacharya, Member, BOG-NYKS for developing selection criteria for selection of best 03 Youth Clubs at National Level.

For developing selection criteria for selection of 03 best Youth Clubs under AOYC Scheme, a meeting of Sub-Committee was held 4th July, 2017 under the Chairmanship ofShri S.K. Bhattacharya, Member, BOG-NYKS. Broad based Parameters developed by the Committee are as follows:

* Evaluation would be done considering the **quantum and quality of programmes** organized.
* Excellent performance or Very Good performance should **not be assessed on the basis of impression**. There should be **substantial material/ evidences** for awarding Excellent or Very Good grade to the Clubs.
* Evaluation Parameters for Youth Club Awards at District, State and National level follows:
* The performance of the Youth Clubs would be adjudged on the following **Parameters** and Sub-heads:

| **S.No.** | **Parameter** | **Scoring Methodology** | **Max Score** |
| --- | --- | --- | --- |
| 1 | Health/Environment/Sanitization  Programmes | **No. of Programmes Organised** : 1 point for each programme  **No. of Beneficiaries** : 1 point for every 50 beneficiaries | 15 |
| 2. | Literacy Programme | **No. of Programmes Organised** : 1 point for each programme  **No. of Beneficiaries** : 1 point for every 10 beneficiaries | 10 |
| 3 | Vocational Training and  Employment | **No. of Programmes Organised** : 1 point for each programme  **No. of Beneficiaries** (Vocational Training) : 1 point for every 10beneficiaries  **No. of Beneficiaries** (Employment Generated) : 1 point for every each beneficiaries | 15 |
| 4 | **\*** Social Awareness/Celebration of Inter- national Days/weeks programme | **No. of Programmes Organised** : 1 point for each programme  **No. of Beneficiaries** : 1 point for every 50 beneficiaries | 15 |
| 5 | Monetized Value of Community  Assets | One Point for every Rs.25,000 of assets created | 05 |
| 6 | Cultural/Sports/Adventure  Programme | **No. of Programmes Organised** : 1 point for each programme  **No. of Beneficiaries** : 1 point for every 50 beneficiaries | 10 |
| 7 | Camps/Residential Training Programmes | **No. of Programmes Organised within District**: 1 point for each programme  **No. of Programmes Organised outside District**: 2 point for each programme  **No. of Beneficiaries** : 1 point for every 50 beneficiaries  **No .of Beneficiaries** : 1 point for every 50 beneficiaries | 20 |
| 8 | Other Significant Achievements | 5 points for each significant Achievement | 10 |
| **Total** | | | **100** |

**NOTE:**

**\*** Social Awareness Programmes include programmes on women empowerment, eradication of social and other local problems, and other social welfare programmes.

**Recognition of such Clubs which have visible performance but not selected for the Award at National level**

* The short listed Youth Clubs for District, State and National Award and in the final round not qualified provisions should be made to provide some incentive for them for their excellent performance.
* Although, they might not have qualified for the National Award but their services should be **recognized in form of citation/ certificates**.
* Some advantages should be given to the Clubs working in **tribal areas or very backward areas where facilities are very limited.**
* The Clubs/ Villages which are not having a School within a radius of 01 km and children are travelling to attend the school beyond 1-5 km or more, no electricity and these areas are facing problems of poverty, ignorance, illiteracy and social barriers.
* If any Club is doing some good job in such remote areas, their efforts should be encouraged and provide some **additional incentives**.

The applicants will fill up the form attached along with the scheme (**please see Annexure –1**) and mail it to the District Youth Officer of the Nehru Yuva Kendra of their District. In the application form only the activities of the previous financial yearfor award to the current financial year should be mentioned. It may be noted that at the time of submitting the details pertaining to district level Youth Clubs Awards, Youth Coordinator should also mention as to how many Youth Clubs applied for district level outstanding award.

Further, Youth Coordinator and State Director while getting the visit report of the selected Youth Club at District and State level as the case may be should verify the authenticity of each and every statement given by selected Youth Club and for that purpose against each point of the proforma as given in **Annexure - III** and **Appendix - IV** should specifically be mentioned.

It has been felt that quite often the rural Youth Clubs are generally not capable enough to present their activities in scientific manner and, therefore, in order to make it more presentable and in a systematic manner, the Youth Coordinator and State Director should help them to document their applications and other details in a presentable manner.

The applications received will be evaluated by a Committee. There will be 3 different Committees evaluating applications, one each for District, State and National level awards as listed in **Annexure II.**  The process of evaluation has been given in **Annexure - III.**

**Dates for receiving applications and information’s at different levels**

**(a) District level**

All applications, duly filled in by applicant Youth Clubs in the prescribed format, should be processed by concerned Youth Coordinator, and one outstanding Youth Club at district level should be selected by district level committee under the Chairmanship of Deputy Commissioner/Collector and other members of the committee as listed in **Annexure - II.** All these formalities should be completed by the **1st December, 2021.** The name of the selected Youth Club from district along with necessary documents and details including application should reach the State Director before **15th December, 2021.**

The State Directors at their level should compile list of District Level Outstanding Youth Clubs from their respective States and the same should be sent in a manner that it may reach NYKS Hqr. before **20th December, 2021.** It may kindly be noted that information received after the stipulated date will not be entertained for release/adjustment of funds under the scheme.

**(b)** **State level**

The State Director should put before the State Level Committee on Outstanding Youth Club Award, all the selected district level applications from the concerned State for final selection of a Youth Club at State Level. The committee for selection of State Level outstanding Youth Clubs has been given in **Annexure-II.**

The **State Director as per the norms should pay** a visit to the Youth Club who has been finally selected for State Level Outstanding Youth Club Award by the State Level Committee. The State Director during his personal visit will verify and authenticate the details of other claims made by the Youth Club and will prepare a visit report. Besides this, State Director may also give a certificate in this effect.

The above mentioned details along with the original application and documents, minutes of the meeting as well as visit report should be made ready by the State Directors before **31st December, 2021.** The nominations received after the stipulated date will not be entertained. Further, the responsibility of not complying with the instructions will be that of the concerned officer at particular level whereby a Youth Club may not get opportunity for consideration of National Level Award by the committee. Soon after receiving the details and the name of the Youth Club for Award at State Level, funds will be released by NYKS. The date for giving award at State Level may be decided by the concerned State Director and the same may also be intimated to NYKS, Hqrs.

(c) **National Level**

As mentioned above, the details of the Youth Club, who has been selected for State Level Outstanding Youth Club Award, should reach NYKS Hqr. by **31st December, 2021.**  It may be ensured that the details may reach by the stipulated date so that accordingly at Hqr. level further necessary action for the selection of Youth Clubs for National level Award may be decided. Since for National level Youth Club Award, before the convening of final National level Committee meeting, **a sub-committee meeting** is to be organized which is to be followed by the final selection of the Youth Clubs at National Level is to be undertaken by the National Level Committee.

**Date of Award Presentation**

The **District and State level awards** will be given away during District/State Youth Festival. The **National level Award** will be presented preferably during National Youth Festival or as decided by competent authority.

**General Rules**

* In case of any doubt and dispute the decision of the Nehru Yuva Kendra Sangathan, shall be final and binding.
* Nehru Yuva Kendra Sangathan reserves the right to make any amendment to the Scheme without giving any notice.
* The District, State and National level Awards would be received by a **team of two representatives** of each selected Youth Club.
* Two representatives of the Youth Club which is given **State level Award** will be reimbursed actual travel costs by 1st Class rail journey by shortest route. DA @ Rs.200/- per head for two days and Board and Lodge @ Rs.300/- per head for two days or the actual, whichever is less.
* Two representatives of the Youth Club which is awarded **National level Award** will be reimbursed actual Travel Costs by IInd AC rail journey by shortest route, DA @ Rs.200/- per head for two days and Board & Lodge @ Rs.500/- per head for two days of the actual, whichever is less.
* The whole of the amount of awards should be used for developmental activities/infrastructure development of Youth Clubs & Youth Development Centres.

**Suggestive activities under various broad subjects:**

**Health, Environment, Sanitization Programmes**

1. Vaccination and inoculation programme for the children
2. Polio vaccination programme
3. Health awareness programme
4. Tips for personal hygiene
5. Encouragement to the villagers to practise meditation, Yoga/Pranayama
6. Volunteer in the local Health Centre
7. Hospitalization in serious cases of patients in the District Hospitals.

**Literacy Programmes**

* **Literacy**

1. Each one teach one programme
2. Enrolment of the children in primary classes
3. Initiative for the adult education
4. Efforts for eradication of illiteracy
5. Counselling programme for parents
6. Providing textbooks and other educational material to the children
7. Providing individual counselling and support etc.
8. Skill development programme
9. Value education

**Women Empowerment**

1. Minimum literary programme for women in the villages
2. Programme to make them self-reliant
3. Make the Women aware of their rights.
4. Regular counselling programme with women
5. Provision for women to participate in every cultural social and other programmes organised in the villages
6. Creation of grievance cell to look into the problems of worm of various nature.

**Vocational Training & Employment**

* **Vocational Training**

1. Vocational training for men and women
2. Opportunities for self-employment
3. Opportunities created for employment in the industries near by
4. The vocational training programme to be decided based on need of the villagers and availability of resource persons.
5. The curriculum for the vocational training programme
6. Infrastructure and equipment for providing vocational training.

* **Employment Generation**

1. Survey number of people between 18 to 30 years
2. How the total working population is engaged in gainful activities
3. Number of people engaged in self-employment
4. Number of people depending on agriculture
5. Number of people having shops and any other small business
6. Number of people who are working as skilled workers
7. Number of people working as unskilled workers.
8. Number of people going outside the village for work
9. Number of people engaged in teaching and other professions
10. Number of people are partially employed
11. Vocational training programme designed for the people for better opportunity
12. Counselling given to the people for employment
13. Helping people to get bank loans for cottage and small industries in the village

**Social Awareness, Celebration of National/ International Days/Weeks**

* **Eradication of Social Evils and other local problems**

1. Domestic violence
2. Female Infanticide
3. Dowry
4. Early Marriage
5. No education for girls at higher level
6. Land disputes
7. Caste discrimination
8. Prostitution

* **Social welfare**

1. HIV/AIDS
2. Child Abuse
3. Miss-utilization of community facilities and assets
4. Cash for vote
5. Alcoholism
6. Awareness about cleanliness

* **Celebration on National and International Weeks and Days**

1. Celebration of Republic Day
2. Celebration of Independence Day
3. Celebration of Mahatma Gandhi’s Birthday
4. Celebration of Children’s Day
5. Celebration of Martyr Days
6. Celebration of major festivals

**Monetized value of Community Assets**

1. Community Hall
2. Assembly place for various cultural and other activities
3. Health centres
4. Public Toilets
5. Drinking Water

**Cultural, Sports, Adventure Programmes**

* **Cultural Programmes**

1. Subject of cultural programme and their themes like Nukad Natak, Community Song, Dance Programme
2. Programmes on different subjects like Debate, Music, art, Community song, Patriotic Songs etc.

**Sports/Adventure Programmes**

1. Creation of minimum infrastructure on village vacant land for sports activities
2. Encouraging the villagers to utilize the sports infrastructure
3. Organizing various sports meet for children, men and women
4. Providing incentives to the outstanding boys and girls in sports
5. Showing films to the children in the schools on sports
6. Indigenous games like Kabaddi, wrestling, Kho-Kho etc. to be given priority which can be organised without any heavy investment.

**Camps/Residential Training Programmes**

1. Agricultural training programmes
2. Vaccination camps
3. First aid training
4. Mass Awareness Programmes

**Other Significant Achievements**

* **Sanitation Drives**

1. Good – hand wash
2. Cleanliness drive
3. Swachh Bharat Abhiyaan

Above are suggestive activities, there could be other activities which might have been undertaken by the Youth Clubs under the given heads are equally important for consideration and presentation.

**Financial Implications**

The Financial Implications of the scheme are as follows:

(a) For giving awards at District

Level @ Rs.25, 000/- (623 District NYKs) Rs. 1,55,75,000

(b) For giving awards at State/UT Rs. 24,00,000

level @ Rs.75,000/- (for 32 States/ UTs

(including expenditure on TA/DA and B & L)

(c) For giving 3 Awards at National level @ Rs. 4,50,000

Rs.3, 00,000/-, Rs. 1,00,000/-, Rs.50, 000/-

(Including expenditure on TA/DA and B & L)

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**Annexure - II**

**Composition of Evaluation Committees at the National, State and District Level**

**National Level**

Secretary (Youth Affairs) Chairman

Director General, NYKS Member Secretary

Joint Secretary (NYKS) Member

Programme Adviser, NSS Member

Vice- Chairpersons of NYKS, BOG Member

Member of NYKS, BOG Member

**State Level**

|  |  |
| --- | --- |
| Secretary/Director Youth Services of State Govt. | Chairperson |
|  |  |
| Chief Functionary of NSS | Member |
| State Director concerned | Member Secretary |

**District Level**

|  |  |
| --- | --- |
| District Collector | Chairperson |
| District Youth Officer, NYK | Member Secretary |
|  |  |
| NSS - Programme Coordinator / Programme Officer of the University/ College in the District | Member |
| Two representatives of voluntary organizations working in the field of youth development | Members |

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