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महानिदेशक, ने.यु.के.सं.
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Director General, N.Y.K.S.



स्वायत्तशासी संस्था
युवा कार्यक्रम एवं खेल मंत्रालय
भारत सरकार
an Autonomous Body under
Ministry of Youth Affairs & Sports
Government of India

Ref: NYKS/PROG: AAP 2021-22/50

Date: 22nd July, 2021

All Regional Directors and State Directors
Nehru Yuva Kendra Sangathan

Subject: NYKS Annual Action Plan for the financial year 2021-22- regarding

1. As aware, NYKS is instrumental in conducting various programs and activities for the development and empowerment of youth as well as enable them to participate in Nation building activities with the spirit of volunteerism. NYKS Annual Action Plan 2021-22 has been designed in such a manner that the empowered youth have appropriate opportunities for awareness, education, capacity building, leadership, personality and skills development to live a meaningful life, as well as develop capacities to partner in community engagement in Flagship Schemes and activities of National priorities and importance.
2. In Annual Action Plan, **Six Focus Areas** have been identified 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. The focus areas are, Skilling and Handholding - Aatma Nirbhar Bharat/YuWaah, Combating COVID-19: Mass Awakening and Action Campaign, Establishing Disaster Risk Reduction and Preparedness Teams, Youth Led Fit India Movement, Youth Wellness and Positive Life Style, Clean Village – Green Village Campaign and Jal Jagran Campaign- Catch The Rain. For implementation of these focus areas strategies, activities, collaborating agencies, time line and measurable outcome indicators have been enumerated the enclosed SOP/Guidelines.
3. Besides, in Action Plan, there are **12 Core Programs** which would be funded from Block Grant of Ministry of Youth Affairs and Sports. The Core Programs would enhance capacities of youth to live a meaningful life as well as enable them implementation of six focus areas and other activities of national importance required for contributing towards nation building process.
4. The Core Programmes and Coordination activities for the previous year have been continued with value addition and induction of new programmes. **Salient features** of this years' Annual Action Plan 2021-22 follows:
 - a) The programs under the Annual Action Plan 2021-22 have been slotted into two broad categories viz: **Core Programmes and Other Activities**
 - b) **Budget** for implementation of Core Programs under the Plan is given at **Annexure-1**

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c) **Distribution Programmes** would base upon number of Blocks in the respective districts across the country. The distribution pattern is enclosed at **Annexure-2**.

d) **New and Value added Programmes**

i. **Azadi ka Amrut Mahotsav- India @75**

As India is gearing up for the celebration of its **75th years of India's Independence**, as a part of commemoration; series of events namely **Azadi ka Amrut Mahotsav** have been planned 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 12th 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.**"

In order to implement the program, a meeting was held on 16th July 2021 in the Chamber of Joint Secretary (YA) with Director, Ministry of Culture along with the officials of NSS and NYKS. During the meeting, tentative time line, venue, participating organizations, and activities were identified as below. NYKS has conceptualized its activities under the pillar of **Actions and Resolves @75**. In the activities, the spirit of Jan Andolan and Jan Bhagidari will be incorporated in the maximum. Further, COVID situation and protocol will be kept in mind while organizing the events. The focus will be to keep them low-cost and people-intensive and to encourage community participation.

It may kindly be ensured that before or after conduct of programs and activities, Water Conservation - Catch The Rain, Clean & Green Village, Fit India Campaign- .Walkathon/ Cyclothon/ Plog Run, Know our Constitution, etc. should be organised as a part of Azadi ka Amrut Mahotsav- India @75 and 125th Birth Anniversary of Netaji Subhash Chandra Bose

- ii. Sports Material to Youth Clubs has been included
- iii. Skilling and Handholding - Aatma Nirbhar Bharat/YuWaah
- iv. Combating COVID-19: Mass Awakening and Action Campaign
- v. Youth Led Fit India Movement, Youth Wellness and Positive Life Style and
- vi. Jal Jagran Campaign- Catch The Rain

e) A copy of **Standard Operating Procedure (SOP) / Guidelines** of each of Six Focus Areas and Core Programs under Annual Action Plan 2021- 22 are **enclosed** herewith for compliance.

5. 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**.

6. 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 would be compiled, and it would lead to development of National Annual Action Plan 2021-22 of NYKS.
7. 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.
8. 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.
9. **Ensure the following:**
 - a) **Youth Clubs Activation, Formation of New Youth Clubs and Enhancing Membership Drive** - In order to achieve the target of more than **3 Lakh active Youth Clubs with 1.00 Crore Youth Clubs Members** across the country, it must be ensured by all District NYKs that passive Youth Clubs and their Members be activated, New Youth Clubs be formed, motivate all Youth Clubs to enhance their Membership throughout the year. It must be ensured to have due representation of youth from all sections of society and enrolment of more women as members of Youth Clubs.
 - b) **Precautions:** While undertaking activities, the youth should wear face mask, wash their hands on regular intervals, take due care of personnel hygiene and maintain social distance as well as follow the advisories and Guidelines issued by Government and District Administration from time to time. Further, as per local notifications, permissions for conducting activities may be sought from District Administration. Only willing youth should be allowed to participate in the programmes.
 - c) A minimum of **two programmes** out of the total number of Core programmes be organized **exclusively for women**.
10. **Financial Transparency**
 - It should be ensured that District Youth Officers should organize programmes with the approval of their Annual Action Plan 2021-22 by respective DACYP. In case, there are compounding genuine and proven difficulties in getting Annual Action Plan approved from DACYP in time, then in that case State Directors can approve the same after verification of the facts submitted by DYOs. Nonetheless, it should be ratified by DACYP in its meeting in due course.
 - The copy of the approved Action Plan should be displayed in the Kendra **for public viewing** and shared with local representatives, other youth organizations, NYVs, District Administration and stakeholders within 15 days.
 - The State Directors should submit Consolidated Annual Action Plan 2021-22 to NYKS Hqr. immediately.

- While carrying out programmes, all **Codal formalities, GFR, PFMS and Programme SOP/Guidelines** should **strictly be adhered to**.
- **Surprise visit** of State Directors and Deputy Directors during conduct of the programmes should be ensured so as to maintain the quality of the programme.
- Funds of given Core Programmes should **not be diverted** for any other core program, different activity or programme as these are committed programme components of Block Grant of MoYAS.
- Before initiating the process of **coordinating with International Agencies**, formal approval of the project and budget to be submitted to the agency should be obtained from NYKS, Headquarters through proper channel. Approval of project activities and budget allocations by the Agency is informed to NYKS, Hqr. for final consent and approval of the same, before implementation.
- **Funds mobilized and received** from other agencies and departments should be pre-informed to NYKS Hqr. and clearly be **indicated in the Monthly Progress Reports** under Coordination Activities as well as shared with PAO and Finance Section of NYKS, Hqr.


11. Other Points to be complied with

- Prior information about exact dates of programmes to be conducted and invitation be given to Hon'ble Members of Parliament who are the Members of Parliamentary Standing Committee on HRD, Local Public Representatives (Hon'ble Ministers, MPs, MLAs, MLCs), Vice Chairpersons and Members of BOG, NYKS and other key stakeholders.
- It has been observed that some of the District Youth Coordinators and State Directors are not submitting their **Progress Reports** in time, even after number of reminders or submit incomplete information. This is a serious issue. As you are aware that NYKS Hqr. at his level has to submit Monthly Progress Report for inclusion in Cabinet Note of the Ministry without fail. Therefore, all the field functionaries at all levels should submit the progress report as per the time frame. Best practices / success stories along with good action photographs should also be sent to Hqr. for reporting to Ministry and other stakeholders.
- **Regular monitoring** of physical and financial progress of the Focus Areas, Core Programmes, Coordination Activities as planned by respective District NYKs should be done by Regional Directors, State Directors and Deputy Directors at Nodal Kendras on regular basis.
- The **Planning Review and Follow up Meetings** to be held at State level should be fully utilized by State Directors to ascertain the district wise Monthly Progress and Achievements both qualitative & quantitative. Minutes of the meeting and follow-up plans should be intimated to NYKS Hqr.

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The State Directors will ensure the **compliance of SOP/Guidelines and instructions** at all levels where as Regional Directors would supervise and monitoring. They will inspect and verify the records of programmes conducted, point out deviations, under achievements and short comings, put their observations and comments and apprise about the action taken against the defaulters from time to time to the next higher authority and to NYKS Hqr.

With best wishes


21/07/2021
(Vijay Kumar)

Encl : As above

CC :

- All VCs and Members of BOG, NYKS
- Deputy Secretary (NYKS), Youth Affairs, MoYAS
- Assistant Director (EDP), NYKS to upload the AAP 2021-22 on NYKS website
- Assistant Director (OL), NYKS for Hindi version