



Nehru Yuva Kendra Sangathan

नेहरु युवा केन्द्र संगठन

साथ साथ

कल की ओर...



नेहरु युवा केन्द्र संगठन

Nehru Yuva Kendra Sangathan

स्वायत्तशासी संस्था
युवा कार्यक्रम एवं खेल मंत्रालय
भारत सरकार

*an Autonomous Body under the
Ministry of Youth Affairs & Sports
Government of India*



15
YEARS OF
CELEBRATING
THE MAHATMA

Ref.No.NYKS/SPL Prog./Catch the Rain/2020-2021/61

7th January 2021

To: All State Directors, NYKS

From: Dr. M. P. Gupta, Director (Programmes)

Subject: Guidelines for the Implementation of First Phase of the Project "Catch the Rain Where it falls and When It falls"-regarding.

As you are aware, NYKS with the support of National Water Mission, Jal Shakti Mantralya is implementing the Project "**Catch the Rain Where it falls and When It falls**".

2. Some of the preliminary project activities such as Orientation to NYKS Officials, Youth Volunteers and other stakeholders, National and District Level Launching of the project and Oath Taking on Water Conservation have already been undertaken with resounding success. **This would not have been possible but for your tireless efforts, continuous support and dedication. You all deserve big pat-up for this.**
3. In continuous of the above and to undertake the designated activities of the First Phase of the project, Enclosed please find herewith Guidelines for the effective implementation.
4. You are advised to circulate the above Guidelines among all District Youth Officers under your jurisdiction immediately.
5. The contents of the Guidelines should be read carefully for internalization and time bound effective implementation of the Project.
6. The important aspects of the Project which need to be given utmost priority are as follows:
 - Based on the Activity and Timeline Template (**see Annexure-2 of the Guidelines**), each District should prepare its Monthly Targets and subsequent execution plan.
 - The duration of the First Phase of the Project is from December 2020 to 31st March 2021. And therefore, each activity; its sequence and timeline have been prepared logically and considering the overall objectives of the Project. Therefore, time bound implementation of the Project activities is **VERY IMPORTANT**.
 - **Submission of report on every 12th day twice in a month** i.e. on **12th and 24th** during a month from District to State and on **14th and 26th** during a month from State to NYKS, HQ. The details in this regard are given in the Guidelines along with performa (from District to State and from State to NYKS, HQ). Timely submission of report therefore should be given utmost priority by the State Director.

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7. For the implementation of the First Phase of the Project, an amount of **Rs. 44,000/ (Forty-four thousand only per district)** is being released as per the details given at **Annexure 3**. Besides, an amount of **Rs. 10,000/** will be released to each State Office for compilation of District Level Reports as per details given at **Annexure- 4**. Due diligence and financial propriety should be adhered to while utilizing the fund.
8. **Precaution: While undertaking the designated activities, the participating youth should wear face mask, wash their hands on regular intervals, due care for personnel hygiene and maintenance of social distancing as well as while following the advisories and Guidelines issued by the Government and District Administration. Further, as per local notifications, permissions for conducting activities may be sought from District Administration.**
9. **Wide Coverage of the activities:**
- All the State Directors, Dy. Directors and District Youth Officers should mobilize local Press & Media, Tie-up with Doordarshan Unit and Local Channel and Print media in their State/Districts, issue press release and invite Media Persons during the Programmes so as to have wider coverage and dissemination of the messages.
 - The activities should also be shared on Social Media – whatsapp, Facebook, Twitter, etc.
 - Activities Photographs , Videos and Press Clippings should be uploaded on NYKS website: www.nyks.nic.in
10. **Submission of Report:** The report of the programmes should be submitted in the enclosed performa at **Annexure- 6 to Shri Prabhat Kumar, Dy. Director (Spl. Prog.), NYKS, HQ on prabhatkumarshimla@gmail.com on 14th and 26th of every month.**

With best wishes



Dr. M. P. Gupta

Encl: as above

Copy to:

- All PS to Vice Chairman and Members of BOG
- PS to DG, NYKS
- Director (FB & A), NYKS
- Director (EDP), NYKS with a request to direct EDP section to collect activities action photographs, press clippings and videos and upload them on NYKS Website as well as popularize the Tagline of the programme through Social Media Platforms and Social Media. The circular and guidelines may also be placed on NYKS website on dedicated page. The outcome of the EDP & Social Media may be shared with Programme Section on regular basis please.
- Sh. J. P Singh, Dy. Secretary, National Water Mission, Ministry of Jal Shakti, Govt. Of India.