



नेहरू 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*



Ref. No. NYKS/Spl.Prog./Catch the Rain/2020-2021/57

23rd December, 2020

To: All State Directors, NYKS

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

Subject: Implementation of Project "Youth Participation "Catch the Rain, where it falls, when it falls" for Water Conservation – reg.

Nehru Yuva Kendra Sangathan submitted Project Proposal "Youth Participation "Catch The Rain, where it falls, when it falls" for Water Conservation to National Water Mission, Ministry of Jal Shakti, Govt. of India. The Phase- I of the project has been approved with the budgetary outlay **Rs. 2.77 crores**.

2. For your information and basic understanding, the copy of the project is **enclosed at Annexure-1**. To further support the successful implementation of the project, activities, detailed guidelines, reporting format and month wise calendar of events are being sent separately. For the implementation of the First Phase from December, 2020 to March, 2021 an amount to the tune of **Rs. 2.77 crores** have been released by NWM, Ministry of Jal Shakti, Govt. of India.
3. It has been planned to implement the Project in **31,150 villages of 623 Districts (i.e. 50 villages per district)** of all States/UTs of the country. Therefore, while choosing the villages for the project activities, each District Youth Coordinator should focus on including those **villages where Youth Clubs are active**.
4. **Each National Youth Volunteers (NYVs)** should be given target of **10 villages** for execution of the designated activities.
5. The first phase of activities include Orientation of NYKS Officials; Joint Launching; Education and Motivational Programmes for National Youth Volunteers, Youth Leaders, Youth Volunteers; Environment building including Wall Writing, Banners & E- Posters; Knowledge Competitions (Prizes and Organizational expenses); Demonstration activities including Theme based Nukkad Nataks & Skits ; Branding & Popularize " Catch The Rain, where it falls, when it falls" Campaign and display of Logos, Publicity & creation of IEC material; Documentation and Preparation of report of implemented activities by District NYKS will be undertaken.
6. In past, because of dedicated and focussed efforts from you, enabled NYKS to implement a large number of programmes/activities with resounding success. NYKS has very high stakes in the effective implementation of this project, therefore, there are high expectations from NYKS. I have no doubt that this time also, you will leave no stones unturned to ensure the success of the project.
7. Adopting a pro-active approach, NYKS has already initiated implementation of project activities. As a part of the same, Orientation and Sensitization of Officials were organized on 16th December; 2020. This was followed by National Level Launching of the Project on 21st December 2020, which was attended by all NYKS officials, NYVs and Youth Volunteers across the country.

Contd..2/-

भूतल, 4 जीवन दीप भवन, संसद मार्ग, नई दिल्ली-110001
Ground Floor, 4 Jeevan Deep Building, Parliament Street, New Delhi-110001

Phone : 011-23442800 / 23740725

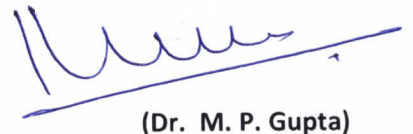
Visit us at <http://www.nyks.nic.in>

8. In continuation of the same, to begin with which is as per the received direction from National Water Mission, each of the 623 districts NYK will organize following two activities as per the following details:

Sr. No.	Name of Activities	Time Line
1.	District Level Launching of the Project by involving District Magistrate/Deputy Commissioner and Public Representatives	24 th December 2020- 31 st December 2020
2.	Oath Taking on Water Conservation by District Youth Officers (DYO) and Youth Volunteers	1 st January 2021 to 7 th January 2021

9. District Youth Officers (DYO) should meet their DMs/DC/Collectors to apprise about the Project, seek guidance & support for its successful execution as well as discuss about the district level launching of the project and its modalities for execution which may be organized either by virtual mode or based on physical mode. It may be please be noted that wherever programmes are organised in physical participation mode, Government of India safety guidelines on COVID-19 Pandemic as well as directions of District Administration in this regard should be strictly adhered to.
10. National Water Mission has provided **12** IEC materials in **Four Parts** i.e. Part I, II, III and IV respectively. The details of which are attached as **Annexure-2**. The soft copies of the same are attached. The same can be used while organizing the District Level Launching Programme and Oath taking and subsequently other activities of the project.
11. **Wide Coverage of the activities:**
- All the State Directors, Dy. Directors and District Youth Officers should mobilize local Press & Media, Tie-up with Doordarashan 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
12. **Submission of Report:** The report of the programmes should be submitted in the enclosed performa at **Annexure- 3 to Shri Prabhat Kumar, Dy. Director (Spl. Prog.), NYKS, HQ on prabhatkumarshimla@gmail.com** as per the following timeline:
- Date of submission of Report of District Launching Programme- **1st January, 2021.**
 - Date of submission of Report of Oath Taking – **8th January, 2021.**

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.
- Smt. G. S. Chitra, Dy. Secretary (YA), Department of Youth Affairs, Ministry of Youth Affairs & Sports
- Sh. J P Singh, Dy. Secretary, National Water Mission, Ministry of Jal Shakti, Govt. of India – This is in reference to your email dated 22nd December, 2020.