



# 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*

Ref.No.NYKS/PROG: iepfa/2021/ 2-1

Date 2nd May, 2022

To: **The State Directors**, NYKS, Delhi, Haryana, Rajasthan, Himachal Pradesh, Jammu, Kashmir and Ladakh, Punjab, Uttar Pradesh and Uttarakhand

From: **Apoorva Shinde, Director (Programme)**

**Subject: Guidelines for the implementation of First Phase of the Block Level Programmes - Three Days Orientation Programme, under the Pilot Project on "Youth Participation in Investor Education, Awareness and Protection – regarding.**

Madam/Sir,

NYKS in collaboration with Investor Education and Protection Fund Authority (IEPFA) is implementing the Pilot Project : "Youth Participation in Investor Education, Awareness and Protection" in 50 districts of Northern States/UTs of Jammu, Kashmir and Ladakh, Himachal Pradesh, Punjab, Haryana, Delhi, Rajasthan, Uttar Pradesh and Uttarakhand, covering 250 Blocks and 2500 villages.

2. NYKS has already conducted Training of Trainers programme and Regional/State Level Orientation programmes. The next level of programme is 3 days Block Level Orientation Programme for NYKS Youth Leaders, Youth Volunteers and Members of Youth Clubs. The objective of Block Level Orientation programme is to make aware and educate Youth Leaders/Youth Volunteers and Members of Youth Clubs on the issues of Investor Education, Awareness and Protection and spread the message to the last mile with spirit of service and to empower youth to assume lead role and act as a catalytic agent for educating people to invest their savings in Govt. financial schemes instead of Pongy schemes.

3. As part of the Project, the Block Level Orientation Programmes are to be organised in 250 Blocks. 150 Blocks will be taken up for implementation in first phase, while remaining 100 Blocks will be taken during second phase.

4. For the implementation of 150 Block Level Orientation Programmes in the First Phase, Comprehensive Guidelines are placed at **Annexure-A** for information and ready reference.

5. All concerned State Directors are advised to circulate the above Guidelines to the concerned Dy. Directors and District Youth Officers. The contents of the Guidelines be read carefully by all concerned for internalization and time bound effective implementation of the Project. Sample Minute to Minute Programme is enclosed herewith as **Annexure-1**.

6. The following important implementational aspects of the Project need to be given utmost priority :

- Based on the Activity and Timeline, each District should prepare its targets, calendar and execution plan.
- The timeline given for completion of the First Phase of 3 Days Block Level Orientation programmes and activities is **from 10th May, 2022 to 07th June, 2022**. Therefore, time bound implementation of the programmes is **very** important as NYKS has to submit report to IEPFA, Ministry of Corporate Affairs.

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*[Handwritten Signature]*  
24/5/22

- Due care should be given in selection of Blocks (see enclosed guidelines).
- There should be 80 participants for each Block Level Orientation Programme.

7. **Wide coverage of the activities:**

- All concerned 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 of the programme.
- The activities should also be shared on Social Media-WhatsApp, Facebook, Twitter and Instagram etc.
- Activities Photographs, Videos and Press Clippings should be uploaded on NYKS website [www.nyks.nic.in](http://www.nyks.nic.in)

8. **Submission of Report:** All concerned District Youth Officers of the targeted 50 Districts will submit the report alongwith action photographs, videos and press clippings and complete details of trainees to the concerned State Directors within five days of the programme completion. The State Director in turn will compile the reports from all the concerned Districts and send the same alongwith action photographs, videos and press clippings and full details of the trainee to **Shri Prabhat Kumar, Joint Director( Prog.)**, NYKS on [coreprogrammenyks@gmail.com](mailto:coreprogrammenyks@gmail.com) within five days of the receipt of reports from the Districts. Reporting format is enclosed herewith as **Annexure-2** for reference please.

9. For implementation of each Block Level Orientation Programmes, an amount of Rs.1,48,000/- (Rupees One Lakh Forty Eight Thousand Only) has been released through RTGS mode as per the details given at **Annexure-3**. Relevant copy of letter dated 29th April, 2022 from the Jt Director (F, B &A) to concerned Regional Directors is enclosed herewith as **Annexure-4**. Due diligence and financial propriety should be adhered while utilizing the fund.

10. **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.

With best wishes

  
(Apoorva Shinde)

Encl: As above

Copy to:

- PS to DG, NYKS
- Director (F, B &A), NYKS
- Regional Directors, Alipur (Delhi), Jaipur and Lucknow - *for information and follow up please*
- The General Manager, IEPF Authority, Ministry of Corporate Affairs, Ground Floor, Jeevan Vihar Building, Parliament Street, New Delhi.
- AD (EDP), NYKS 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.