

Nehru Yuva Kendra Sangathan

Guidelines for Implementation of Annual Action Plan 2013-14

Introduction

India has the largest ever cohort of young people making transition to adulthood. The population in the age group of 13-35 years is about 41 percent and of the total youth population in the country 69.67 percent are in rural areas. More than 70% of the total Indian population is below the age of 35 years. Youth being the most vibrant and resourceful segment of the country's population, they have a vital role to play in fostering and strengthening socio-economic development. The challenge is to unleash their innate capabilities to come out of poverty, generate development and livelihoods outcomes, which enable them to live a healthy and meaningful life.

Nehru Yuva Kendra Sangathan

The scheme of Nehru Yuvak Kendra for each district in the country was started by Government of India in the year 1972. The **Nehru Yuva Kendra Sangathan (NYKS)** came into existence in 1987 as an autonomous body of the Government of India which is presently functioning under Department of Youth Affairs, Ministry of Youth Affairs & Sports. Since 1972, there has been a phenomenal expansion and growth of Nehru Yuva Kendras which are currently functional in 623 districts of the country.

The core strength of NYKS is a net work of 2.62 lakh village level Youth Clubs in different districts with a membership of about 80 lakh youth in the age group of 13-35 years. Besides, there are 9717 Mentor Youth Clubs. Between these Youth Clubs, Centers and district NYKs there is volunteer force of about 12,000 National Youth Corps (NYC) volunteers with whose assistance and participation, NYKS aims to achieve its objectives.

Convergence Initiatives

Nehru Yuva Kendra Sangathan is working at various fronts of youth development with a variety of programmes and schemes of the Department of Youth Affairs, Ministry of Youth Affairs & Sports. However, over a period, a paradigm shift in the utilization of the vast network of NYKS and its field units has commenced.

Therefore, in addition to its own rural youth core programmes, NYKS has been taking up programmes and schemes in convergence with various other Central Ministries, State Departments, United Nations Organizations and other agencies for the development and empowerment of rural youth. This has been assisting other Ministries and Departments to utilize the vast outreach of the NYKS and offer an opportunity to the rural youth to undertake development activities more effectively.

Thus the youth associated with Nehru Yuva Kendras are not only socially aware, motivated but are also inclined towards social development work through voluntary efforts. For all these years, NYKS activities remained focused both on economic and non-economic development and welfare activities including poverty alleviation programmes with active involvement of Youth Clubs, Mahila Mandals and village communities. However, a lot more remains to be done.

Goal: Development and Empowerment of Rural Youth

Objectives:

- Mobilize, motivate and organize rural youth of the country
- Enhance their capacities to develop democratic institutional mechanisms in the form of village based Youth Clubs with due representation of all sections of society
- Enable target audience to live a meaningful, productive and healthy life
- Assume local leadership to act as active partners in the process of community development and nation building activities with the spirit of equity, secularism and voluntarism
- Behave as responsible citizens and contribute towards the processes of peace building and national progress
- Addressing their needs, issues and vulnerabilities as well as structural and underlying factors

Focus:

The focus would be on the issues and problems confronting rural young people with emphasis on their development and empowerment for a **sustainable livelihood** on one hand and active partnership in nation building activities with spirit of volunteerism on the other hand.

Areas to be addressed:

NYKS during the financial year 2013-14, would focus on the following areas through its core programmes and under NPYAD as well as coordinate at district, state and national level to mobilize resources so as to provide more programmes and activities in these areas for the benefit of rural young people and village communities, in general.

- **Skills Development:** for self employment and employment generation among youth.
- **Women Empowerment:** Gender equality, women rights, legal literacy, employability resources, developing leadership skills, personality development and soft skills.
- **Eradicate Poverty:** Self Help Groups (SHG) formation and link employment opportunities with emphasis on village, block and district based opportunities to check migration.
- **Civic Education:** Spirit of Nationalism, proud to be Indian, respect for national symbols and values promoting national integration, communal harmony, universal brotherhood and national unity.
- **Social Issues:** Campaigns against female feticide, dowry, Drug Abuse and alcoholism, Tobacco Cessation, child marriage.

- **Environment:** Tree Plantation, Campaign against use of Polythene Bags and promotion of Renewable Energy.
- **Hygiene and Sanitation:** Hand wash, promoting construction of low cost toilets, Water management, harvesting, conservation, and Safe Drinking Water.
- **Health:** Improving maternal health, promoting Immunization (Mother and Child care, Nutrition), General Health problems, HIV/AIDS, Institutionalized deliveries, Vasectomy and Tubectomy; Iron Folic Acid tablets for adolescent girls.
- **Education:** Promoting Primary Education - Enrollment of children with emphasis on deprived sections of society, Re-enrollment of Drop Outs because of various social issues, adult education.
- **Volunteerism:** Promoting spirit of volunteerism; Disaster and other natural calamities mitigation: rescue operations and security, training in fire fighting, first aid, Voluntary Blood Donation and enrolment of volunteers. Moreover, a Voluntary Blood Donors Directory with their blood groups & contact numbers will also be prepared in all the district NYKs.
- **Leadership:** promoting democratic leadership; it has also been strategized to develop leadership among rural young people to address issues of local, national and international importance with local youth, PRIs, urban local bodies and community participation.

Part – 1. NYKS Core Programs

In order to achieve the set objectives through NYKS structures, networks, coordination, available young volunteers and trained human resource, it is proposed that during the year 2013-2014 from the Block Grant, NYKS would undertake a set of **09 Core Programmes** viz.

1. *Youth Club Development Programme*
 2. *Training on Youth Leadership & Community Development*
 3. *Theme Based Awareness and Education Programme*
 4. *Promotion of Sports (Sports Material to Youth Clubs)*
 5. *Skill Development Programme for Women*
 6. *Promotion of Folk Art and Culture*
 7. *Observance of Days of National & International importance*
 8. *District Youth Convention and Yuva Kriti*
 9. *Awards to Outstanding Youth Clubs at District, State and National levels*
- These Core Programs would be uniform for all the 623 district NYKs in the country. However, the number of core programs at S. No. 1 to 5 in a district would depend upon the number of Youth Clubs/Mahila Mandals in a given district. Distribution of Core Programmes to District NYKs out of Block Grant of MYAS on the basis of Number of Youth Clubs in a District may be seen at **Annexure – 1.**
 - The **Annual Action Plan 2013-14** pertaining to **NYKS 09 Core Programs** in brief is as follows, however, for more details please see **Annexure - 2.**
 - The plan would be Mentor Youth Clubs, village Youth Clubs and NYC volunteers **centric.**

Geographical coverage

- During the current financial year it is proposed that through the above mentioned Core Programs 1.25 lakh villages having Youth Clubs/Mahila Mandals of NYKs in 623 districts of 35 States and UTs in India would be covered and 16.75 lakh members of these Youth Clubs would be **reached directly**.
- Further, each of the existing Youth Clubs/Mahila Mandals and their members would be reached through coordination programs at district level and their **profiles will be updated online** and placed on NYKS website.

Part – 2. Strategic Utilization of Services of National Youth Corps (NYC) Volunteers and NYK Youth Clubs and Mahila Mandals with the support and Guidance of Deputy Director and District Youth Coordinator

- It has been targeted that 12,000 NYC volunteer would be deployed by NYKs in 623 districts. Out of which about 1000 would be computer literate and facilitate district NYKs in promoting e-governance and updating Youth Clubs profile and details. Therefore, for field operations there would be about 11,000 NYC volunteers.
- It has been planned that the services of this deployed volunteer force should be optimally utilized. For this purpose they should be trained in line with the expectations of the current NYKS Annual Action Plan, coordination in identified focused area as mentioned above, reporting, monitoring and other aspects of training already in practice.
- It has been planned that NYC volunteer will look after a cluster of villages having Youth Clubs for implementation of NYKS Core Programmes and targeted coordination and follow up activities in their respective blocks or cluster of villages.
- Districts with 12 NYC and above, there would be one NYC volunteer on a cluster of 20 -25 villages **or more** (based on the total no. of NYCs and total no. of Youth Clubs in a district) whereas, in a district with less than 12 NYCs, NYC keeping in view the number of villages in the district, will allocate cluster of villages with NYK's Youth Clubs to the NYCs in a district, so as to cover existing Clubs.
- The youth who would be covered under NYK Core Programmes should be motivated and supported to organize similar awareness and education programmes in their respective villages. For this purpose, they should be facilitated by designated NYC volunteers and resource persons on the identified issues in which they have undergone exposure under NYKS Core Programmes. In order to quantify the qualitative outcome, each NYC Volunteer should be assigned targets. Nonetheless, the focus should be on the selected area as mentioned above.

Coordination

In order to provide more programs for the furtherance of the objectives of NYKS and in achieving the set goal, more stress should be given on coordination and establishing linkages with other development Departments, agencies, NGOs at district, state, national and international levels.

Targets for fund mobilization in coordination with other development Ministries, Departments and Agencies have been fixed for Zonal Directors, Deputy Directors and District Youth Coordinators. One of the assessment criteria for writing **Annual Performance Appraisal Report** of the Officers would be the achievement against set target for fund mobilization. Therefore, all field functionaries are required to achieve the set target in time bound manner. The targets of each of Zonal Directors, Deputy Directors and District Youth Coordinators for fund mobilization are as follows:

Following targets for Fund Mobilization from other Departments and agencies at different levels have been fixed:

- District Youth Coordinator – Rs. 10 Lakh
 - Deputy Director – Rs. 25 Lakh
 - Zonal Director – Rs. 50 Lakh
-
- To ensure proper programme planning, coordination, implementation, transparency and monitoring for effective functioning of district NYKS with expected outcomes, two quarterly meetings of ***District Advisory Committee on Youth Programmes*** (DACYP) under the Chairpersonship of Deputy Commissioner / Collector of respective districts should be conducted in each of the 623 districts.
 - Similarly, two meetings of ***State Advisory Committee on Youth Programmes*** (SACYP) headed by Hon'ble Minister of Youth Affairs and Sports of a State and Heads of development agencies and other non-official members should be conducted in each of the 29 States.

Programs which NYKS may take up through Youth Clubs

Besides facilitating implementation of NYKS 09 Core Programs, following are the Minimum **Coordination activities'** targets set for each NYC Volunteer which are **to be taken up with active partnership of Youth Clubs and Mentor Youth Clubs** in the district. This should be achieved by mobilizing local resources and in coordination with other departments and agencies during 2013-14. For this purpose, the Deputy Director/District Youth Coordinator besides monitoring should provide full support, guidance and facilitate NYC volunteers and trained Youth Club leaders for the successful implementation of proposed activities in coordinating with other development Departments and agencies in the district.

Vide this office letter No. NYKS/PROG: coordination program/2013/229 dated 4th July, 2013, detailed guidelines along with reporting formats were sent for necessary action. A copy of the same is enclosed at Annexure – 3.

For revitalization of Youth Clubs, NYC Volunteers will verify current status of Youth Clubs and will update their Youth Club's Profile, Membership details in the revised prescribed format **(Annexure-4)**. NYC Volunteers will also enrol new members with due representation of all sections of society including Women, SC, ST, OBC, Minority and Physically Challenged. The updated Youth Club Profile should be uploaded online through the facility provided on NYKS website and the revision will automatically be displayed on NYKS website.

Programs which NYKs Youth Clubs may take up with the support of Deputy Director/ District Youth Coordinator and NYC Volunteers deployed in field in 623 district NYKs

Sr. No.	Programme	Target Per NYC through Youth Clubs
1.	Linking Youth Club Members with Employable Skill Development Trainings	160 youth
2.	Formation of SHGs	8 SHGs
3.	Sapling Plantation and their survival	400 plants
4.	Blood Donation	40 units
5.	Enrollment of Voluntary Blood Donors and their Blood Grouping	60 youth
6.	Motivated Girls and their Parents to postpone her marriage till attaining 18 yrs.	50 girls
7.	Immunization of Pregnant Mothers	50 pregnant mothers
8.	Facilitated Institutionalized Deliveries	60 women
9.	Immunization of Children (0-5 yrs)	100 children
10.	Cataract (Eye) operations	12 patients
11.	Providing access of iron Folic Acid Tablet to Adolescent Girls	150 Adolescent Girls
12.	Health Check-up Camps (DOTs, Hypertension, Diabetics and others)	4 camps
13.	Collection of Polythene Bags to generate awareness and facilitate in protecting environment	4 villages
14.	Enrollment of children in schools	100 Children
15.	Motivation resulting into construction of Toilets	16 toilets
16.	Facilitating into getting Voters ID Cards	100 persons
17.	New Youth Club formed	No. of Youth Clubs
18.	Youth Clubs further revitalized/ strengthened	No. of Youth Clubs
19.	Youth Club's current status verified and updated in the revised prescribed proforma	No. of Youth Clubs
20.	Youth Club's updated Profile based on revised prescribed proforma uploaded online	No. of Youth Clubs
21.	Enrolment of new members with due representation of Women, SC, ST, OBC, Minority and Physically Challenged	No. of new members enrolled
22.	Other Programmes as per local need and priority may please be added in the Plan with targets	

Other Probable Areas where Youth Clubs could be involved

The well aware, informed and motivated rural youth from NYKs Youth Clubs can be encouraged to involve themselves in the following broad areas and field:

- Survey and data collection on village situation and it be specific on a given subject area wherein the government want to have intervention or wish to access the impact of the implemented program.
- Publicity and popularization of Govt. of India and State Programs meant for welfare, development and incentives for the people
- Watch Dogs for providing access to services, their proper distribution (PDS) & proper utilization by the concerned
- Social Pressure Groups on service providers and for time bound & prompt services
- Facilitate Gram Panchayat in developing joint plan of action and ensure their role in the process of decision making, implementation and monitoring
- Building enabling environment & advocacy for girls / women empowerment and development activities
- Peace keeping, promoting volunteerism, brotherhood & communal harmony volunteers
- Volunteers for helping villagers at the time of crises and calamities
- Social Action initiatives in villages which can voluntarily be taken by joint village community participation and action
- Community Work Camps
- Addressing Drug Abuse and Alcoholism, HIV/AIDS

General instructions for Core Programmes 2013-14

All district and zonal offices of Nehru Yuva Kendra Sangathan should ensure that:

1. District Nehru Yuva Kendras (wherever applicable) should ensure that the newly constituted District Advisory Committee on Youth Programmes (DACYP) are in position and a minimum of 30% of the members are women. Meetings of the DACYP are held as per the schedule provided in the guidelines.
2. Meetings of DACYP are held as per fixed schedule and minutes of the meetings are kept in office record file and sent to all members of DACYP and those who attend the meeting
3. District Youth Coordinator should invite Public Representatives (Hon'ble MPs/MLAs) and Women Associated with DACYP in the programmes of NYK and also in the meetings of DACYP as special invitee in their districts.
4. District Nehru Yuva Kendras should not send the copies of the Annual Action Plan to NYKS, headquarters. It's the Zonal Director who will submit compiled State wise Zonal Level Annual Action Plan to NYKS headquarters.
5. The Zonal Directors will regularly review the achievements against the set physical and financial targets of the Annual Action Plan and follow up.
6. Utmost care must be taken by all the Zonal Directors that:

- 90% of the total allotted budget and corresponding programmes are completed by 31st of December, 2013. However, this will depend on the quantum of budget released to each zone/kendra and accordingly quarterly physical and financial targets should be set and achieved by the concerned District /Zonal Director.
 - Only under exceptional circumstances more than 10% budget may be utilized during the last quarter subject to delay towards release of allotted budget by PAO Zone or NYKS Hqrs.
7. Further, it may be noted that against the total released programme budget **until and unless otherwise specified:**
 - Under each programme, 30% of the total participants/beneficiaries must be **women** in order to reflect that 30% of programme budget is spent on young women.
 - Similarly, 20% of the total participants/beneficiaries must be **SC/ST** in order to reflect that 20 % of programme budget is spent on SC/ST youth.
 - Due care should be taken that Minority, OBC and General youth out of the remaining 50% of the participants/beneficiaries of programme budget is spent on Minority/OBC/General youth.
 - Against District Level Programmes, opportunities should be open for participation of youths from all Blocks belonging to various categories.
 8. Core Programmes **should not be diverted** for any other different activity or programme, as they are committed programme components.
 9. The Programmes **Have To Be Conducted By District Nehru Yuva Kendras And Can Not Be Delegated To Any Other Agency.**
 10. Deputy Directors and Youth Coordinators may choose blocks or cluster of villages in such a way that equal distribution of the programmes among Youth Clubs is ensured in the district. These may or may not be the ones chosen in the previous year.
 11. On thematic side, all programmes and activities of the year **should be a mission rather than a routine exercise.**
 12. Programmes should be organized in such a manner that maximum number of Youth Clubs gets an opportunity to take part in programmes
 13. The **same youth from the Youth Clubs should not be allowed to participate** in the programmes repeatedly until and unless a programme specifically calls for participation of President/Secretary or other office bearers of the Youth Club.
 14. The achievements should be reflected in the **Monthly Progress Report** and specially designed **Cumulative Progress Report** (total number of activities organized/achievements made TILL DATE i.e. sum total of previous months and current month's activities) on the basis of the PHYSICAL TARGETS SET. The same should be submitted in the following manner:
 - District NYK to Zonal Office - 3rd of every month
 - Zonal Office to NYKS Hqrs. - 5th of every month
 15. The District Youth Coordinators/Deputy Directors and Zonal Directors will send the above mentioned TWO Progress Reports every month in the following proformae:

Level	Progress Report	Annexure
District NYK	Monthly Progress Report	Annexure – 5
District NYK	Cumulative Progress Report	Annexure – 5 -A
Zonal Office	Monthly Progress Report	Annexure – 6
Zonal Office	Cumulative Progress Report	Annexure – 6-A

- Zonal Director, should cross check the Physical target so received from District NYKs with the targets set for the Zone as per Annual Action Plan.
16. The Zonal Offices should send the compiled MPRs (monthly as well as cumulative/progressive reports) on the prescribed proforma to Hqrs. in the name of Sh. M.P.Sharma, Asstt. Director (Programme), both **by post and e-mail** regularprogramme@gmail.com or mpsharmanyks@yahoo.co.in .
 17. Zonal Directors will also furnish the list of such District NYKs which had not furnished the MPR to NYKS Hqr. along with Zonal Level MPR and action should be initiated against defaulter Kendras. District NYKs should not send reports directly to the Hqr.
 18. It must be ensured that Public Representatives viz. Hon'ble Ministers, MPs, MLAs, MLCs as well as Heads of Development Departments and Agencies are invited to attend the programmes.
 19. Every NYK is expected to prepare a District Employable Skills Development Training and Agricultural Guidance Manual in addition to the District Profile containing schemes/programmes of State and Central Government. The manual should be circulated among all the Youth Clubs in the district with a copy to the Zonal Office. As per the guidelines of 2012-13, the district NYKs must have prepared the District Profile which should be updated by **September, 2013**.
 20. Youth Coordinator **should take prior approval** of the Zonal Director **for the utilization of savings of one programme for conducting other Core Programme**. The request for re-appropriation of fund should be sent with reasons and the details of the proposed activity.
 21. Time line should strictly be adhered to for selecting and awarding Outstanding Youth Club at District and State levels. Zonal Director should ensure that the selection of the Awardees is done by the designated Selection Committees only.
 22. Regular monitoring and evaluation (quantitative and qualitative) of the programmes should be undertaken with follow up action.
 23. The **funds mobilized and received** from other agencies should **clearly be indicated in the MPRs under Coordination Programmes**.
 24. All Youth Clubs should be encouraged to form their Annual Action Plan showing details of the programmes which can be organized with their own resources. Youth Clubs should undertake programmes in the areas, as referred at **page no. 5 to 7** for the benefit of rural young people and village communities on regular basis. This task should be completed with the help of NYC volunteers and Mentor Youth Clubs, if any in the area.
 25. To achieve the targets following activities should be taken on priority:
 - a. Registration of Un-registered Youth Clubs.

- b. Special drive for Membership of all socially deprived sections of society (SC, ST, OBC, Minority, Women, Physically Challenged, etc) should be carried out in mission mode.
 - c. Formation of new Youth Clubs be taken up on regular basis. For new affiliation with district NYK, the applicant Youth Clubs be encouraged to opt Online Affiliation process mentioned on NYKS website.
 - d. Youth Clubs be followed up for ensuring fair representation of socially disadvantaged and deprived youth sections of society.
 - e. **It is pertinent to note that** all offline affiliated Youth Clubs details and profile be updated by getting the revised performa filled. The same is given at **Annexure - 4**. It should be filled up by applicant Youth Club and a copy of the same be retained in district NYK office record. The revised Youth Clubs profile and details so collected should be updated online through the facility provided on NYKS website. The task of online updating of Youth Club data and profile should be completed by **30th September, 2013**.
 - f. The profile of Youth Clubs and their members should be updated online from time to time.
 - g. Members of Youth Clubs should be groomed as facilitators and peer educators in the village and surrounding areas for spreading community relevant messages through local programs and while observing days and weeks of national and international importance.
 - h. NYKS should align itself with PRIs (which has major role to play after 73rd constitutional amendment) during trainings and coordinate development programmes and activities. District NYKs should ensure that one session of their training programmes should be dedicated to discuss various issues, role, need and importance of local youth participation in Panchayati Raj activities.
 - i. Zonal Directors and District Youth Coordinators should approach Heads of Panchayati Raj Departments or Institutes and Gram Panchayat Pradhans to allow Youth Clubs to hold meetings and programs in Panchayat Bhawan and community buildings as well as seek active involvement of NYKs affiliated Youth Clubs in Panchayat development programmes and activities.
 - j. Heads of Education Department and Principals of local Schools should also be requested to allow Youth Clubs to hold meetings and programmes in School building after School hours, holidays and vacations.
 - k. Heads of Health and ICDS departments, ASHA, Anganawadi and ANM workers should be approached to coordinate with NYK village Youth Clubs and Mentor Youth Clubs to undertake health, family welfare, child care, nutrition and promotion of balanced diet related activities.
26. After completion of each Core Programme, the Kendra will ensure to maintain the records of the programme in the file opened for the same. For example, the file of 'District Youth Convention' will contain the records of District Youth Convention conducted in the district during that year. The maintenance of record will include following:

- i. Minutes of the meeting of the Youth Club (where the programme is to be organized) in which the District Youth Coordinator briefed about the programme and formed sub committees for the organization of the programme.
 - ii. Copy of circular/ letter sent to the Youth Clubs intimating and inviting the members for participating in the programme.
 - iii. Schedule of the programme showing sessions/venue and logistic arrangements etc.
 - iv. Copy of sample printed programme circular.
 - v. Participant's list, with address, phone number etc, signed by each participant.
 - vi. Attendance of the participants, signed by each participant.
 - vii. Detailed narrative report of the programme and the actual date on which it was held. Reasons for variations, if any, should also be recorded.
 - viii. Evaluation reports of the programmes.
 - ix. Press coverage, clippings and photographs of the programmes.
 - x. Copies of letter/ circulars/correspondences between the Kendra and higher authorities of NYKS, district administration, other government/ non- government departments, agencies, youth clubs etc.
 - xi. Copies of letters/ correspondences between dignitaries (Hon'ble Ministers, MPs, MLAs, MLCs, Heads of Development Departments and Agencies) invited.
27. The Zonal Director should verify/ inspect these files every time during the visit and should record observations. Over achievements/ short comings should be pointed out and informed to the next higher authority.