

Guidelines on Three Days Block Level Orientation Training of Youth Volunteers and Members of Youth Clubs: as a part of Youth Participation in Investor Education, Awareness and Protection Project

Background

- NYKS in collaboration with Investor Education and Protection Fund Authority (IEPFA) has started a collaborative Project on **Youth Participation in Investor Education, Awareness and Protection** during the year 2019-20 onwards with a view to make aware and educate Youth Leaders/Youth Volunteers and Members of Youth Clubs on the issues of Investor Education, Awareness and Protection and for spreading the message to the last mile, with spirit of service and voluntary action.
- As a part of the Project Implementation, four key activities have been planned. These are Training of Trainers Programmes, Regional/State Level Orientation Programme, Block Level Orientation Programmes for Youth Leaders and Members of Youth Clubs and Village Level Programmes in Campaign Mode.
- As of now, NYKS has already conducted Training of Trainers Programmes and Regional/State Level Orientation Programmes.

Block Level Orientation Programmes for Youth Volunteers and Members of Youth Clubs:

Since the entire project is holistic in nature, therefore, Block Level Orientation Programmes for Youth Leaders and Members of Youth Clubs is very important programme component of the Project. The success of the Project and its intended outcome to a large extent depends on the proper execution of this programme. This also creates solid foundation for undertaking designated Village level activities of the Project in its later phase.

Need:

- i. Government have several financial investment schemes which are being implemented throughout the country for the benefit of people of the country.
- ii. However, due to lack of proper awareness and education about the financial schemes of the government meant for the wellbeing of its citizen, people are not getting benefits from these schemes.
- iii. As a result, a vast gap is created in service delivery system and hence, a sizeable proportion of the population unable to get the benefit of the financial investment schemes meant for them. Thereby, in want of more benefit in short span of time, they invest their hard earned money in pongy schemes.

- iv. Therefore, there is a need to educate rural youth who in turn may mobilize their peer and village communities and generate awareness on financial literacy and investments.

Objective

- To make aware and educate Youth Leaders/Youth Volunteers and Members of Youth Clubs on the issues of Investor Education, Awareness and Protection
- To spread the message of Investor Education, Awareness and Protection to the last mile, with spirit of service
- To empower youth to assume lead role and act as catalytic agent for educating people to invest their savings in Govt. financial schemes instead of Pongy schemes

Funding Agency:

Investor Education and Protection Authority (IEPFA), Ministry of Corporate Affairs, Govt. of India.

Project Implementation States/UTs and Districts:

50 Districts of Northern States/UTs of Jammu, Kashmir and Ladakh, Himachal Pradesh, Punjab, Haryana, Delhi, Rajasthan, Uttar Pradesh and Uttarakhand.

First phase of Block Level Orientation Programme: 150 Blocks

The State/UT and District wise details for First Phase of Block Level Programmes are given below:

Sr. No.	Name of State/UT	No. of Districts selected	Name of District	No. of Blocks to be covered	Total Number of blocks to be covered in the State
1	Jammu, Kashmir & Ladakh	6	Jammu	4	20
			Anantnag	3	
			Leh	2	
			Srinagar	3	
			Udhampur	4	
			Rajouri	4	
2	Himachal Pradesh	5	Una	3	16
			Mandi	3	
			Dharamshala	3	
			Hamirpur	4	
			Solan	3	
3	Punjab	7	Jalandhar	3	20

Sr. No.	Name of State/UT	No. of Districts selected	Name of District	No. of Blocks to be covered	Total Number of blocks to be covered in the State
			Amritsar	3	
			Hoshiarpur	3	
			Moga	3	
			Bathinda	3	
			Ropar	3	
			Sangrur	2	
4	Haryana	6	Karnal	3	15
			Sonepat	3	
			Rohtak	2	
			Jind	2	
			Hissar	3	
			Bhiwani	2	
5	Delhi	2	South West Delhi	3	6
			Central Delhi	3	
6	Rajasthan	8	Kota	3	25
			SawaiMadhopur	3	
			Barmer	4	
			Sikar	3	
			Alwar	3	
			Pali	3	
			Bhilwara	3	
			Churu	3	
7	Uttar Pradesh	10	Etawah	3	32
			Kushinagar	3	
			Jhansi	3	
			Hathras	3	
			Saharanpur	3	
			Bareilly	3	
			Siddharthnagar	3	
			Hardoi	4	
			Barabanki	3	
			Agra	4	
8	Uttrakhand	6	Nainital	3	16
			Pithoragarh	3	
			Bageshwar	2	
			PauriGarhwal	3	
			Rudraprayag	2	
			Udham Singh Nagar	3	
Total		50		150	

First Phase of Block Level Execution of Orientation Programme:

NYKS at the outset is organizing First Phase of Block Level Execution of Orientation Programme under the Project in the 150 Blocks of 50 Districts of eight Northern States/UTs.

Participants:

80 Youth Leaders and Volunteers and Members of Youth Clubs affiliated with Nehru Yuva Kendra Sangathan during each of the Block Level Orientation Programme.

No. of Block Level Orientation Training:

150 Blocks in 50 Districts of Northern States/UTs of Jammu, Kashmir and Ladakh, Himachal Pradesh, Punjab, Haryana, Delhi, Rajasthan, Uttar Pradesh and Uttrakhand

Duration of Project: One Month (10th May, 2022 to 07th June, 2022)

Key Project Activities:

- Mobilization of enthusiastic and motivated Youth Volunteers and Members of Youth Clubs.
- Sensitization and Orientation of NYKS Youth Volunteers and Members of Youth Clubs on Investor Awareness.
- Lectures by Financial Experts and Domain based Resource Persons
- Environment building including Wall Writing, Banners & E-Posters
- Branding & Popularize “**Investor Awareness and Education**” Campaign and display of Logos, Publicity, creation and sharing of IEC material.
- Sharing of Experiences and Best Practices
- Awareness on Do’s& Don’ts of Investment and on Pongy Schemes.
- Message Amplification among families/villagers and Members of PRIs.
- Establish linkages with other departments/agencies on Financial Literacy and Investor Awareness.

The above activities are suggestive in nature and therefore, District Youth Officers if find other innovative activities, they are at liberty to include the same in the orientation module.

Sample Minute to Minute Programme:

For the organization of three days Block Level Orientation, a tentative sample Minute to Minute Programme has been developed and enclosed as **Annexure-1** for reference to the District Youth Officers.

Implementation Strategy:

(A) Selection of Blocks in District-

Concerned District Youth Officers should identify only those Blocks for the proposed Orientation Programme which are reachable, equidistant from various places in the District. Strategically, the selection of Block and their spread would be made where NYK has very active Youth Clubs who with the spirit of voluntarism, cooperation and self-help can help in the smooth implementation of Investor Awareness Programme during in their respective villages of the Block.

Further, the DYO's should select only those venues for organizing the Block Level programme where facilities like training infrastructure, teaching aid and equipment, electricity with power back up, water, sanitation and other facilities are available.

Further, at the time of identification of the Youth Volunteers and Members of Youth Clubs, as a part of **Environment Building** exercise, should be briefed about the Orientation Training, its objectives, work plan, help and cooperation expected from them at the time of taking up the village level activities.

The basic idea is to involve the local Youth Volunteers and Members of Youth Clubs (who are eager and motivated) to build their capacities for taking up the issue of financial literacy and investor awareness among village population.

(B) Briefing about the Orientation Programme to the District Advisory Committee on Youth Programmes:

Each of the District Youth Officer of 50 Districts should apprise the Deputy Commissioner, who is also the Chairperson of the District Advisory Committee on Youth Programmes (**DACYP**) about the Project of Investor Awareness in general and Block level Orientation Training of Youth Volunteers and Members of Youth Clubs in particular. If the DACYP meeting is yet to be held, then the District Youth Officer during the meeting, should apprise the members about the project, its objective and implementation strategy. During the meeting, collaborative departments and agencies that would coordinate and provide support for the successful implementation of the set objectives with concrete outcome will also be expedited.

(C) Orientation and Motivation of Youth Volunteers and Members of Youth Clubs:

For sensitizing and motivating, Youth Volunteers and Members of Youth Clubs of the targeted 150 Blocks (in the first phase) in each of the selected 50 districts under the project, in each of the Orientation Programmes, 80 (both Female and Male), Youth Leaders and Youth Volunteers will participate.

It is important to note that after the orientation of these Youth Volunteers and Members of Youth Clubs, their voluntary services should be utilized for spreading awareness on project activities, encouraging villagers and families through Personal Contact and Peer

Education activities as well as other activities envisaged in the project for spreading Financial Literacy and Awareness on Investor Education.

Collaborative Agencies:

- District Administration
- Financial Experts
- Resource Person on Investment
- Expert of Banking Sectors
- Financial Portfolio Managers
- Opinion Leaders, Village Spokespersons
- Other NGOs, CBOs and Agencies working in the field of Financial Literacy and on Investment.

Press, Social Media, Publicity & Media Coverage:

Press and Media persons should be engaged by Media Section of NYKS as well as State Directors and District Youth Officers of the targeted States and Districts for extensive coverage of the Block level Orientation activities. Effective use of mass media viz. radio, television and newspapers, digital media such as Face book, WhatsApp, You Tube, Twitter, and mobile, etc. should be utilized for the Block Level Orientation Programme as per the following:

- Display Logos, E and physical Banners and other publicity material.
- Developing of contents for Wall Writing and E- Slogans for Village Level Programmes.
- Adequate coverage in Print as well as in electronic media.
- Use of Social Media Platforms and promotional Hashtags

Reporting:

- Timely submission of reports and returns are very important components of the Project. All District Youth Officers of the targeted 50 Districts will submit the report to the concerned State Directors within five days of the programme completion. The State Director in turn will compile the reports from all the Project Districts and send the same to Joint Director (Prog.), NYKS within five days of the receipt of reports from the Districts.
- The Report of the above programme should both be qualitative as well as quantitative. This means that narrative (description) of the programme should be matched with relevant data. Reporting Format for submitting Detailed Report is given at Annexure- 2

Expected Outcome:

- To have sensitized and oriented State Directors, Deputy Directors, District Youth Officers and Youth Volunteers for spreading the Investment awareness in partner with the EPFA in accomplishing its mission.

- To have explored synergies between IEPFA and NYKS for Training the State Directors, Deputy Directors, District Youth Coordinators for organizing Awareness activities at village level through the Youth Clubs.
- To have educated rural youth for mobilization of their peer and village communities to generate awareness in financial literacy and investments.

Budget:

A. Block Level 3 Days Orientation Programmes and Activities on Investor Awareness and Education for Youth Leaders/ Volunteers and Members of Youth Clubs

Training Programme for 20,000 youth (80 youth per program) from each of 250 Blocks of 50 District NYKs

Particular	Details	Amount (in Rs.)	Total Amount Required (in Rs.)
Boarding & Lodging	80 youth from a Block of for three days	80 youth x Rs.400/- per head x 3 days	96,000
TA	Rs. 200/- towards TA	80 youth x Rs.200	16,000
Hiring of Hall for training	Rs.5,000/ per day for three days	3 days x Rs. 5,000/-	15,000
Training Kit Bag (to place IEC Material provided by IEPFA)	Cost of Kit @ of Rs.200/each	80 youth x Rs.200/-	16,000
Organizational Expenses	@ of Rs.5000/ for each Block Level Orientation Programme	Rs. 5,000/-	5,000
Total			Rs. 1,48,000

Therefore, for the organization of 150 Block Level Orientation Programmes, an amount of Rs.1,48,000x150=Rs.2.22 Crore are being released to the concerned Field Offices.

COVID-19 Advisory to be followed:

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.

Sample Programme Schedule

Block Level Orientation Programme on Youth Participation in Investor Education, Awareness and Protection

Session Timings	Activities/Topics
Day – 1	
10.00 a.m. – 10.45 a.m.	Arrival of participants and registration
10.45 a.m. – 11.45 a.m.	De-freezing
11.45 a.m. – 12.00 noon	Tea
12.00 noon to 01.00 p.m.	Formal Inauguration of the Programme
01.00 p.m. – 02.00 p.m.	Lunch
02.00 p.m. – 03.30 p.m.	Objective of the Block Level Orientation Programme
03.30 p.m. – 05.00 p.m.	Open House Discussion
05.00 p.m. – 05.30 p.m.	Reiteration and Summing up
Day – 2	
09.30 a.m. – 10.30 a.m.	Concept of Personal Financial Planning – Basic of Saving & Investment
10.30 a.m. – 11.45	Investment in Mutual Funds- Basic & various investment plans
11.45 a.m. – 12.00 noon	Tea
12.00 noon – 01.00 p.m.	Investment in Equities/Shares-Basic & Investment plans
01.00 p.m. -02.00 p.m	Lunch
02.00 p.m. - -3.00 p.m.	Crypto Currencies: An Overview
03.00 p.m. – 03.15 p.m.	Tea
03.15 p.m. - 04.15 p.m.	Investment in Govt. Securities/Banks investment schemes
04.15 p.m. – 05.15. p.m.	Investment in Post Office Schemes
Day – 3	
09.30 a.m. -10.30 a.m.	Banking and Insurance
10.30 a.m. – 11.45 a.m.	Role of Youth Volunteers/ Leaders and Members of Youth Clubs in Investor Education, Awareness & Protection and strategy for awareness generation and tools for message amplification among village community through Village Level Programmes.
11.45 a.m. - 12.00 noon	Tea
12.00 noon - 01.15 p.m	Financial Frauds & Redressal
01.15 p.m. - 02.00 p.m.	Lunch
02.00 p.m. – 03.15 p.m.	Group Discussion and Report presentations by Trainees
03.15 p.m. -04.30 p.m.	Group Presentation by Trainees
04.30 p.m. – 05.15 p.m.	Reiteration, Feedback, Summing-up & Valedictory Session

