

**Nehru Yuva Kendra Sangathan**  
**Department of Youth Affairs, Ministry of Youth Affairs & Sports, Govt of India**

**Targets, Strategies and Guidelines for Awards to**  
**Individual/Team members of Youth Clubs at District, State and National level under**  
**Swachh Bharat Summer Internship 2.0 for Youth**  
**50 hrs of Swachhata Activities**

## **Introduction**

Following the Prime Minister's clarion call on 2<sup>nd</sup> October, 2014 for each individual to devote time to Swachhata through the year, and following the enthusiastic response from the youth of India to the Swachh Bharat Summer Internship 2019, the Ministry of Jal Shakti, in association with the Ministry of Youth Affairs and Sports, and HQ NCC has launched the **Swachh Bharat Summer Internship 2019 – 50 Hours of Swachhata**. The initiative will give an opportunity to youth across the country from national level institutions like National Service Scheme (NSS), Nehru Yuva Kendra Sangathan (NYKS) or National Cadet Corps (NCC) to develop their skills and orientation for sanitation – related work and become a part of the Swachh Bharat Janandolan.

The programme aims to engage youth across the country, develop their skills and orientation for Solid Waste Management (SWM) and sustain the momentum of the Swachh Bharat Janandolan.

All Interns are encouraged to share their internship journey on social media, using the hashtags-#SBSI and #SwachhSummer.

### **Components of the Swachh Bharat Summer Internship :**

The 50 hrs. Internship Programme would require the Intern/Interns to visit one or more villages and conduct Swachhata activities of their choice to contribute to the cause of rural sanitation of India.

### **Who Can Apply**

- All Youth enrolled in either of the organizations- National Service Schemes (NSS), Nehru Yuva Kendra Sangathan (NYKS) or National Cadet Corps (NCC), can apply for the Internship.

### **Targets and Strategies**

In view of the above, it's our earnest duty and responsibility to make this endeavour a **Nehru Yuva Kendra Sangathan Youth Lead Mission with visible outcome in all those villages, where there are Youth Clubs in 623 districts of India.**

In order to make it a success, we believe in your vision, wisdom and experience. However, the **following points may also be considered:-**

- **NYVs should be given targets to cover all the Youth Clubs** in their assigned Blocks/adjoining Blocks in a manner that **all the Youth Clubs in the district** are covered and ensure to participate in the programme.
- District Youth Coordinators should **convene meetings** with the **Presidents/Secretaries/Leaders of the Youth Clubs** at different centrally located venues in the district.
- All the **Youth Clubs affiliated with district NYKs should be made aware of and motivated** to actively participate in the programme.
- The **NYVs as well as the Youth Club's Leaders/Presidents/Secretaries** should be **briefed about the Programme**, the offline application process, Duration of the Programme/Activities to be undertaken (see **Appendix – "A"** of the **Guidelines** circulated on 13<sup>th</sup> June, 2019 and 24<sup>th</sup> June, 2019), Individual Youth/Team of youth participation, Documentation (Register), Reporting, Photographs, Press Clippings, Videos to be submitted, Eligibility and Criteria for Selection of Best Three Entries, Award Money, Level of Awards and other matters given in the Guidelines.
- Youth Leaders should also be **apprised about** the points given in the **Swachh Bharat Summer Internship Guidelines**.
- The activities of the Youth / Team of Youth in this regard should **regularly be visited, motivated and monitored**.
- Youth/ Team of Youth must ensure to take their **Every Day Activities Action Photographs and Videos** as well as record details in the **Prescribed Format for Register (Annexure- 2)**
- An **Internship Report** (details of programmes and activities of Youth/ Team of Youth undertaken between the period 10<sup>th</sup> June, 2019 to 31<sup>st</sup> July 2019) should be submitted by the Intern/ Interns to their local clubs/ units within **15 days of completion of field work**.

## **Awards and Recognition**

The objective of the programme is to engage youth across the country for Swachhata activities, develop their skill and orientation for sanitation related work, propagate the spirit of volunteerism, voluntary labour among NYKs Youth Clubs and recognize their contribution.

The awards would be given at **District, State and National level**. The first competition will begin at the District level.

- All participants will be given a Swachh Bharat Internship **Certificate on successful completion of 50 hrs of SBSI 2.0** by undertaking activities indicated in the Guidelines.

- The prize money at different levels would be on the following pattern:

Level of Award	Award Money (in Rs.)		
	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>
District	30000	20000	10000
State	50000	30000	20000
National	2 lakh	1 lakh	50000

- Certificates would be provided to all those members of Youth/ Team of Youth who have successfully completed 50 hours of SBSI 2.0 activities.
- There is no budgetary provision for TA/DA for the representatives of each of selected Youth/ Team of Youth, who come from their villages at District and State Hqr for receiving awards.

### **Nature of Activities for which Awards would be given:**

Under the Programme, activities that involve **voluntary labour** and are useful for the local area or community can be taken up which are **categorized into two clusters**. An illustrative list is as follows:

#### **Cluster -1. Information-Education-Communication activities:**

IEC activities are oriented towards increasing the awareness of people about sanitation related issues and trigger a change in sanitation related behaviour for solid & liquid waste management. IEC activities undertaken by the interns can target behaviour around solid/ liquid waste management practices among other behaviours. Under this, the interns may:

- Organize awareness campaigns around better Solid & Liquid Waste Management practices like segregation of waste as biodegradable and non-biodegradable.
- Village and School level promotion of 3 Rs (Reduce, Re-use, Recycle), composts pits, no-littering through Nukkad Nataks / Street Plays, Folk Songs and Dance Performances.
- Organise Swachhata Melas/ Exhibition on local waste management technologies.
- Make Wall Paintings in public places ( in panchayat offices, etc.) on the theme of clean village, promotion of composts pits, and proper management of plastic waste.
- Organize Plastic-free Village Campaigns and declaring of Plastic Free Zones .

## Cluster -2. Solid Waste Management (SWM) related activities:

SWM activities target waste collection, segregation, disposal and a plastic waste-free environment:

- Organize Waste collection Drives for households and common or shared spaces
- Volunteer for segregation of solid waste into non-biodegradable waste
- Support communities and panchayats to build compost pits, where organic matter decomposes to for manure. May undertake village surveys to illustrate quantum of solid waste generated in the village.
- Organize cleaning of streets, drains and back alleys through awareness drives
- Infrastructure creation: Composts pits for household, drains for kitchen gardening, soak pits for waste management.

## Application Process and Participation

The programme as it sounds will be on voluntary basis which would be undertaken by the members of Youth Clubs preferably in their respective villages and Gram Panchayats. Activities may be taken up with the local initiative and resource mobilization. It will not only reduce the cost of the activity but also would save the time and money of the volunteers which they need to spend on their travel, boarding and lodging.

- All members of Youth Clubs of NYKS may apply through an **offline application** in the prescribed proforma given at **Annexure-1** which is available on the website [www.nyks.nic.in](http://www.nyks.nic.in) and submit to their District NYK.
- Youth to indicate the location of internship (villages/and their locations).
- Youth may **participate individually or in teams**. Team size may be decided depending on the nature and scope of their activity, subject to a **maximum limit of 10 members in a team**. It may kindly be noted that 50 hrs Shramdaan can be taken during 10<sup>th</sup> June to 31<sup>st</sup> July, 2019 by a *single youth for 50 hrs. OR by for e.g. 05 youth for 10 hrs each OR by 10 youth for 5 hrs. each. From a Youth Club, a maximum of 10 members can be enrolled for participation in 50 hrs. Swachhata related activities*

## Evaluation of the Programme and Selection all best Youth/ Team of Youth for conferring awards at District, State and National level

### Points to be taken care of

1. *Each of the identified village based Youth Clubs members would undertake a minimum of 50 hours SBSI 2.0 activities in between the period **10<sup>th</sup> June, 2019 to 31<sup>st</sup> July 2019**. It could either be 3-4 hours on Sunday, during lean working days, holidays or any other time they feel comfortable.*
2. The awards would be given in a District provided, a minimum of 05 Entries /Youth /Team of Youth per district do the swachhata / 50 hrs Swachhata activities by each of them.

3. It must be ensure that each of the participating member of Youth Clubs should maintain a **Register and Record (Annexure-2 )** in which the date(s) wise type of Swachhata related activities undertaken, number of Youth /Team of Youth participated and number of hours the youth devoted for those swachhata activities, distinguished persons attended the activities, action photographs, press clippings, videos should be recorded.

**Time Line - Dates for processing and receiving Awards Applications**

All applications for awards competition duly filled in the prescribed proforma (**Annexure-3**) by the applicant Youth/ Team of Youth from respective Districts should be processed by the concerned District Youth Coordinators.

Statement on the details of programmes and activities of Youth/ Team of Youth undertaken between the period 10<sup>th</sup> June, 2019 to 31<sup>st</sup> July 2019 be COMPILED in format given at **Annexure-4**.

Submit the requisite details of the **1<sup>st</sup> district level prize winner** to NYKS respective State Office in the prescribed format. Similarly, the State Offices should forward the **1<sup>st</sup> State level prize winner** to NYKS Hqrs for consideration of awards at **National level**.

- Last date for **receiving applications** from members of Youth Clubs: **10<sup>th</sup> August, 2019**
- Selection of Best three Youth Clubs from each of the **District** : **20<sup>th</sup> August, 2019**
- Submission of details of **1<sup>st</sup> Awarded** Individual/Team at District level to **State Director: 25<sup>th</sup> August 2019**
- Selection of **Best three Youth Clubs at State level** : **03<sup>th</sup> September, 2019**
- Submission of details of **1<sup>st</sup> Awarded** Individual/Team at State level to **NYKS HQS: 08<sup>th</sup> September 2019**
- Selection of Best three Youth Clubs at **National Level: 15<sup>th</sup> September, 2019**

**Selection Committees**

At District, State and National level three best Youth/ Team of Youth should be selected by the Selection Committees as per following compositions.

**A) The composition of the Selection Committee at would be as follows:**

**District Level**

Sl. No	Designation	Position
1	District Collector or his Nominee	Chairperson
2	District Representatives as nominated by District Collector	Member
3	District Head of NYK	Member
4	District Head of NSS	Member
5 - 6	District Head of NCC	Member

## State Level

SI. No	Designation	Position
1	Mission Director	Chairperson
2	State Representatives as nominated by Mission Director	Member
3	State Director, NYKS	Member
4	State Director of NSS	Member
5	State Director of NCC	Member

**NB:** The committee at District and State level should decide the Awards based on the proportionate participation from each organization and quality of the work undertaken.

## National Level

SI. No	Designation	Position
1	As decided by Secretary (Youth Affairs), MoYAS	Chairperson
2	Director General/ Representatives, NYKS	Member
3	Nominee from NSS as decided by Department of Youth Affairs	Member
4	Nominee from DG, NCC/ representative	Member

**NB:** National level Award will be given to each organization separately.

## Role of the NYKS/NSS/NCC Units

- ✓ To ensure a fruitful experiential internship for all interns by ensuring the undertaking of prescribed activities in the specified duration.
- ✓ To ensure that all interns submit their reports to their local clubs/ units on time (within 15 days of completion of fieldwork).
- ✓ The top three awardees at each level should be forwarded to the next level for consideration of awards at that level.
- ✓ Responsibility for safety and security of the interns during village visits lies with the parent units of NYKS/NSS/NCC, hence the location should be chosen appropriately and liaising done with local administration wherever necessary.

## Mode of Evaluation

- ✓ The applicants Youth / Team of Youth (from a District) will fill up the form placed at **Annexure- 3** and submit it to the District Youth Coordinator, Nehru Yuva Kendra.
- ✓ In the application form only the activities undertaken in between the period **10<sup>th</sup> June to 31<sup>st</sup> July 2019** should be mentioned.
- ✓ District Youth Coordinators/NYVs should visit the Youth Clubs and verify the authenticity of statement given by applicant Youth Clubs w.r.t points mentioned in the proforma given at **Annexure-2**.
- ✓ It has been felt that quiet often the rural Youth Clubs are not capable enough to present their activities in a significant manner and, therefore, in order to make it more presentable and in a systematic manner, the NYV of that Block should help the Youth Clubs and facilitate submission of their applications and other details in a presentable form.
- ✓ Need not to mention that the committee should take cognizance of the supporting documents, action photographs, videos, press clippings, appreciation letters, qualitative achievements (outcome), etc.
- ✓ The applications received will be evaluated by a Committee of SBSI 2.0. The process of evaluation in the selection of Youth / Team of Youth for the award, as per the guidelines dated 24<sup>th</sup> June, 2019 (Please see **Appendix- A**).
- ✓ A brief note for the members of Selection Committee is given at **Annexure- 5**.

## General Rules

1. In case of any doubt and dispute, the decision of the concerned District, State and National level Nehru Yuva Kendras / Sangathan, shall be final and binding.
2. The awards would be received by winner Youth / Team of Youth as the case may be. They will not be entitled for TA/DA.
3. Details of Swachhata activities, beneficiaries and hours devoted may be furnished in **Annexure – 4**.

## Coverage Both in Print and Electronic Media

- ✓ Massive coverage both in print and electronic media as well as placing of Banners at prominent places should be ensured.
- ✓ District NYKs should ensure coverage both in print and electronic media for activities carried out by District NYKs at District level and affiliated Youth Clubs at village level.
- ✓ For this purpose, Press Conferences could be organized in advance on voluntary basis.

- ✓ Press release and photographs be given for media print, audio/ video (TV). The programme should be publicized and highlighted through Social Media e.g. Face book, WhatsApp, Twitter, etc.
- ✓ Activities to be undertaken by Youth Clubs be tied up with PIB, ANI, UNI, DD AIR and others as well as Electronic Media.

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