



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/PROG: AAP-YCDC/2022/100

22nd July 2022

To: All Regional Directors and State Directors, NYKS

From: Apoorva Shinde, Director (Program), NYKS

Subject: Approval of Annual Action Plan 2022-23 & conduct of Youth Club Development Campaign (YCDC) –regarding.

Annual Action Plan of NYKS for the year 2022-2023 has been approved by Hon'ble Minister, Youth Affairs & Sports, and Chairman, BOG, NYKS.

2. NYKS takes up various activities of youth empowerment through Village based affiliated Youth Clubs and thereby facilitate youth participation in nation building process. It is therefore, of utmost importance that the network of Youth Clubs is strengthened and expanded during this year marked by India@75 Azadi ka Amrit Mahotsav celebrations.

3. With the above objective in mind, the program of **Intensive Youth Club Development Campaign** has been conceived by NYKS. The intensive campaign will be unleashed in Mission Mode approach across the country from 25th July 2022 to 14th August 2022.

4. In this regard, detailed SOP of YCDC has been prepared and is enclosed herewith. This year's YCDC is formulated around 6 verticals viz.:

- **Formation of New Youth Clubs and affiliation of Youth Clubs**
- **Activation of dormant Youth Clubs and expansion of their Membership**
- **On-boarding of Youth Clubs on Social Media Platforms**
- **Preparation of District Level Youth Club Data Base in digital form**
- **Compilation of Unsung Heroes of Freedom Struggle and Sapling Plantation**
- **Celebration of Har Ghar Tiranga as part of India75 Celebration.**

5. All SDs are requested to immediately circulate the SOP among Dy. Directors and District Youth Officers under their jurisdiction to prepare detail plan for implementation of YCDC and fix check points for effective monitoring and completion of the campaign within the prescribed timeline.

6. The program has been developed with emphasis on strict monitoring for outcome-oriented approach. Therefore, visit by DD/DYO at least one day during each campaign is mandatory.

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Also, all DDs/DYOs shall attend the meeting of Club representatives at the end of each campaign.

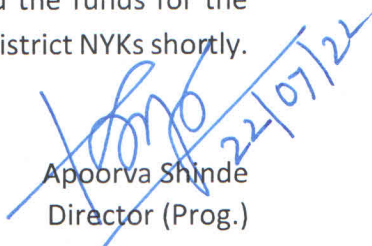
7. A pre-campaign reporting format is shared for preparation of plan for the conduct of YCDCs. The same may be updated in the google sheet that may be shared by NYKS HQ in due course for monitoring of preparatory activities conducted by field offices.

8. Similarly, concerned State Directors will also ensure and closely monitor the process of planning, identification of blocks and Members of Spearhead Teams, and implementation of the campaign, considering the overall target of 75 Youth Clubs and 1500 Youth Club Member Details per program.

9. Social media platforms have emerged as the predominant channel for information dissemination, mobilization and buzz creation. NYKS has decided to move ahead with this trend and intends to utilize social media to connect and converse with the youth clubs directly. Considering this, during this year, ensuring social media presence and networking is an important objective of the YCDC program. It is therefore important that all Youth Clubs and their members are onboarded on Social Media Platforms like Twitter, Facebook, Instagram. All official Youth Club Twitter handles and youth club members may be added as followers for @NYKSIndia Twitter Account over and above the existing followers.

A brief summary of 21 Core Programs of approved AAP-2022-23 is enclosed for reference. All State Directors are requested to commence the YCDC program immediately so as to ensure timely completion of the same. The competent Authority has approved the funds for the above program and the same is being released to Regional Directorates/District NYKs shortly.

With Best wishes,


Apoorva Shinde
Director (Prog.)

Encl: a/a

CC:

- Director (Prog.), NYKS HQ
- All Regional Directors for information and regular follow-up.

Intensive Youth Club Development Campaign

An Initiative to bring Youth from Margin to Mainstream

Background:

Nehru Yuva Kendra Sangathan is completing its 50 years of existence, marking **2022 as its Golden Jubilee Year**. Over the past 50 years, NYKS through its grass root level network of National Youth Volunteers and Youth Clubs has relentlessly pursued its twin objectives of Youth Development and engaging youth in nation building through promotion of volunteerism.

2.75 lakh Youth Clubs form the steel frame of NYKS machinery, guided and mentored by the network of over 12,000 National Youth Volunteers under the administrative control of a 4-tier Structure -District NYKs, State Offices, Regional Directorates and Headquarters at Delhi.

Youth Collectives and Youth-led Development:

The **Youth led Development Paradigm** places youth at the focus of development eco-system and NYKS facilitates this by identifying, training and grooming youth through the platform of village-based Youth Clubs. Therefore, this necessitates the need to relook the Youth Club Architecture in terms of its genesis, youth footprint, and community on-boarding, ethos of self-help and voluntarism and self-sustainability.

Context:

Youth Clubs are the mainstay of NYKS and therefore its (NYKS) strength, field presence and youth empowerment initiatives are largely dependent mainly on two factors:

1. **The Strength of NYKS-Youth Club relationship** marked through personal contacts and voluntary association in activities.
2. Organizational **strength and vigour of Youth Clubs** reflected in the robust membership, frequency of Club activities/meetings etc.

In this context, it is of utmost importance that District NYKs possess **updated and accurate information about affiliated Youth Clubs and their members**. Consolidation of such verified and accurate data at the state, regional and national level will further strengthen the NYKS network towards development and empowerment of youth.

Intensive Youth Club Development Campaign (YCDC)

In the Annual Action Plan 2022-2023 of NYKS, the program of **Youth Development Club Campaign (YCDC)** is in continuum with the data validation exercise undertaken by NYKS to ensure that all blocks are covered with vibrant youth clubs in the coming years. (by forming more Youth Clubs and activating the dormant Youth Clubs). This also ensures that NYKS

possess a responsive, detailed and dynamic database of Youth Clubs and its members in the short to medium terms (1-3years).

Objectives

- Expand and strengthen NYKS Network through Formation of New Youth Clubs, Fresh Affiliation/Renewal of existing Youth Clubs and activation of Dormant Youth Clubs.
- Promote expansion of youth membership in Clubs through grass-root campaign.
- Uploading authentic and verified data of Youth Clubs and their membership on NYKS Website.
- Orient the Youth Club Members on NYKS Annual Action Plan Focus Areas, Core Programs and other priority programs of the Government.
- Facilitate starting of official email account & social media account for youth club- Twitter, Facebook, Instagram etc.
- Preparation of directory of local unsung heroes and Sapling Plantation, and Har Ghar Tiranga Campaign

The program of YCDC shall have the following verticals.

YOUTH CLUB DEVELOPMENT CAMPAIGN				AZADI KA AMRIT MAHOTSAV	
1. FORMATION OF NEW YOUTH CLUBS AND AFFILIATION OF YOUTH CLUBS	2. ACTIVATION OF DORMANT YOUTH CLUBS AND EXPANSION OF THEIR MEMBERSHIP	3. ONBOARDING OF YOUTH CLUBS ON SOCIAL MEDIA PLATFORMS	4. PREPARATION OF DISTRICT LEVEL YOUTH CLUB DATABASE IN DIGITAL FORM.	5. COMPILATION OF UNSUNG HEROES OF FREEDOM STRUGGLE AND SAPLING PLANTATION	6. CELEBRATION OF HAR GHAR TIRANGA AS PART OF INDIA @75 CELEBRATION

1. FORMATION OF NEW YOUTH CLUBS AND AFFILIATION OF YOUTH CLUBS

- Motivate youth to form Youth Clubs
- Facilitate dialogue with opinion leaders.
- Support formation with brief note on procedures and model bylaws.
- Affiliate new as well as existing youth clubs with NYKS.

2. ACTIVATION OF DORMANT YOUTH CLUBS AND EXPANSION OF THEIR MEMBERSHIP

- Call meeting of the dormant club.
- Attempt expansion of membership to include new and active members.
- Link club to opinion leaders- ensure sustainability.
- Renew affiliation of Youth clubs.

3. ONBOARDING OF YOUTH CLUBS ON SOCIAL MEDIA PLATFORMS

- Open gmail account for all youth clubs.
- Onboard clubs on social media platforms like Twitter, Facebook, Instagram etc by starting official accounts.
- Follow @NYKSindia, district NYKS pages and other relevant pages for youth.

4. PREPARATION OF DISTRICT LEVEL YOUTH CLUB DATABASE IN DIGITAL FORM.

- Prepare Database of Affiliated Clubs in excel format with details of facilities.
- Prepare Database of Club members with contact details and other information.
- Upload the details on NYKS website as well as maintain excel digital records of the same.

5. UNSUNG HEROES OF FREEDOM STRUGGLE AND SAPLING PLANTATION

- Compile stories of Unsung Heroes of Freedom Struggle .
- Share and Discuss these stories at YCDC meetings.
- Plant Saplings with Name plate of Unsung heroes.

6. CELEBRATION OF HAR GHAR TIRANGA AS PART OF INDIA @75 CELEBRATION

- Popularise and motivate atleast 50 households to display National Flag at home.
- Spread awareness-share flagcode to public.
- Post Selfies from visited Households
- Discuss Har Ghar Tiranga at YCDC meetings.

Approach: Intensive and in a Mission Mode

Spirit: From Jan Bhagidari to Jan Andolan

Duration of the Campaign: 5 days for each program and coverage of 75 Villages.

Level : Block **Timeline:** 25th July- 14th August 2022

Pattern of YCDC distribution in a district

Category	No. of Programs per District @ Rs.30,000/- per program	Amount (in Rs.)	No. of Youth Clubs to be covered @ minimum 75 per Program
Districts with 0-3 Blocks	1	30,000	75
Districts with 4-5 Blocks	2	60,000	150
Districts with 6-10 Blocks	3	90,000	225
Districts with 11-15 Blocks	4	1,20,000	300
Districts with 16 & above Blocks	6	1,80,000	450

Members of Spearhead Team per program: Implementation of YCDC is based on the 10 members Spearhead Team which include National Youth volunteers (NYVs), active Members cum Youth Leaders associated with Youth Club, Ex-NYVs and NSVs).

Consideration Points:

At the implementation level, the DDs/DYO shall keep the following points in mind, in the spirit of the program:

- YCDC coverage to be limited to a single block per program, keeping in mind the critical need for accurate data and focussed action to form more Youth Clubs and consequent increase in their membership.
- NYKS aims to consolidate and validate its Youth Clubs and their Members data in an effort to ensure 100% accuracy of data through intensive campaign focused on a single block.
- **DDs/DYO shall give priority to those blocks where there are least number of Youth Clubs in the District to conduct this intensive campaign.**
- **A target of 75 affiliated Youth Clubs (existing plus new affiliation) and data of 1500 Members of Youth Club (complete & accurate in the given format) from the covered block is the minimum target of YCDC during the current financial year.**

- The district shall keep the data available in excel file, and also upload the same on the web site for ready availability, if need arises.
- **No Youth Clubs shall be denied affiliation on grounds that they do not possess Registration under the Society Registration Act.**
- Maintaining list of Youth Clubs based on infrastructure available (seating capacity, projector, playground etc.) shall enable planning of focussed activities like arranging sports meets, short film festivals/video shows and meetings etc. The data may serve as basis for discussions with other departments for planning coordination programs/Own initiatives by the DD/DYO.
- DDs/DYOs and the Spearhead (Campaign) Team members shall participate in this campaign with a view to establish lasting organic linkages with the Youth Clubs and thereby create symbiotic eco system for long term youth engagement.
- Keeping in mind the importance of this exercise in ensuring long term viability of data in the organization, DDs/DYOs may ensure that data collected and uploaded is accurate and that all fields are captured during the exercise. Besides, details of Youth Clubs are added/updated on the NYKS portal as soon as the campaign gets completed.
- Ensure Presence of Youth Club in social media by starting e-mail accounts and official accounts on Twitter, Facebook, Instagram etc.
- **The duration of 5 Days per YCDC is indicative and the DDs/DYOs may extend beyond the mandated 5 days per program but keeping to the overall timeline of completion of all YCDCs before 14th August, 2022. It may also be noted in the event of such extension, no extra funds will be provided beyond the prescribed budget.**

Implementation Blueprint and Strategy-

Part 1- Preparation and Orientation:

- The DDs/DYOs concerned shall select the blocks to be covered where there is minimum number of affiliated youth clubs.
- 10 members Spearhead Team shall be formed per campaign by the DD/DYO which include National Youth volunteers (NYVs), active Members cum Youth Leaders associated with Youth Club, Ex-NYVs and NSVs).
- The Ten members will be divided into 5 teams comprising of 2 members in each team. This will be followed by pre- programme sensitization and orientation of Members of Spearhead Team by District Youth Officer on the issues which will be taken up during the campaign.

- The team wise campaign schedule including identification of villages and date and time of meeting in a particular village may be prepared after the sensitization. Once the schedule is ready, the same may be conveyed to the concerned President of the Youth Club (where Youth Club already exists) and to a village link person (Members of PRI/Village Elders, Retired Teachers/Officers/Village Spokespersons) where Youth Club is not formed as yet.

Part 2- Campaign and Data collection:

- Members of Spearhead Team will visit the Youth Clubs physically and interact with the Youth Club Members. During this meeting, Members of at least 5-6 surrounding Youth Clubs will also be invited. In the meeting, participating youth will be shared information and briefed about NYKS and its Focus Areas, core programs and activities, opportunities for their development which District NYK will take up in coordination with other Departments and Agencies.
- **A District Level Database of profile of NYKS affiliated Youth Clubs** complete with details of infrastructure and other facilities available at Youth Clubs shall be prepared during the campaign.
- As part of the campaign, the Spearhead Teams shall visit and meet the concerned Gram Panchayat Pradhans and others prominent Youth Leaders/ Opinion- Leaders in the villages and record their suggestions with regards to Formation of Youth Club, its activities and spirit of volunteerism.
- The Spearhead **Teams** will also encourage and motivate youth for the formation of New Youth Clubs in those villages, where they either do not exist or were formed long back but are currently not in existence by seeking the help and support of Youth leaders/Opinion-leaders in those villages.
- Similarly, the Youth Clubs which are in existence but are dormant should be contacted and inspired to restart their activities by the Members of Spearhead Team with the support and guidance of local-leader/PRI functionaries.
- Approaching as many Community Members (Village Elders, Members of PRIs, Mahila Mandals, SHGs, Opinion Makers- Teachers, Retirees etc.) by both the Members of Campaign Team and concerned NYVs, discuss with them and request for their support in respect of both for the formation of Youth Clubs and activating the passive Youth Clubs will provide **Community Linkages and embed them in the wider social context** for the long-term sustainability of the Youth Club.
- In order to achieve the target of 75 Youth Clubs with total of 1500 Youth Clubs members in the campaign block, passive Youth Clubs and their Members be activated as well as more new Youth Clubs formed and their Members should be enrolled throughout the year with due representation of all sections of society including SC, ST, OBC, Minority and Physically Challenged. All NYKs shall strive and encourage to enroll more female as members of Youth Clubs.

Part 3- Youth Clubs Representatives Meet:

- A **Youth Club Representative Meet** through hybrid mode of all Presidents/ Secretaries of Youth Clubs of the Villages covered under the Campaign should be organized after the 5 days of campaign. **Ideally, it should be done with two days of the completion of the campaign.** Any later, will diminish the built-up spirit.
- An invitation for the meeting should be sent through in-charge NYV of the Block at least well in advance so as to ensure maximum participation from all concerned.
- NYVs of the Campaign Block and adjoining blocks should also take part in the campaign.
- Line departments and other agencies may be invited to use the platform to the benefit of the participating youth.
- Issues to be discussed during the hybrid meeting- Data Finalization and consolidation, Formulation of Action Plan of Youth Club, Preparation of Directory of un-sung Heroes of the Block, Har Ghar Tiranga and sharing of best as well as next practices.

Part 4- Data Consolidation, Up-dation and Reporting:

- After the conclusion of the campaign and meeting, the District NYKs will upload each Youth Club updated Profile on online facility provided on NYKS website www.nyks.nic.in. It will automatically be displayed on NYKS Website with date of updation.
- In addition, the Detailed profile of the Youth Clubs including infrastructural facilities (TV, Computer, Projector, Playground, Youth Club building Seating Capacity etc.) to be maintained at the district.
- Comprehensive report of the Campaign (qualitative) along with filled -in Annexures shall be sent to the State Office concerned for consolidation and onward submission to the HQ.

Part 5- Azadi Ka Amrit Mahotsav

The program aims to boost the spirit of patriotism among the youth and bring to the mainstream the contributions of thousands of Unsung Heroes of Freedom Struggle, hidden in memories and away from mainstream history as part of celebration of Azadi Ka Amrit Mahotsav, India @75 celebrations.

Documentation of Unsung Heroes& Sapling plantation to honour their Sacrifices

- India's Freedom struggle is the sum total of millions of sacrifices and struggles of thousands of brave men and women across the country. From a Subaltern perspective, due recognition to these local and often forgotten efforts, has not been given in documented history.
- In an effort to bring forth a new narrative of history, that is **inclusive, representative, locally relevant and in the spirit of unity in diversity**, the YCDC campaigners shall seek

out village elders, local records and stories of unsung heroes who have, in any way, contributed in the struggle against the colonial oppression **from all blocks of the district**. An effort shall be made resulting in the preparation of A block-wise list of unsung Heroes (Format attached as Annexure 1E).

- During the YCDC meetings the stories of the unsung heroes shall be shared among the youth, highlighting their contributions and sacrifices in the Freedom Struggle. **A sapling each shall be planted with the name plate** of the Unsung Hero at locations associated with the respective personalities, in coordination with the nearby Youth Clubs and Local Bodies (Panchayats/Municipalities)
- A district wise list of unsung heroes (Format attached as Annexure 1E) may be prepared by the District NYK from the lists compiled by YCDC campaigners. IEC on these local heroes may be made part of other NYK programs to ensure that the memory of their sacrifices is embedded in the mainstream narrative.

Har Ghar Tiranga Program

- GoI has launched Har Ghar Tiranga Program to promote display of National Flag in all offices & homes across the country. As part of the same, during the program, the members of the campaign shall take up the following activities:
- Visit, learn from and popularize the portal <https://amritmahotsav.nic.in/har-ghar-tiranga.htm> portal among public and Youth during the campaign.
- Sharing of “Flag Code of India 2002” among National Youth Volunteers and Youth Clubs’ Members to generate awareness about the flag code in their localities/villages/panchayats and towns.
- Encouraging the Youth to hoist the National Flag at their home. In each YCDC program, at least **50 Households to be visited with national flag** for “Har Ghar Tiranga” program to motivate households to display National Flag at their home. The visits photos (selfies with National Flag at households) shall be posted **on Twitter tagging @NYKSIndia** and with **#harghartiranga**.

Social Media Strategy for Environment Building and Buzz Creation:

- Social Media Campaign and Activity shall be an integral part of Youth Club Development Campaign. In an age where social media permeates all aspects of life, it is necessary to also integrate Youth Clubs from remote and inaccessible areas with the mainstream through the tool of social media platforms.
- All Youth Clubs and their members shall stay connected to @NYKSIndia on twitter to ensure that they are in touch with the various initiatives and success stories of Youth Clubs across the country for learning and emulating them in their respective local situations.
- An online fraternity of Youth Clubs may form in due course if NYKS manage to nudge these youth clubs into social media activity.

In pursuit of these stated objectives, **50 new followers for @NYKSIndia** may be ensured per **YCDC Campaign**. (Reporting Proforma at Annexure- 1D)

Budget per Program utilization pattern

Particulars	Rate (in Rs.)	Budget (in Rs.)
Honorarium to team members including DA and travel expenses	500/- per day per head (500Rs x10 persons x5 days)	25000
Paper, Photocopy, etc	--	1000
Meeting and Organizational expenses	--	4,000
Total		30,000

Annexure list for the program:

1. NYKS Youth Club Affiliation form (Annexure 1)
2. Data Collection Performa- Youth Club Member Details (Annexure 1A)
3. Data Compilation Performa- Youth Club Profiles (Annexure 1B)
4. Data Compilation Performa- Youth Club Member Database (Annexure-1C)
5. Reporting Performa- Azadi Ka Amrit Mahotsav Activities (Annexure-1D)
6. Data Compilation Performa- Unsung heroes (Annexure-1E)
7. Brief of approved Action Plan - (Annexure-1F)

Expected Outcome:

1. Number of Active Affiliated Youth Clubs in a Block covered- **minimum 75 affiliated Youth Clubs** (existing + fresh)
2. Data Capturing of Members of Youth Clubs in the prescribed Performa from each of the block covered- **minimum 1500 Members of Youth Club**.
3. Documentation of unsung heroes from the district and Plantation of saplings in their name.
4. **50 New followers** for @NYKSIndia **per YCDC program**.
5. **50 house visits with selfies in twitter** to popularize Har Ghar Tiranga.