

Memorandum of Understanding
Between
National Mission for Clean Ganga
(NMCG)
And
Nehru Yuva Kendra Sangthan
(NYKS)

JUNE 8, 2015

**MEMORANDUM OF UNDERSTANDING BETWEEN NATIONAL MISSION FOR
CLEAN GANGA (NMCG), NEW DELHI AND NEHRU YUVA KENDRA
SANGTHAN (NYKS),**

This Memorandum of Understanding (MoU) is entered between the National Mission for Clean Ganga (NMCG) having its registered office at 3rd Floor, Rear Wing, MTNL building, 9- CGO Complex, Lodhi Road, New Delhi - 110003, India, represented by Mission Director, (hereinafter called the First Party or NMCG), and;

Nehru Yuva Kendra Sangathan (NYKS) having its registered office at Core - IV, IInd Floor, Scope Minar, Laxmi Nagar District Centre, Delhi - 110 092 (India), represented by Director General (hereinafter called the Second Party or NYKS)
(Individually referred as Party and collectively referred to as "Parties")

Whereas

NMCG is established as a society under the Societies Registration Act 1860 for the implementation of the projects under National Ganga River Basin Authority (NGRBA). NMCG has been brought under the administrative purview of Ministry of Water Resources, River Development and Ganga Rejuvenation from 1st of August, 2014.

NMCG is the planning financing, monitoring and coordinating body at the Centre and being supported by suitable State level Programme management groups (SPMGs) for the purpose of achieving the twin objectives of NGRBA - effective abatement of pollution and conservation of the river Ganga by adopting a comprehensive river basin approach. For this purpose NMCG is empowered to take all necessary actions that may be necessary or incidental for the achievement of the objectives.

Nehru Yuva Kendra Sangathan (NYKS) was set up as an autonomous organization in 1987-88 under the Government of India, Ministry of Youth Affairs and Sports, to oversee working of the Nehru Yuva Kendras. Nehru Yuva Kendras were established in the year 1972 with the objective of providing rural youth avenues to take part in the process of nation building as well providing opportunities for the development of their personality and skills.

NYKS is the largest grassroots level voluntary organization; one of its kind in the world. It channelizes the power of youth who are in the age group of 13-35 years on the principles of voluntarism, self-help and community participation. The core strength of NYKS is a network of 2.95 Lakh village level Youth Clubs across India with an enrolment of about 8.35 million volunteers in the age group of 13-35 years. Besides, there are 9717 Mentor Youth Clubs. Between these Youth Clubs, Centres and district NYKs there is volunteer force of 12000 National Youth Corps with whose assistance and participation, NYKS aims to achieve its objectives.

And Whereas

NMCG has identified the need for involving youth in awareness creation, public outreach activities, afforestation drive for medicinal plants and native tree species promoting sanitation and construction of toilets in rural and urban areas, educating people for tackling pious refuse entering into the river, removal of floating solid waste, promotion of Bio Agriculture & clean village

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NMCG and NYKS collectively have found it mutually rewarding to partner for the involvement of youth in the abatement of pollution and conservation of the river Ganga and have agreed to a long term partnership through a Memorandum of Understanding (MoU)

I. NOW IT IS AGREED BY AND BETWEEN THE PARTIES HERETO AS FOLLOWS:

1. Both the parties would work together in the areas of public participation with focus on involvement of youth and other stakeholders, which are of mutual interest, as under:
 - a. Young People's participation and Creating Awareness
 - i. Creation of institutional structure for public participation - Establishing trained and motivated cadre of local villages youth volunteers
 - ii. Communication and Public outreach activities
 - b. Nirmal Dhara
 - i. Promoting sanitation and construction of toilets (houses without toilets) in rural and urban areas including on the banks of the river Ganga
 - ii. Rain water harvesting & storage of rain water.
 - iii. Polythene Bags Free Villages, Towns and Ghats
 - iv. Educating people for tackling pious refuse entering into the river
 - v. Removal of floating solid waste
 - vi. Participate and contribute towards the development of select village panchayats as model panchayats to be christened as "Ganga Grams"
 - vii. Promotion of Bio Agriculture & clean village
 - c. Conservation of Plants Species
 - i. Afforestation drive for medicinal plants and native tree species.
 - d. Any other areas of mutual interest
2. This MoU is supported with an initial concept at Annexure. This will form the basis for development of actual projects to be considered by NMCG.
3. The areas of cooperation indicated above will not cause any overlap with any other scheme/projects sanctioned by NMCG to any other organization and participation of NYKS in any such independently sanctioned program will be at the discretion of implementing organization.
4. This MoU does not warrant any type of financial commitment by both the Parties at this stage. Necessary Financial arrangement/resource allocation shall be through a subsequent separate agreement for each of such identified project/programme/activity in accordance with terms and conditions mutually agreed and depending upon the nature of such project/program/activity.
5. Both the parties shall depute nodal officer in this regard. Any changes to the deputation will be informed to the other party in writing at the earliest.
6. Neither of the institutions or parties shall assign nor transfer its rights and obligations herein to any other third party or institution without prior written consent of either party.
7. Intellectual Property (IP): NMCG & NYKS agree that, if the Project under this MoU generates any Intellectual Property, it shall be disseminated and publishable without

prejudice to any third party IP rights and shall every instance provide due credit to the parties involved.

II. Framework of Partnership

1. This MoU will come in to effect from the date of its signature and shall remain in effect for a period of 5 years. Thereafter it may be renewed by mutual written consent of the Parties.
2. On signing the MoU, NMCG and NYKS will jointly agree on a work plan and calendar. The work plan *inter alia* includes specifications on duration, schedule of activities, constitution of an advisory group, empanelment of experts, etc.
3. Activities and assignments shall be reviewed annually and revised, if required.
4. The MoU may be modified or amended by a written document executed by duly authorized person on behalf of the parties and shall come in to effect on such date as determined by the Parties.
5. This agreement stands terminated at the mutual written consent of the Parties or at the expiry of 5 years from the date of signature of the agreement whoever is earlier. Each party shall have the right to terminate this agreement by providing 30 days written notice to the other Party.
6. Neither of the Parties shall withdraw from the MoU during the progress of the projects on hand, without written consent of the other.
7. Neither of the parties shall assign nor transfer its rights and obligations here in to any other third institution without prior written of the other Party.

III. Steering Committee

A Steering Committee comprising four (two from each Parties) members shall be constituted by NMCG and NYKS. It will formulate annual plans, oversee implementations and support the activities being undertaken under this partnership. To steer the cooperative efforts under this MoU, the monitoring and review can be carried through tele/video-conferencing or electronic communication, as may be agreed mutually.

IV. Settlement of Disputes

The terms (technical as well as commercial) of mutual assistance for any specific programme/initiative will be discussed and agreed upon in writing by both the parties prior to initiation.

In the event of disputes between the parties, they shall be resolved amicably through mutual discussions. If the parties fail to do so the disputes shall be finally settled under the Rules of Arbitration of the International Chamber of Commerce through one or

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more arbitrators appointed in accordance with the said Rules and by mutual consent. The Arbitrator's award shall be final and binding on both the parties and the venue of arbitration shall be New Delhi.

V. Force Majeure

If the performance of the agreement by either Party is delayed, hindered or prevented or is otherwise frustrated by reason of force majeure, which shall mean war, civil commotion, fire, flood, action by any government, or any event beyond the reasonable control of the Party affected, then the Party so affected shall promptly notify the other Party in writing specifying the nature of the force majeure and of the anticipated delay in the performance of the contract. The parties may then agree to a period of suspension or treat the agreement as terminated.

VI. Use of trade names

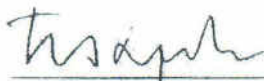
The name, crests and logos of each of the Parties are the intellectual property of that Party, and may not be used without that Party's express written permission for each specific usage

VII. Acknowledgment

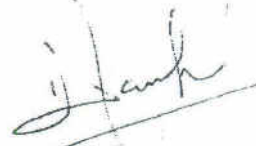
Both the Parties confirm the acceptance of the terms of this Memorandum of Understanding, which is executed in duplicate and one copy shall remain with the First Party and the other copy with Second Party.

Signed at New Delhi on 8th of June 2015 in two originals in English Language.

For National Mission for Clean Ganga(NMCG) For Nehru Yuva Kendra Sangathan (NYKS)





Mr. TVSN Prasad
Mission Director



Major General Dilawar Singh
Director- General

Witness:

1. 
(SHASHI SHRIKUMAR)
SECRETARY
HOWR, RD 15R

2. 
(RAJEEV GUPTA)
Secretary, youth Affairs,
G02

ANNEXURE: Draft Concept for partnership between National Mission for Clean Ganga and Nehru Yuva Kendra Sangathan

Introduction

Ganga, is a trans-boundary river of India and Bangladesh. The 2,525 km river crosses 5 different states of country. By discharge it ranks among the world's top 20 rivers. The Ganges basin is the most heavily populated river basin in the world, with over 400 million people and a population density of about 1,000 inhabitants per square mile.

Although river's apparent self-purification effect, in which water-borne bacteria's are killed off, thus preventing large-scale epidemics. Some studies have reported that the river retains more oxygen than is typical for comparable rivers; this could be a factor leading to fewer disease agents being present in the water still the Ganges was ranked among the top five most polluted rivers of the world in 2007, with faecal coli form levels in the river at its all stretches reaching many folds to that of the official Indian government limits.

Over the years, the demand for river water is growing for irrigation, drinking water, industrial use and power. The increasing pollution load from expanding cities, diminishing flows due to melting glaciers, adverse health impacts, in-effective enforcement of environmental norms and lack of social mobilization compound the challenge.

The challenges have grown. Around 623 million people in India (18% in urban & 69% in rural areas) do not have access to toilets. They comprise 58% of all people in the world who defecate in the open. Non judicious use of pesticides, indiscriminate deforestation, increase dependency on plastic and lack of awareness for sanitation & hygiene etc contribute add on to the problem. Which is not only polluting the pious river but also polluting surface ground water which is predominantly being uses by locals resides at bank of ganges resulting in many fold increase in water borne disease.

The need for revamping the river conservation programme was widely recognized in view of the shortcomings in the approach followed in Ganga Action Plan I & II. It was felt necessary that a new holistic approach based on river basin as the unit of planning and institutional redesign may be adopted.

The National Ganga River Basin Authority (NGRBA) with an objective to ensure no entry of polluted water into the River Ganga is supporting number of pollution prevention and river conservation activities in the five basin states of UP, Bihar, Jharkhand, West Bengal and Uttaranchal.

The NGRBA program will be a multi-disciplinary initiative involving multiple dimensions of Ganga clean-up and conservation, and therefore will span across many sectors, including but not limited to social, environment, urban development, water resources, agriculture, industries, and energy. The program activities would include both broad-based as well as locally targeted communications and community participation campaigns, and research to address the critical knowledge gaps.

In order to contribute towards the National Mission for Clean Ganga (NMCG), programme Nehru Yuva Kendra Sangathan (NYKS) proposes to focus on the following thrust areas. Through the process, the activities would also in away sensitize the target audiences on the issues of Health, Cleanliness, Water, Sanitation and Hygiene (WASH) as well as effective

implementation of Swachh Bharat Mission and Nirmal Bharat Abhiyan programme on the construction of in-house toilets in the targeted Gram Panchayats and Towns in the districts of 05 States. Along with this NYKS will strategically design its activities for reducing child mortality, disease reduction, environmental sustainability, gender inequality and poverty reduction, soil erosion, good agricultural practices, biogas & its usage, a forestation & employment in the span of project period.

Thrust Areas & Programs proposed be taken up NYKS:

- 1) Young People's participation and Creating Awareness
 - o Creation of institutional structure for public participation - Establishing trained and motivated cadre of local villages youth volunteers
 - o Communication and Public outreach activities
- 2) Nirmal Dhara
 - o Promoting sanitation and construction of toilets (houses without toilets) in rural and urban areas including on the banks of the river Ganga
 - o Rain water harvesting & storage of rain water.
 - o Polythene Bags Free Villages, Towns and Ghats
 - o Educating people for tackling plastic refuse entering into the river
 - o Removal of floating solid waste
 - o Participate and contribute towards the development of select village panchayats as model panchayats to be christened as "Ganga Grams"
 - o Promotion of Bio Agriculture & clean village
- 3) Conservation of Plants Species
 - o Afforestation drive for medicinal plants and native tree species.
 - o Goal
 - o Ensure effective contribution towards abatement of pollution and conservation of the river Ganga through strategic communication and enhanced public participation and outreach with active partnership of youth.

Objectives of the Project

- o Develop a Cadre of trained and highly motivated local youth to take up envisaged activities under the project voluntarily and sustain the movement in their respective villages
- o Establish an institutional mechanism (by involving government departments, political and religious institutions, NYKS Youth Clubs and Mahila Mandals) at different levels of the project for support, guidance, transparency, monitoring and audit.
- o Sensitize and mobilize support of service providers, political & religious leaders, women groups, village spokespersons to understand issues, concerns, need and importance pertaining to prevention of abatement of pollution of the river Ganga and its conservation.
- o Generate awareness and educate target audiences about the consequences and impact of polluted Ganga Water, unhygienic conditions, open defecation, pollution, on health, psychological & socio-economic conditions.
- o Educate target audience about methods of prevention of abatement of pollution and conservation of the river Ganga and the need to participate to lead a healthy life.
- o Provide information on existing government programmes, schemes, and services pertaining to construction of toilets, water harvesting & conservation, skills development, public health system, development of herbal gardens and nurseries for raising local tree species, Bio agriculture etc.

Project Implementing Agency

Nehru Yuva Kendra Sangathan (NYKS), Department of Youth Affairs, Ministry of Youth Affairs and Sports, Government of India.

Profile - The scheme of Nehru Yuva Kendra (NYK) for each district was started by Government of India in the year 1972. The Nehru Yuva Kendra Sangathan came into existence in 1987 as an autonomous body of the Central Government which is presently functioning under Department of Youth Affairs, Ministry of Youth Affairs & Sports. Since 1972, there has been a phenomenal growth in the existing number of Nehru Yuva Kendras which are functional to-day in as many as 623 districts of the country. Further, in order to manage, administer and run the 623 district based Nehru Yuva Kendras, Zonal Offices in 29 States of India have been established by NYKS.

Further, District Advisory Committee for Youth Programmes (DACYP) with the District Collector as the Chairman helps in linking NYKS activities with the District plan. Similarly, State Advisory Committee with the Minister of Youth Affairs in the state as Chairman helps in dovetailing NYKS programmes with the state's priorities.

The principal objective of NYKS is to mobilize, motivate, organize rural youth of the country and enhance their capacities to develop democratic institutional mechanisms in the form of village based Youth Clubs. It is to further develop and empower them to become productive and responsible citizens, 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.

The core strength of NYKS is a network of 2.95 Lakh village level Youth Clubs across India with an enrolment of about 8.35 million volunteers in the age group of 13-35 years. Besides, there are 9717 Mentor Youth Clubs. Between these Youth Clubs, Centres and district NYKS there is volunteer force of 12000 National Youth Corps with whose assistance and participation, NYKS aims to achieve its objectives.

The Government of India through its rural youth based flagship organization the Nehru Yuva Kendra Sangathan achieve the set objectives through Core Programmes which are uniformly distributed amongst the district kendras in the country; implement Schemes of Ministry of Youth Affairs & Sports; undertake Special Programmes and Projects in coordination and support of other development Agencies, Ministries and Departments of Centre and State Governments and UNO meant for youth development and empowerment.

A paradigm shift in the utilization of the vast network of NYKS and its field units has commenced. One such role which NYKS has recently taken as a major initiative has been synergy and convergence of efforts with the Government of India as well as State Governments. Youth Clubs and DAP-NYC - DAP volunteers now provide ample opportunities and a suitable platform for outreaching various programs and schemes of the Government of India and the State Governments.

The youth associated with Nehru Yuva Kendras are not only socially aware, motivated and 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, Health, Cleanliness, Hygiene, Sanitation, motivation to take up construction of Toilets in villages, Shraam Daan, Plantation,

with active involvement of Youth Clubs, Mahila Mandals and village communities. However, a lot more remains to be done.

Funding Agency

Funds will be made available by National Mission for Clean Ganga (NMCG), the implementation wing of National Ganga River Basin Authority (NGRBA), Ministry of Water Resources, River Development and Ganga Rejuvenation (MoWR, RD & GR), Government of India from resources available or through other means and organizations under Clean Ganga Fund or CSR.

Coordinating and Support Agencies

Respective State Government and District Administration Departments viz. MGNREGA, NRLM, Industries for wage employment placement, Health, AYUSH, Water and Sanitation, Public Health, Forests, Agriculture and Horticulture - KVKS, Agriculture Universities, Institutes, Local Religious & Political Institutions and Leaders, NGOs, Municipalities and Gram Panchayats and other who can extend support in achieving the goal of the project.

Target Audiences

Adolescents, youth and their peer groups, village communities, spokespersons, local youth, women groups, religious & political leaders.

Duration of the Project: Five years from the date of deployment of project staff

Proposed Strategies, Programmes and Activities Implementation Strategy

For effective implementation of project it is proposed to create following management structure:

Project Implementation/ Management Team

1. National Level

- o Vice Chairman on behalf of chairman will lead the project (has to be approved from BOG)
- o Director General, Executive Director, Joint Director (Spl. Projects).
- o D.D./Asst. Director (Spl. Projects), Monitoring and Evaluation Officer, Data Entry Operator, Program Assistant at NYKS Hq level for providing overall supervision, guidance, monitor and support to project field level staff and activities.

2. State Level

- o 05 Zonal Directors and 03 Deputy Directors - UP, Bihar, Jharkhand, West Bengal and Uttaranchal, NYKS overall supervisory officers at state level.
- o 04 State Project Officers (SPO) - in the States (except Jharkhand) under the guidance and supervision of Zonal Directors
- o 04 Project Assistant -for providing administrative support

3. District Level

- o District Youth Coordinators, NYKS
- o District Project Officers (DPO)

3 (a) Spearheaded Campaign Team -

- o Pool of 50 individuals artist /motivators/ eminent persons/activist who can participate, motivate & help in implementation of programme. District offices will coordinate this team

4. Cluster of 5 panchayats/ 5 wards (Town) - Youth Motivators

- 1649 Gram panchayats will be clustered in 330 clusters (@ 5 panchayats in each cluster) Thus 330 Village Motivators will be selected as youth motivators & will be trained for programme.
 - In towns 590 say 600 youth Motivators and Implementers one each in each ward/location (average 05 wards in a town) in each of the 118 Towns will be selected and trained.
5. **Village/town youth volunteers**
- Youth motivators along with district team, youth clubs & mahila mandals will select 1180 volunteers (10 in each of the 118 Towns) and 16,490 volunteers from 1649 Gram Panchayats (clustered in 330 @ 5 panchayats in each cluster) for undertaking programmes and activities.

Proposed Programmes & Activities

Phase - 1. Preparatory - At National Level

National level Project Orientation, Training cum Planning workshop

- Preparation of Project Implementation Guidelines, Development of Training Modules and draft Action Plan, Time Line, expected outcome, Reporting and Utilization Certificate Formats and sharing of the same with NYKS Zonal Directors, Deputy Director and selected districts' Youth Coordinators
- Selection of blocks, Youth Clubs, Towns and villages in each of the targeted districts
- Issuance of notification and formation of Project Advisory Committees at National, State, District, Town and Village levels
- Establishing a pool of renowned resource persons and experts at district and state level
- Preparation of draft 5 States and 53 District action plans
- Holding of the first meeting of the National, State and District Advisory Committees and finalization of Action Plans
- It will be designed in such a manner so as to generate rural employment along with fulfillment of programme objectives. Programme will be demand driven with better implementation of various govt. schemes at grass root level.
- Programme will have an holistic approach of rural as well as urban development involving all its stakeholders resulting in cleaning of the Ganga.
- Release of advertisements in the Newspapers for selection and deployment of Project Functionaries viz. National Project Functionaries, State Project Officers, Project Assistants, District Project Officers, Gram Motivators and Implementers and Town Motivators and Implementers, Monitoring and Evaluation Officers, Project Officers and Data Entry Operator from outside NYKS.

Phase - 2 - Capacity building, Orientation & training - (I) State & District level team.

- Orientation Training of Project Functionaries cum Media Workshop and Brainstorming Workshop for establishing Strategies and developing Action Plan for Implementation
- Survey & Data Collection and making District action Plan based on guidelines as issued by NYKS which will include convergence with various stakeholders.
- Compilation & drafting of State Action Plan by state team.
- District level Interaction meetings with local Youth, Political Leadership, Religious and Community Leaders, Women Groups for mobilizing Will, Support, Partnership, Action and Sustainability of the Project in the targeted villages and towns
- Coordination of different motivators and volunteers at different levels.
- District & state level convergence & liaison with govt.dptt./private organizations/ social workers/ eminent persons/academic institutes etc.
- Spearhead Campaigners Team's Trainings, orientation and Workshops -

- In each of the 53 districts and 118 towns, 50 enthusiastic, educated youth and who have proven background of presenting culture programs and Nukkad Nataks and those who can spare time would be selected and imparted training in a Cultural Workshop.
- They would be thoroughly oriented, educated on the thrust areas and would be equipped with requisite skills to perform in the villages and towns.

During this programme scripts on the thematic areas would be developed/adapted and make the selected youth ready to give performances as well as address audiences on the issues of keeping Ganga river clean.

The District Youth Coordinators / Project Officers would identify the training providing agencies and or group of experts and resource persons who can conduct Cultural Workshop and impart training, develop scripts, guide and help in procuring the same on the topics and subjects.

The trained groups would give theme based cultural presentations, Nukkad Nataks, demonstrations and motivate target audiences to help keeping Ganga clean. During this activity, experts would also be invited to provide Career Guidance and Counselling to youth. The program may end with the organization of cleanliness drives.

Cluster of 5 panchayats (village)/ 5 wards (Town) - Youth Motivators

- 330 youth motivators from 330 panchayats & 600 youth motivators from 118 towns (say 5 wards or areas/ town) These motivators will be the key of the project.
- Organization of 31 training programs of 3 days each with 30 participants each in the States and thereby covering 950 persons from 53 districts under the project.
- It is to enhance their understanding and build capacity towards implementation of envisaged programmes and activities to be organised at block, town and village level with the support of youth clubs and other stakeholders of the project.
- Village / Town Youth Volunteers & Peer Educators and Training
- Mobilization & Selection of 16,490 and 1,180 Youth Volunteers -10 from each of the targeted villages and towns would be selected.
- They will be trained, motivated to voluntarily undertake project activities in their respective villages and towns.
- Training youth leaders and volunteers to undertake village/ town level activities for awareness generation on prevention of abatement of pollution of the river Ganga and its conservation. These youth volunteers would also be motivated to voluntarily undertake project activities as well as educational activities in their respective villages and towns. It is to enable them to successfully take up identified tasks, implement and monitor activities under the project at their levels.

Phase - 3. Community Mobilization, Sensitization and Advocacy

- Youth Motivators will be the key for mobilization who along with youth clubs of NYKS will form a brigade of youth (16490 volunteers) in all villages and town (10 youth form each village/town).
- Regular meetings in all 1649 project villages & 118 towns will be conducted with some core agenda
- 53 District Conventions - In order to sensitize all category of stakeholders about the proposed initiative of NYKS to curb the growing problem of prevention of abatement of pollution of the river Ganga and its conservation. In each district one day District

Convention with the participation of leading youth icons/ambassadors, youth leaders, heads of Women Groups, Gram Panchayat Pradhans & Municipalities, religious & political leaders, NGO representatives, media persons, district administration officials, technical support agencies, etc. would be organized. Total 10600 participants (200 from each district).

Phase-4. Field level set of Activities

- To address and contribute in following areas for the prevention of abatement of pollution of the river Ganga and its conservation
- Generate awareness, educate and motivate youth and village communities on the concept of Health, Cleanliness, Water, Sanitation and Hygiene (WASH) as well as effective implementation of Swachh Bharat Mission and Nirmal Bharat Abhiyan Jaivik krishi programme as well as need and importance of in-house toilets
- Promoting sanitation and cleanliness in rural and urban areas including on the banks/ghats of the river Ganga
- Stop open defecation - Construction of toilets in houses without toilets in villages
- Build storage spaces/tanks to collect monsoon water
- Polythene Bags Free Villages, Towns and Ghats
- Educating people for tackling pious refuse entering into the river
- Removal of floating solid waste from village sewerage catchment systems and towns Ghats
- Solid Waste removal and its transportation to identified dumping places by the Gram Panchayats, Municipalities/District Administration
- Work towards and prepare to act as model Panchayat to be christened as "Ganga Grams"
- Plantation of native tree species in each Gram Panchayats and medicinal plants in Households in the targeted villages and towns .Promotion of "jaivik krishi", biogas etc.
- 1649 Gram Panchayat's Households Baseline Survey on the extent of availability of Toilets, Water Connection and KAP
- Selection of reasonably educated with leadership qualities local youth volunteers to undertake survey will be incentivize
- One youth to cover maximum of 100-125 households in a Gram Panchayat Development / adaptation of Survey Formats
- Orientation of selected youth on how to approach the household, whom to ask the questions from the questionnaire, how to ask the questions, fill answers and allotment of Gram Panchayats households and compilation of data.
- Generate awareness on the need and importance of using household toilets and motivating the nonusers to use them as well inform them the schemes of Government on construction of toilets
- Discuss, educate, bridge communication gaps, provide IEC material and motivate them to Say No to Polythene Bags, Construction of Toilets in Houses and use Toilets
- Share IEC material
- Compiling of data by youth volunteers which would be followed by compiling the information at Gram Panchayat, block, district and State level along with analysis of KAP information by expert agencies. It would be followed by presentation, action, advocacy and follow up.
- Linking the non-in-house toilet households who expressed willingness during survey with Government Schemes for construction of toilets
- Follow up and further motivate non willing households with examples of others.

- Linking rural entrepreneurs with various govt. schemes for skill development & entrepreneurship catering employment opportunities to youth.

Activities on selected Ghats in 118 Towns -

Following activities would be organized for the prevention of abatement of pollution of the river Ganga and its conservation

- Theme based Nukkad Nataks and Cultural programs followed by motivational lectures by experts, political and religious leaders, officials of District Administration
- Career Counseling and Guidance programmes followed by theme based lectures
- Organization of cleanliness drives by youth volunteers and film shows on thrust areas
- Solid Waste removal and its transportation to identified dumping places by the Municipalities/District Administration
- Seminars, Panel Discussions, Group discussions, debates, Soangoshti under the leadership of local religious and political leaders and other stakeholders on the issues
- Awareness Campaigns - Candle/Deepak Marches, Prabhat Pheries, Rallies, putting up of banners, posters and backdrops, distribution of IEC material, regular announcements through public address systems on not to spoil Ganga Water with polythene bags, pious material, washing clothes, spiting and open defecating.
- Placing Dustbins and Bins for pious material collection, their collection, cleaning and maintenance.

Mass Communication and Public outreach activities in 1649 Gram Panchayats and 118 Towns

- Organizing Awareness and Educational Program - to be selected as per local needs and other community activities may be undertaken to focus public attention on this campaign and on the need
 - Educate target audience with Key primary prevention messages and material developed under the Media Workshop & mobilized from State and District Departments
 - Theme Based Songs and Nukkad Nataks-Traditional, and other preferred/liked locally
 - PrabhatPheri, Rallies -Candle/Deepak Marches, Cycle Rallies for Mass Awareness Generation, Educational & Motivational Campaigns & distribution of IEC
 - Telling Stories and Case Studies on Overcoming and Refraining from spoiling Ganga River
 - Oath Taking Ceremonies on different occasions
 - Public Lectures by Experts and distribution of IEC material
 - Holding of Theme based street plays and cultural programmes
 - Painting competitions at school and village
 - Slogan & essay writing competitions at village and school /college level
 - Exhibitions; Presentation of Films and Documentaries
 - Putting up of banners, posters and backdrops on not to spoil Ganga Water with polythene bags, pious material, washing clothes, spiting and open defecating and other issues
 - Special Awareness Drive on National Days (26th January, 15th August and 2nd October) Observation of Global Hand Wash Day (15th October) and World Toilet Day (19th November)
- Community Work Camps (Shram Daan) - Demonstration Activities
 - The members of Youth Clubs & Mahila Mandals would be motivated to undertake Special Cleanliness Drive in their respective areas. Cleaning Drive includes:
 - Irradication of weeds campaign

- Collection of polythene bags and plastic material for disposal,
- Maintenance of public property (angan wadi centres, PHCs, etc.),
- Sheds on road sides and bus stand S Cleanliness of street and common places S Maintenance and repair of cremation grounds S Maintenance of play grounds, schools and community toilets Digging, maintenance, disinfection, de-silting and repair of ponds, wells, natural drinking water resources, small irrigation channels, water tanks, water harvesting, etc.
- Plantation of native tree species in each Gram Panchayats and medicinal plants in Households in the targeted villages

Phase 5. Monitoring and Evaluation, Documentation and Report Writing

It would be a continuous process under the programme. The project will be monitored and supervised by Vice Chairman, Director General at NYKS Hq level whereas in the field it would be monitored and supervised by Zonal Director, Dy. Directors, and District Youth Coordinators. The progress of the project and the attainment of set objectives and expected outcomes would be tracked through MIS formats, reports, and visits to project sites, interaction with the implementers, stakeholders and beneficiaries from time to time and follow up. Reporting of the programme including uploading the video clippings, photographs and reports in the NYKS website www.nyks.org

As a part of monitoring, monthly review meetings, visits, interactions with key spokespersons, PRIs, beneficiaries, case studies and the planning for the next month would be organized. The objective is not only to verify the outcomes of the projects at various points of time, but also to learn out of the experiences during the course of the project implementation and to initiate corrective measures towards the achievement of the envisaged goals and objectives.

At the end of implementation of project final documentation, preparation of final Physical Report and Utilization Certificate, lessons learnt, success stories of the Project and would be submitted to the Ganga Water Mission. An Impact Assessment may be undertaken by a third party/independent agency.

Press and Media Campaign

In order to popularize the campaign and also the benefit of the same should reach to all sections of society, it is utmost important to organize Press Conferences to brief the Press and Media persons at National, State and District levels. A brief of the project Youth Partnership in Ganga Rejuvenation Mission: an Initiative of Nehru Yuva Kendra Sangathan (preferably printed pamphlets), would be made available at least one day in advance to all invited for the press conference. The first Press meet would be followed after a gap of two months and before the culmination of programs in a district. Further, Press and Media persons would be engaged for extensive coverage of the project activities in the villages, towns and ghats.

Effective use of mass media such as radio, television and newspapers, digital media such internet, Websites, Face book, Whats App, Ganga App, You Tube, Twitter, and mobile, etc. will be made for publicity, popularity, sharing, suggestions, new ideas, transparency, social audit and mass outreach