माय भारत
MYBHARAT
(स्वायत्त निकाय)(Autonomous Body)
युवा कार्यक्रम और खेल मंत्रालय, भारत सरकार
Ministry of Youth Affairs & Sports, Government of India

Ref No. MYB/ Spl. Prog./KYEP/2026-27/ 345

30th October, 2026

To

The State Directors of MYB, **Andhra Pradesh, Chhattisgarh, Delhi, Gujarat, Kerala, Maharashtra, Odisha, Punjab, Rajasthan, Tamilnadu, Uttar Pradesh, Uttrakhand and West Bengal**

Subject: Guidelines-cum- SOP for the organization of Kashmiri Youth Exchange Programme (KYEP) 2026-27 – regarding.

Sir/Madam,

Please find enclosed herewith the detailed Guidelines-cum-SOP for the organization of **Kashmiri Youth Exchange Programme (KYEP)** 2026-27 at 15 venues viz. **Visakhapatnam (Andhra Pradesh), Bilaspur (Chhattisgarh), New Delhi (Delhi), South Delhi (Delhi)Vadodara (Gujarat), Ernakulam (Kerala), Aurangabad (Maharashtra), Bhubaneshwar (Odisha), Ludhiana (Punjab), Ajmer (Rajasthan), Tiruchirappalli (Tamilnadu), Agra (Uttar Pradesh), Lucknow (Uttar Pradesh) , Dehradun (Uttrakhand) and Kolkata North (West Bengal).**

2. Ministry of Home Affairs, Jammu and Kashmir Division has sanctioned a sum of **Rs. 2,88,72,000/-** both for participating and host district MY Bharat for the implementation of 15 Kashmiri Youth Exchange Programmes. The same will be released shortly after the receipt of plan of Implementation.

3. The programme shall be implemented in **Fifteen venues** namely **Visakhapatnam, Bilaspur, New Delhi, South Delhi, Vadodara, Ernakulam, Aurangabad, Bhubaneshwar, Ludhiana, Ajmer, Tiruchirappalli, Agra, Lucknow, Dehradun and Kolkata North.** All these 15 programmes must be completed **before February 2027**

4. **Fund allocation has two components and their details are as following:**
   - Fund allocation to above mentioned **Host Districts** for the organization of Kashmiri Youth Exchange Programme **would be as per Annexure-A** of Guidelines. The **required funds will be released once Plan of Implementation is submitted by concerned State Office.**
   - Participating District wise release pattern of TA/DA, Insurance, ID Card, Track Suit & Sports Shoes budget for Participants and Team Leaders are as per **Annexure-B** of guidelines. This arrangement has been made to ensure that the Participants and Team Leaders may get advance train tickets and journey DA from the participating districts for attending the programme.

5. Funds should be utilized strictly according to the budget breakup attached with this letter. There should not be any diversion. Even inter head diversion is not permitted. Settlement of accounts will be on the basis of actual expenditure or maximum admissible amount within the head, whichever is less. If number of participants are less, then, boarding and lodging and other expenditure amount will be deducted accordingly.
6. Transparency and probity in utilization of funds supported by correct and complete real time accounting should be ensured. While incurring expenditure, GFR should be followed.
7. It is to be made sure that **100% procurement of goods and services shall be done from GeM Portal only.**

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8. It is strictly advised that the DYO should ensure that the funds should be used in a prudent and rational manner so that expenditure incurred under various items of the programme should not exceed the approved amount.
9. The Host State/Kendra should ensure
   a) Mobilising extra resources for the programme;
   b) Organising innovative programme as well as ensure conduct of activities mentioned in the guidelines.
   c) That the Resource Kit, Booklet containing schemes of Govt. of India and National Flagship Programmes are given to all participants.
   d) The programme Video Films are developed professionally and submitted to MY Bharat, HQ.

Summary Guidelines and responsibilities of participating State Director/DYOs, J&K (selection of Participants and Team Leaders)

- District Youth Officer of the host district should immediately finalize the date and venue of the programme in consultation with the respective State Director keeping in mind the schedule and timeline shared by MY Bharat HQ. **The same may be sent to MY Bharat HQ by 9th November, 2026** as per **Annexure 4 (b)** of guidelines. The date should be finalized in a manner that the programme must be completed by **February'2027.**
- On receiving the final dates of the programmes by the host district, the participating kendras of Kashmir Valley (Anantnag, Kupwara, Baramulla, Budgam, Srinagar & Pulwama) will ensure sending the list of participants and team leaders as per the prescribed format (**Annexure-7**) to the concerned **Host State Directors and DYOs with copy to MY Bharat HQ by 9th November, 2026.** While selecting the participants their **credential should be ascertained and duly verified by the concerned District Youth Officer of the Kashmir Valley. All the participants should be registered on MY Bharat Portal.**
- The enthusiastic, healthy, disciplined, well-mannered and willing participants in the **age group of 18-25 yrs**. (Male & Female) should be selected and sent by the DYOs of MY Bharat, **Anantnag, Kupwara, Baramulla, Budgam, Srinagar & Pulwama** as per the guidelines and under supervision and guidance of State Director, MY Bharat, Jammu Kashmir and Ladakh. All the participants must be **registered on MY Bharat Portal**.
- **The Team Leaders** (one male and one female) for a batch of 20 youth participants should be selected preferably from NYV, Ex-NYVs or Youth Leaders from MY Bharat affiliated Youth Clubs who can lead the group of participants and take all measures for their safety, safe journey and medical assistance during journey and entire programme duration up to reaching their home.
- **Responsibilities of the Team Leader** are to orient all participants about the Kashmiri Youth Exchange Programme. Ensuring safe journey for the participants including railway journey, their fooding and medical assistance, guiding participants for being in group and be in contact with them always during the entire programme duration including sorting out problems if any, of participants in consultation with concerned DYO and higher authorities. Assisting the participants for their boarding and lodging, accommodation & transportation during interaction programme, field visits, presentation, food festival, cultural programme and exhibition etc.
- The participants and Team Leaders must be selected by **9th November, 2026** positively as per the number of participants allotted to them. In this regard, please see **page no. 7 (table-2) of enclosed guidelines.**
- **Participating State Director, MY Bharat,** Jammu & Kashmir is advised to take necessary steps to ensure that the participants and Team Leaders are selected as per the guidelines, send the list of participants to host State Directors of MY Bharat, and get them ready to participate in the KYEP as per the directions and schedule enclosed.

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- **Briefing of participants-** It is important to note that the **participating States** *would organize* ***briefing session before the departure*** of the participants. Similarly, a joint **de-briefing & feedback session** *should be* organized **on the arrival of participants**. During the feedback session, **activities and their plan of action** for the participants be prepared and followed up. Also, the plan of action must be shared with MY Bharat, HQ. The detailed report along with photographs and videographs of the briefing and de-briefing session should be submitted to MY Bharat, Hqtrs.

Checklist of participating State & District (J&K)

- Process, Criteria and Selection of Participants and Team Leaders & their allocation to programme venue
- Briefing of participants Communicating the final list of Participants & Team Leaders to host district/state
- **After receipt of plan of implementation from host district, the concerned DD or DYO of participating district should immediately book the travel tickets in order to avoid non confirmation of tickets of participants.**
- Get the Application Form, Indemnity bond, Medical Fitness Certificate filled in from the participants and compile them in and submission of the same to the host District/State office, MY Bharat.
- Provide ID cards, Insurance Cover, Track Suit and Shoes to Participants & Team leaders before their departure from Kashmir.
- Timely to & fro reservation of Train Tickets for all participants & Team Leaders
- Provide travel expenses from residence to State HQ and back and railway station to place of accommodation and back and journey DA to Participants & Team Leaders.
- Providing Travel Plan of Participants & Team Leaders to Host DYOs/ State Directors.
- Ensure compliance of important points for successful conduct of Kashmir Youth Exchange Programme (see page no. 10 of guidelines).
- Proper coordination with Host SD/DYOs & District Administration.
- Debriefing and Feedback Session.

Summary Guidelines and responsibilities of Host State Director/DYO

- The programme schedule for the organization of Kashmiri Youth Exchange Programme should be designed and finalized in accordance with the programme schedule **of guidelines.** All banners of the KYEP should contain logo of MY Bharat.
- Concerned DYO in consultation with the State Directors of Host State must also plan **day wise activities/ Minute to Minute of the programme in advance and ensure to share the same at least 20 days before commencement of the programme** so that the same may be shared with MHA. It would enable the officials of Ministry and others to plan their visit to the venues of Kashmiri Youth Exchange Programme.
- **After finalization of plan of implementation, inviting the teams of KYEP will be the prime responsibility of the Host DYO, MY Bharat** to extend invitation to participating districts through the concerned SD of the state, and accordingly, seek confirmations from them.
- It is important to mention here that DYO of the host district should submit three copies of the compiled detailed report along with photographs, press clippings, video within 15 days after completion of the programmes.
- Similarly, at the host venues **two sessions** viz. expectations of participants **(Annexure 10a)** and feedback about programme **(Annexure-10b)** from participants should be conducted. The detailed report along with Photographs, Videographs and Press Clippings of the briefing and de-briefing session should be submitted to MY Bharat, HQ on programmemybhq@gmail.com.

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- Besides the above, from time to time, **live feedbacks of the participants on Video** should also be taken during the programme and be submitted along with reports to MY Bharat, HQ on e-mail programmemybhq@gmail.com.
- **To make the programme more transparent, responsive, vigilant and effective, Hon'ble Union Ministers, Hon'ble MPs,** PRI Members; Eminent Personalities from difference walks of life, State Govt. and Districts Administration's Officers; Chairpersons and Members of SACYP and DACYP and others with whom MY Bharat have been collaborating may be invited on different occasions during the camp. Their remarks about the camp should be taken in Visitor's Book and copy be submitted to MY Bharat, HQ.
- Host DYO through the concerned SD should **share camp details** with **participating State and District level** in advance.
- **Electronic and Print Media** should be invited for wider coverage of the programme. Press Conference should be organized before the commencement of the programme.
- **All the activities of the programme should be adequately covered and highlighted through social media accounts of the District, further reposted by State social media handles.**
- Respective host State Directors should also ensure to **get feedback from the participants on daily basis** through meetings and ensure resolution of the issues, if any.
- It is important to mention here that host State Director, MY Bharat should submit the compiled detailed report in **hard copy and soft copy along with the photographs, press clippings, video in three copies of the program within 15 days of the completion of the programme**. The soft copy should be sent email at programmemybhq@gmail.com.
- It is utmost important to have **Impact Assessment** done through Feedback Format and included in the **detailed Physical Report.**
- **Audited utilization certificate** based on actual expenditure and within the sanctioned released amount should be submitted immediately within 5 days of completion of the programme.

Checklist of Host States & Districts

- Planning & arranging boarding and lodging facility for the participants & team leaders for their **6 days stay.**
- Prior Identification of Resource Persons (having proficient knowledge on topic), VIPs and Guests for the programme.
- Procurement of Resource Kits for the participants.
- Finalization of two Interactive Programmes.
- Finalization of Inaugural & valediction functions (venue, minute to minute programme, VIPs, guests etc.)
- Designing & printing of programme brouchures, banners, backdrop, booklet of Govt. of India on National Flagship Schemes.
- Organization of press conference before the programme
- Arranging photography & videography.
- Arranging exhibition & food festival
- Arranging transportation of participants & team leaders.
- Arranging all enlisted/designated programmes.
- Arranging medical officer at the venue for participants and team leaders
- Receiving & transportation of participants from Railway Station to place of accommodation.

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- Transportation of participants from place of residence/ programme venue to railway station on completion of the programme.
- Registration of participants (As per Annexure-3 of Guidelines).
- Finalization of programme schedule & daily routine (as per annexure 1 & 2 of Guidelines).
- Conducting of every day sessions, field visits, seminar, panel discussion, interactive session and exhibition & food festival.
- Getting feedback of participants & Team leaders
- Preparation of qualitative & quantitative reports with analysis of feedbacks of participants & its submission to MYS HQ
- Release of press notes and media coverage.

The concerned host district DYOs in consultation with their respective SDs will properly plan and organize the Kashmiri Youth Exchange programme in the most befitting manner and **submit reports and audited UCs within 15 days of completion of the programme** at programmemybhq@gmail.com.

With best wishes

Yours sincerely,

30/10/2026

Shalini Tiwari
Dy. Director (Program)

Encl.: Detailed Guidelines

Copy to:

1. PS to CEO, MY Bharat, HQ
2. Shri RF.N. Tyagi, Consultant, MY Bharat
3. Under Secretary, Department of Jammu Kashmir & Ladakh Affairs, Ministry of Home Affairs.
4. State Director, MY Bharat, Jammu & Kashmir and Ladakh for immediate necessary action and to coordinate with concerned Youth Officers for selecting the participants and Team leaders.
5. DDs or DYOs, MY Bharat, Anantnag, Kupwara, Baramulla, Budgam, Srinagar & Pulwama for immediate necessary action.
6. DYOs of MY Bharat, **Visakhapatnam, Bilaspur, New Delhi, South Delhi, Vadodara, Ernakulam, Aurangabad, Bhubaneshwar, Ludhiana, Ajmer, Tiruchirappalli, Agra, Lucknow, Dehradun and Kolkata North**
7. JD, EDP for uploading Guidelines on the website.