

**Youth for Development Programme (YFDP)
under the Scheme of
National Young Leaders Programme (NYLP)**

Objective:

The objective of the Programme is to channelize the immense youth energy towards the nation-building. This will be achieved by involving youth in *Shram Daan* (voluntary labour) on a large-scale all over the country. This will develop the personality and leadership qualities of the youth and promote the spirit of 'dignity of labour'.

Components of Youth for Development Programme

It has following three components:

1. Awareness Generation
2. IEC component - Publicity & Media Campaign
3. Awards to Youth Clubs at Block level

1. Awareness Generation

The aim is to create awareness among youth about the need and importance of voluntary labour and its contribution towards social coherence and village development. It is also to enthuse in them the spirit for sustained and collective action in their respective villages.

The district NYKs Youth Clubs and Mahila Mandals under this program should be mobilized, educated and motivated to undertake Shram Daan for 100 hours in 12 months with the participation of their members. It could either be 2-3 hours on Sunday, during lean working days, holidays or any other time they feel comfortable. For this purpose popular and time tested NYKs awareness creation strategies and activities be organized in the targeted villages having NYKs Youth Clubs and Mahila Mandals. During this process, they may also be for reference be suggested about the **nature of activities to be taken up under the programme** mentioned in the guidelines.

Further, to encourage the voluntary efforts and contributions of Youth Clubs and Mahila Mandals under this program, they should also be briefed about the scheme of giving awards to outstanding Youth Clubs and Mahila Mandals at Block Level in the field of **voluntary labour/ Shram Daan**. The details of the same are given under the component no. 3 with heading Awards Youth Clubs at Block level.

For this purpose in each district **Rs. 65,000 per annum** have been earmarked only, which is **subject to actual availability / release of funds from NYKS, Hqs.** For

submitting the **Progress Report of Awareness Generation component, Annexure -1** should be used.

2. IEC component - Publicity & Media Campaign

In order to further strengthen awareness creation activities and popularizing the program among youth on one hand and undertake advocacy and environment building at different levels on the other hand, IEC component - Publicity & Media Campaign has been made an integral part of this program.

The activity would be undertaken through educative pamphlets, banners, printed guidelines, handbills, talks on All India Radio, FM & AM channels, local Media Channels, rallies, press meets, Media Circle Coverage from Village to village, documentation, publishing best practices. For this purpose in each district **Rs. 35,000 per annum** have been earmarked only, which is **subject to actual availability / release of funds from NYKS, Hqs.**

For submitting the **Progress Report of IEC component - Publicity & Media Campaign component, Annexure -2** should be used.

3. Awards to Youth Clubs at Block level

The objective of the programme is to propagate the spirit of volunteerism, voluntary labour among NYKs Youth Clubs and Mahila Mandals and recognize their contribution.

Operation

The Scheme will operate at **Block level**. The competition will begin at the Block level.

Nature of Activities to be taken up under the Programme:

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

- a) Digging, maintenance, disinfection, de-silting and repair of water bodies; cleaning of Rivers.
- b) Removal of Parthenium (Gaajar Ghas), Lantana and Water Hyacinth [these plants are a threat to the environment; Parthenium (Gaajar Ghas) is also a health hazard.]
- c) Plantation of Saplings, eradication of weeds, development of village pasture land, collection of Polythene Bags and plastic material for disposal etc.
- d) Cleaning, whitewashing/ painting, repair/ maintenance of School Buildings, Gram Panchayat Buildings, PHCs, Anganwadi Centres and other Public buildings.

- e) Construction/ repair of village roads, small connecting bridges, small water harvesting structures, etc.
- f) Development and maintenance of Playgrounds, cleaning of school/ college campuses.
- g) Cleanliness drives in village streets and common places.
- h) Helping in construction of soak pit toilets for the needy persons; maintenance of school/ community toilets, etc.
- i) Preservation/ cleaning/ maintenance of heritage sites.

Please Note: Activities under **Swachh Bharat Mission** will be special area of focus as far as activities under this Programme are concerned.

Eligibility Criteria

The programme as it sounds will be on voluntary basis which would be undertaken by the Youth Clubs and Mahila Mandals 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 Youth Clubs and Mahila Mandals affiliated with District NYKs are eligible to apply.
- The award would be given on the basis of the activities organized by Youth Clubs during the calendar year from **March 2015 to February, 2016**.
- The awards would be given provided a minimum of 15 Youth Clubs/ Mahila Mandals per block with the total membership of at least 150 members do the Shram Daan
- Each of the identified village based Youth Clubs and Mahila Mandals would undertake a minimum of 100 hours Shram Daan in 12 months. It could either be 2-3 hours on Sunday, during lean working days, holidays or any other time they feel comfortable.
- Certificates would be provided to all those members of Youth Clubs and Mahila Mandals those who have successfully completed 100 hours of Shram Daan.

Evaluation of the programme and identification of the best Youth Clubs/ Mahila Mandals for conferring the awards at block level will be done on Calendar Year basis (i.e. January to December).

Award

- In each block two awards to Youth Clubs/ Mahila Mandals will be given
- First Prize would be a Certificate and Rs. 8,000/- in cash
- Second Prize would be a Certificate and Rs. 4,000/- in cash
- In each block Rs. 12,000/- would be incurred for conferring awards.
- There is no budgetary provision for TA/DA for the representatives of each of selected Youth Clubs, who come from their villages at District Hqr for receiving awards.
- It would be given during a function at District Level like District Youth Convention, with participation of senior officials, Political Leaders and others who have provided support to the cause.
- The Youth Clubs would utilize the award money in community development projects and or for developing infrastructure of the Youth Clubs/Mahila Mandals.

Previous Guidelines/References

Vide this office Cir.No.NYKS/PROG:NYLP/2014/415 dated 5th February, 2015, above mentioned guidelines were communicated along with following it points to comply with:

1. *The Youth Clubs and Mahila Mandals should be motivated and enthused to undertake Shram Daan (voluntary work) on regular basis. Each of the participating Youth Clubs/ Mahila Mandals should maintain a register and record in which the date of Shram Daan, number of Youth Club members participated in the Shram Daan, number of participants from outside the Youth Club, distinguished persons attended the activity and hours of Shram Daan undertaken during a particular date of reporting should be recorded.*
2. To implement the scheme Rs. **21,316 per district were released** for undertaking awareness generation activities and publicize the Award Scheme among NYKs Youth Clubs and Mahila Mandals.
3. In view of the above, District NYKs must have *motivated NYKs Youth Clubs and Mahila Mandals to undertake Shram Daan (voluntary work) on regular basis from January 2015 onwards.*
4. *These Youth Clubs/ Mahila Mandals must have been maintaining a register and recorded the details mentioned at S. No. 1 above.*
5. *Therefore, the selection of best 02 Youth Clubs in a Block should be done on Calendar year basis (i.e. March 2015 to February, 2016).*

6. The selection and distribution of the Awards exercise should be completed by **March, 2016** and submit the requisite reports to NYKS Hqrs in the prescribed format for onward submission to Ministry settlement of accounts.

Selection Committee

The composition of the Selection Committee would be as follows:

Sl. No	Designation	Position
1	District Collector	Chairperson
2	District Youth Coordinator, NYK	Member Secretary
3	NSS – Programme Coordinator/ Programme Officer of the University/ College in the district	Member
4 - 6	Social worker, activists and representative of Voluntary Organization working in the field of youth work and development	Member

Dates for receiving applications and information

All applications duly filled in the prescribed proforma (**Annexure-3**) by the applicant Youth Clubs/ Mahila Mandals from **respective Blocks** should be processed by the concerned District Youth Coordinator. Statement on the details of programmes and activities of Youth Clubs from March, 2015 to February, 2016 should be prepared in **Annexure-4**. Details of

From each Block two best Youth Clubs for Block level award should be selected by the Selection Committee under the Chairmanship of Deputy Commission/ Collector and other members of the Committee as shown above.

- **Last date for receiving applications from Youth Clubs/Mahila Mandals : 10th March, 2016**
- **Selection of Best two Youth Clubs from each of the Blocks of the District : 15th March, 2016**
- **Conferment of Awards : 31st March, 2016**

Mode of Evaluation

- ✓ The applicant Youth Clubs and Mahila Mandals (from a Block) affiliated with District NYK will fill up the form placed at **Annexure- 1** and submit it to the District Youth Coordinator of District Nehru Yuva Kendra.
- ✓ In the application form only the activities of the current calendar year (i.e. from **March 2015 to February, 2016**) should be mentioned.

- ✓ District Youth Coordinator should visit the Youth Clubs and verify the authenticity of each and every statement given by Youth Clubs and for that purposes against each point of the proforma as given at **Annexure-2** should specifically be mentioned.
- ✓ 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 NYC of that Block should help the Youth Clubs and present their applications and other details in a presentable form.
- ✓ The applications received will be evaluated by a Committee. The process of evaluation in the selection of Youth Club for the award, as per the guidelines, would be as under:
 - i. Each member of the committee will have one evaluation sheet for each club / mandal
 - ii. There are four grading - Excellent / Very good / Good / Insignificant. And Excellent grade will earn 3 points, Very good will earn 2 points, good will earn 1 point and insignificant will earn nil. Criteria for grading will be determined by the committee, (i.e., a benchmark for qualification can be fixed by the committee).
 - iii. The clubs earning the highest number of points will be adjudged as winners. (The total will be based on the average points earned by each club for each individual item).
 - iv. In case of a tie, the Chairman of the committee will decide on the winner on the basis of the resume, which would be submitted along with the application

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 Nehru Yuva Kendra, shall be final and binding.
2. District Nehru Yuva Kendra reserves the right to make any amendment in the award programme without giving any notice.
3. The awards would be received by a team of **five** representatives of each selected Youth Clubs/Mahila Mandals. They will not to entitle for any TA/DA.
4. The award money should be utilized for community development projects and or for developing infrastructure of the Youth Clubs/Mahila Mandals.
5. Progress Report w.r.t. Awards to best Youth Clubs at Block level should be submitted in **Annexure-6**.

6. Details of Shramdaan (voluntary labour) activities, beneficiaries and hours devoted may be furnished in **Annexure – 7**.

Physical and Financial Targets for the financial year 2015-16 and beyond

- ✓ The scheme and the programme were launched on 25th December 2014.
- ✓ Keeping in view the availability of funds with NYKS at this juncture, Rs. **22,106 per district for** the component of (Awareness Generation & IEC - Publicity & Media Campaign) are being released.
- ✓ Whereas for conferring of Block Level two awards funds are released for 5779 blocks in 623 districts.
- ✓ Above activities should be completed well before **31st March 2016**.

It may kindly be noted that as the program is on continues basis therefore, it must be ensured that the Shram Daan activities should continue as envisaged above.

Further, it may be noted that each of the participating youth club should maintain a register and record in it the date of the Shram Daan, No. of Youth Club Members participated in the Shram Daan, no. of participants from outside the youth club, distinguished persons attended the activity and Hours of Shram Daan undertaken during a particular date of reporting.

Expected Outcome:

- The outcome of this Programme shall be that the young generation leads the Shram Daan with the entire community joining it.
 - The Programme will help in developing the personality and leadership qualities of the youth through service to the Society and the Nation and will make them better citizens.
 - In the process, it will also lead to conservation of environment and creation of assets for the Nation.
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Application Proforma for Best Youth Club Award at the Block Level (2015-16 - March 2015 to February, 2016) under the Youth for Development Programme, a part of National Young Leaders Programme Scheme

1. Name and address of the :
Youth Club/ Mahila Mandals
.....
.....
.....

2. Name of the President and Secretary of the : (1) _____
Club/mandal along with their addresses & Mob. _____
Nos. _____
(2) _____

3. Last election of the Youth Club/ Mahila Mandals held :
(Date, Month & Year)

4. No. of members of the Youth Club/ Mahila : Male ____ Female ____ Total ____
Mandals
(Enclose list of executive & other members of the Youth Club as **Appendix-1**)

5. Whether registered under any Act. If yes, the :
registration no. and date of registration (only those clubs which are affiliated with District NYKs, are eligible to apply
(Photocopy of the registration certificate be enclosed as **Appendix-2**)

6. Details of activities undertaken during the current calendar : (Please enclose as **Appendix - 3**)
year i.e from **March 2015 to February, 2016** should be filled in the prescribed proforma given as **Appendix - 3**. The activities should be supported by press clippings, photographs, certificates from concerned department, Panchayat Pradhan, District Youth Coordinator etc.

7. A resume of the activities undertaken by the Youth Club/ : (Please enclose as **Appendix - 4**)
Mahila Mandals not exceeding 1000 words, to be attached

along with the application. It may be typed or neatly hand written.

8. Any other recognition received from any other agency. (Please : specify and give details)

9. Additional information, if any :

Certified that the above details and information are correct and true.

**Signature of the President/Secretary
of Youth Club with Office Seal**

Place :

Date :

(The Youth Club/ Mahila Mandals which has been short listed for award by the committee, should be visited by DYK to verify their claims & credentials)

It is certified that the Youth Club/ Mahila Mandals was visited by me and the details provided in this proforma are found to be correct and the same have been verified.

Signature _____

Place : _____

Date : _____

Name of the Youth Coordinator _____

District NYK _____

State _____

S. No	Broad Subject/ Issue	Type of Activity	No. of activities organized	No. of Youth Club Members participated	No. of participants outside from Youth Clubs participated	Hours of activity	Name of Distinguished persons attended	Name of the collaborating agency or department	Amount Spent (in Rs.)	Authority Certifying the work done	Ref. Page	Beneficiaries/ Participants		
												Male	Female	Total
7.	Cleanliness drives in village streets and common places													
8.	Helping in construction of soak pit toilets for the needy persons; maintenance of school/ community toilets, etc.													
9.	Preservation/ cleaning/ maintenance of heritage sites													
10.	Any other activity of significance (Please Specify)													

Certified that the details given in the proforma are true and correct

Date : _____

Signature of Youth Club
President / Secretary
with office Seal

NOTE : Please use the same proforma.

(The Youth Club/ Mahila Mandal which has been selected for Award by the committee, should be visited by DYK to verify their claims & credentials)

It is certified that the Youth Club was visited by me and the details provided in this proforma are found to be correct and the same have been verified.

Signature _____

Name of the Youth Coordinator _____

District NYK : _____

State : _____

Place : _____

Date : _____

Nehru Yuva Kendra -----

Best Youth Club Award at Block Level

**under Youth for Development Programme, a part of National Young Leaders Programme Scheme of MoYAS
(2015-16 - March 2015 to February, 2016)**

Brief Note to the Selection Committee Members

To encourage and support the growth of Youth Clubs/Mahila Mandals and reward selfless services rendered by them in the field of community development and Nation Building through voluntary labour, the Ministry of Youth Affairs and Sports, Government of India has introduced the 'Award to Youth Clubs', at the block level under Youth for Development Programme, a part of National Young Leaders Programme Scheme.

The objective of the programme is to involve youth in Sharamdaan (voluntary labour) on a large scale all over the country. This will not only develop the personality and leadership qualities of the youth but also promote the spirit of "dignity of labour".

At the block level, in each block two awards to Youth Clubs/ Mahila Mandals may be given. First award will be a Certificate and Rs. 8,000/- as Cash award and the Second prize would be a Certificate and Rs. 4,000/- as Cash award. The Youth Club would use the award money in community development projects/ programmers.

Those Youth Clubs/ Mahila Mandals, which are affiliated with District Nehru Yuva Kendras, were eligible to apply. The programmes and activities conducted and services rendered by the Youth Clubs during the period from **March 2015 to February, 2016**, were to be considered for evaluation and adjudication for the current calendar year.

The applications from various Youth Clubs/ Mahila Mandals **from their Blocks** are received. The selection committee constituted for the purpose is to select the best Two Youth Clubs from ---- such applications received from the Block.

The process of evaluation in the selection of Youth Club/ Mahila Mandals for the award, as per the guidelines, would be as under:

- v. Each member of the committee will have one evaluation sheet for each club
- vi. There are four grading - Excellent / Very good / Good / Insignificant. And Excellent grade will earn 3 points, Very good will earn 2 points, good will earn 1 point and insignificant will earn nil. Criteria for grading will be determined by the committee, (ie., a benchmark for qualification can be fixed by the committee).
- vii. The clubs earning the highest number of points will be adjudged as winners. (The total will be based on the average points earned by each club for each individual item).
- viii. In case of a tie, the Chairman of the committee will decide on the winner on the basis of the resume, which would be submitted along with the application.

Nehru Yuva Kendra -----

BEST YOUTH CLUB AWARD – 2015-16 (Calendar Year - March 2015 to February, 2016)

Assessment Sheet for evaluating performance of Youth Club/ Mahila Mandal at ----- level

Name / Address of Applicant:

Sr. No	Broad Subject / issues	Evaluation Excellent / Very good / good / insignificant	Points earned
1.	Digging, maintenance, disinfection, de-silting and repair of water bodies; cleaning of Rivers		
2.	Removal of Parthenium (Gaajar Ghas), Lantana and Water Hyacinth [these plants are a threat to the environment; Parthenium (Gaajar Ghas) is also a health hazard.]		
3.	Plantation of Saplings, eradication of weeds, development village pasture land, collection of Polythene Bags and plastic material for disposal etc.		
4.	Cleaning, whitewashing/ painting, repair/ maintenance of School Buildings, Gram Panchayat Buildings, PHCs, Anganwadi Centres and other Public buildings.		
5.	Construction/ repair of village roads, small connecting bridges, etc		
6.	Development and maintenance of Playgrounds, cleaning of school/ college campuses		
7.	Cleanliness drives in village streets and common places		
8.	Helping in construction of soak pit toilets for the needy persons; maintenance of school/ community toilets, etc		
9.	Preservation/ cleaning/ maintenance of heritage sites		
10.	Any other Programmes (Please Specify)		
11.	Any other activity of significance (i) (ii)		
	Total		
	Total Points earned		

Note : The process of evaluation will be as under :

1. Each member of the committee will have one sheet for each Club
2. There are four grading - Excellent, Very Good, Good and Insignificant. An excellent grade will earn 3 points, very good will earn 2 points, Good will earn 1 point and Insignificant will earn nil. Criteria for grading will be determined by the Committee.
3. The Clubs earning the highest number of points will be adjudged as the winners. The total will be based on the average points earned by each Club for each individual item.
4. In case of a tie, the Chairman of the Committee will decide on the winner on the basis of the resume which would be submitted along with the application.

Name of the Selection Committee Member: _____

Signature: _____

(with date)

Best Youth Club Award 2015-16 (March 2015 to February, 2016)

Assessment Sheet for evaluating performance of Youth Club at Block Level

Name / Address of Applicant:

Sr. No	Broad Subject / issues	Member	Member	Member	Member	Member	Member
		I	II	III	IV	V	VI
1.	Digging, maintenance, disinfection, de-silting and repair of water bodies; cleaning of Rivers						
2.	Removal of Parthenium (Gaajar Ghas), Lantana and Water Hyacinth [these plants are a threat to the environment; Parthenium (Gaajar Ghas) is also a health hazard.]						
3.	Plantation of Saplings, eradication of weeds, development village pasture land, collection of Polythene Bags and plastic material for disposal etc.						
4.	Cleaning, whitewashing/ painting, repair/ maintenance of School Buildings, Gram Panchayat Buildings, PHCs, Anganwadi Centres and other Public buildings.						
5.	Construction/ repair of village roads, small connecting bridges, etc.						
6.	Development and maintenance of Playgrounds, cleaning of school/ college campuses.						
7.	Cleanliness drives in village streets and common places						
8.	Helping in construction of soak pit toilets for the needy persons; maintenance of school/ community toilets, etc.						
9.	Preservation/ cleaning/ maintenance of heritage sites						
10.	Any other Programmes (Please Specify)						
11.	Any other activity of significance (i) (ii)						
	Total						
	Total Points earned						

Signature of Selection Committee Members (with date): 1. _____ 2. _____ 3. _____

4. _____ 5. _____ 6. _____

NEHRU YUVA KENDRA _____

BEST YOUTH CLUB AWARD (2015-16) March 2015 to February, 2016

(Block level Selection)

Attendance

Meeting of the ----- level Selection Committee held on ----- at ----- am/ pm at the office of -----

Members Present:

Name	Designation	Signature	Telephone
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____
4. _____	_____	_____	_____
5. _____	_____	_____	_____
6. _____	_____	_____	_____

CHAIRPERSON:

(Name) _____ and Designation _____

(Signature)

Telephone: _____

Nehru Yuva Kendra Sangathan : Zone : _____ State/UT(s) _____

Name of Zonal Director:.....No. of District NYKs:..... No. of Blocks :.....

Awards to Best Youth Clubs at Block Level under Youth for Development Programme (YFDP)

S. No.	Name of District in the State/ Zone	Physical				Financial (in Rs.)			
		No. of Blocks targeted for Awards to Best Youth Clubs		No. of Awards given to Best Youth Clubs at Block level		Funds received from PAO Zone for distribution of Awards to Best 02 Youth Clubs at Block level @Rs. 12,000/- per Block		Funds utilized for distribution of Awards to Best 02 Youth Clubs at Block level @Rs. 12,000/- per Block	
		1 st Award	2 nd Award	1 st Award	2 nd Award	1 st Award- Rs.8,000/-	2 nd Award- Rs. 4,000/-	1 st Award- Rs.8,000/-	2 nd Award- Rs. 4,000/-
	Total								

Prepared by :

Signature

Name & Designation

(Signature of Zonal Director)

Nehru Yuva Kendra Sangathan : Zone : _____ State/UT(s) _____

Name of Zonal Director:.....No. of District NYKs participated:.....

Details of Shramdaan (Voluntary Labour) activities, Beneficiaries and Hours devoted

S. No.	Name of District in the State/ Zone	No. of Blocks covered under the Programme	No. of Youth Clubs/Mahila Mandals <u>PARTICIPATED</u> in Shramdaan (Voluntary labour) activitiesp during calendar year March, 2015 to February, 2016	No. of <u>MEMBERS</u> of Youth Clubs and Mahila Mandals participated in yearlong (March, 2015 to February, 2016) towards Shramdaan (Voluntary labour) activities	Total no. of <u>HOURS</u> devoted for Shramdaan in the district	<u>NATURE</u> OF <u>ACTIVITIES</u> carried out under Shramdaan (Voluntary labour) activities
Total						

Prepared by :

Signature

Name & Designation

(Signature of Zonal Director)

