

Nehru Yuva Kendra Sangathan

Guidelines for Implementation of Annual Action Plan 2016-17

Introduction

India has the largest ever cohort of young people making transition to adulthood. In the National Youth Policy-2003, 'youth' was defined a person of age between 13-35 years is about 41 percent and of the total youth population in the country, 69.67 percent are in rural areas. More than 70% of the total Indian population is below the age of 35 years.

It may be noted that **in the current National Youth Policy Document 2014, of the Department of Youth Affairs, Ministry of Youth Affairs and Sports, (MoYAS) Government of India, the youth age-group is defined as 15-29 years**, with a view to have a more focused approach, as far as various policy interventions are concerned. Youth in the age group of 15-29 years comprise 27.5% of the population. At present, about 34% of India's Gross National Income (GNI) is contributed by the youth, aged 15-29 years.

In view of the **National Youth Policy Document 2014, the youth in the age group of 15-29 years would be the beneficiaries** under the Core Programs, Schemes, Projects and other activities of NYKS, unless or until otherwise specified.

Youth being the most vibrant and resourceful segment of the country's population, they have a vital role to play in fostering and strengthening socio-economic development. The challenge is to unleash their innate capabilities to come out of poverty, generate development and livelihoods outcomes, which enable them to live a healthy and meaningful life. Nonetheless, there exists a huge potential to increase the contribution of this class of the nation's citizenry by increasing their labour force participation and their productivity.

Nehru Yuva Kendra Sangathan

The scheme of Nehru Yuvak Kendra in the country was started by Government of India in the year 1972. The **Nehru Yuva Kendra Sangathan (NYKS)** came into existence in 1987 as an autonomous body of the Government of India which is presently functioning under Department

of Youth Affairs, Ministry of Youth Affairs & Sports. Since 1972, there has been a phenomenal expansion and growth of Nehru Yuva Kendras which are currently functional in 623 districts of the country.

The core strength of NYKS is a net work of village level Youth Clubs in different districts. Between these Youth Clubs and district NYKS there is volunteer force of National Youth Corps (NYC) volunteers with whose assistance and participation, NYKS aims to achieve its objectives.

Convergence Initiatives

Nehru Yuva Kendra Sangathan is working at various fronts of youth development with a variety of programmes and schemes of the Department of Youth Affairs, Ministry of Youth Affairs & Sports. However, over a period, a paradigm shift in the utilization of the vast network of NYKS and its field units has commenced.

Therefore, in addition to its own core programmes, NYKS has been taking up programmes and schemes in convergence with various other Central Ministries, State Government Departments, United Nations Organizations and other agencies for the development and empowerment of youth. This in a way is assisting other Ministries and Departments to utilize the vast outreach of the NYKS and offer an opportunity to the youth to undertake development activities across the country.

Thus the youth associated with Nehru Yuva Kendras are not only socially aware, motivated but 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, Swachh Bharat Mission, Yoga, facilitate construction of Toilets, popularize **Pradhan Mantri National Flagship Schemes of Financial and Social Inclusion**, plantation of saplings, blood donation, linking youth with skill development trainings, Shraamdan, Beti Bachao - Beti Padhao activities, prevention of HIV/AIDS, Drugs abuse and Alcoholism, Health and Family Welfare programmes, Celebration of 125th Birth Anniversary of Dr. B R Ambedkar, Promotion of Nationalism and Patriotism, Voters Awareness, with involvement of Youth Clubs and village communities. However, a lot more remains to be done.

Genesis of Annual Action Plan 2016-17

1. The **Annual Action Plan 2016-17** is a consequence of brainstorming/ feedback from numerous stakeholders. It will not only achieve the objectives of NYKS but will also provide the youth from all sections of society a much greater opportunity to participate, exhibit their talent and meaningfully contribute towards Nation Building. It would also enable the developed and

empowered youth to assume leadership in addressing social and development issues, community welfare and peace building.

2. The plan would facilitate in establishing an institutional mechanism to generate Youth movement, build Cadre of committed and more aware as well as competent Youth in selected areas of their interest and for Yoga, Cleanliness, Skill and Entrepreneurship development, as well as societal development and environment preservation activities, across India.

3. The directions given by Hon'ble Prime Minister of India during the Meeting held on 18th April 2016 at PMO pertaining to incorporation of following activities has been made as an integral part of NYKS AAP 2016-17 viz. Coordination and synergy among all the Govt. youth organization; On National Youth Day (12th January) the entire youth be mobilized for a particular National cause; Youth be motivated to engage in the cleanliness of school, college, hospitals and public statues and for making open defecation free villages; Youth be engaged in water conservation (Pani Bachcho), in the Indradanush programme for vaccination, Meaningful and Result Oriented Tree Plantation and motivated and engaged to play football.

4. Further, in order to realize the vision of Hon'ble Prime Minister, regarding youth development, the components of National Flagship Programmes for Social and Financial inclusion introduced by the Government, Action points for Department on Youth Affairs which have emerged from the final Reports of Group of Secretaries presented before the Hon'ble Prime Minister, National Youth Policy – 2014, suggestions given by Vice Chairpersons and Members, BOG, NYKS, Parliamentary Standing Committee on HRD as well as by Zonal Directors through their draft Action Plans have been incorporated in NYKS Annual Action Plan 2016-17 .

5. Besides, Director General during his interactions through Video Conferences, One to One Meeting with Zonal Directors, Program Section as well as feedback taken from youth during his field visits and lessons learnt over the past year in the field of youth development and empowerment for Nation Building have been integrated in the activities of Action Plan.

6. This has been achieved by improving contents of existing NYKS Core Programmes and also through improved targets of Coordination activities, methodology for better impact & improved results for visibility and image building of NYKS have been incorporated.

7. Moreover, in order to rationalize and ensure actual implementation of programmes with quality outcome the activities would be planned by all district NYKs in advance while keeping in view the weather condition, terrain, deployment and training of NYCs as well as extent of staff positioned in district NYKs in India.

8. Further, keeping in view the current status of DYCs and ACTs it has been planned to provide 100% programmes in those districts where both DYCs and ACTs are in position; 50%

programmes in districts with either DYC or ACT and 20% activities to such district NYKs which are without a DYC and ACT.

9. To give added attention - universal contents, strategy, focus areas and level of programs have been enumerated. Further, in the plan, scopes for synergy with all the stakeholders has been widened to not only mobilize additional resources for activities but also to maintain transparency, accountability and monitoring on one hand and on the other to attain the vision of the Government. A brief on the Core Programs and Activities of NYKS Action Plan 2016-17 follows and may please be seen at **Annexure – 1**.

Goal: Development and Empowerment of Rural Youth for Nation Building

Aims

1. Select, engage, mobilize and empower youth for leadership and overall personality development
2. Establish institutional mechanism to generate Youth movement, build Cadre of committed Youth and engage them in Focus Areas
3. Motivate and enable the developed and empowered youth to assume leadership in addressing social and development issues, community welfare and peace building.
4. Provide youth opportunities to participate exhibit their talent and meaningfully contribute towards Nation Building

Universal Content

1. Hoisting of National Flag
2. Singing of National Anthem and Salute to National Flag
3. Community Singing
4. Yuva Pledge - Yuva Sankalap
5. Yoga
6. Swachhta and Shramdaan
7. Brief activity for discipline and character development
8. Hon'ble Prime Minister vision and Flagship Programmes for Social and Financial inclusion
9. Proper Banner and IEC material of NYKS for each activity
10. Demonstration how to download the essential Mobile Apps (Narendra Modi, Bhuvan, etc.)

Focus Areas

- i. **Commitment to Constitution, Patriotism** and contribution towards **Nation Building**.
- ii. **Yoga** - for Self development, Harmony and Peace and also Sports and Adventure for positive engagement of youth
- iii. **Swachhta Abhiyan and Shramdaan** to involve youth in Swachhta and Shramdaan activities with the aim to create awareness among youth about the need and importance of voluntary labour and its contribution towards social coherence and village development and creating a feeling of dignity of labour on the other hand.

Through **Shramdaan** activities, community assets would be maintained by mobilizing local resources and ensuring community participation. The activities would for example be, **maintenance of ponds**, water reservoirs, checked dams for irrigation as well as local bus stands, community assets in villages; cleanliness drives.

To begin with on Pilot basis 150 Districts across the country in consultation with Ministry of Water resources would be selected for undertaking massive **Swachhta** activities. In this endeavour the youth organizations viz. NSS, NCC, BS&G, HS&G, Red Cross Society and Eco Clubs as well as seven youth organizations associated with **Ek Saal Desh Ke Naam** would actively be involved.

The selected youth from the targeted districts would be imparted High Tech Online training in two phases followed by face to face training for undertaking activities in for cleanliness of school, college, hospitals, public statues and making open defecation free villages. The basic premise is that instead of **Swachhta** being taken up in a general manner it would be taken up in a more defined manner wherein the entire youth be motivated to engage in the in their city/township/villages on a daily basis in a self motivated manner with self pride.

A certain number of villages will be chosen by the youth in every district for Youth mobilization for active participation in creating awareness in the districts adjoining **Ganga basin** and intensive drive to establish Youth Club, Yuvati Mandals, Youth Action Groups, SHGs in all the villages along the Ganga as well as development of **chain of Swachhta Ambassadors** across India.

- iv. Awareness and assistance for implementation of **Hon'ble Prime Minister Flagship Programmes for Social and Financial inclusion** - Popularising and facilitating youth and people in getting benefits out of Pradhan Mantri Jan Dhan Account, benefit under Pradhan Mantri Suraksha Beema Yojna, Pradhan Mantri Jeevan Jyoti Yojna, Atal Pension

Yojna, MUDRA Bank (Micro Units Development and Re-finance Agency), Pradhan Mantri Fasal Bima Yojana, Digital India, Make in India - Skill India, Beti Bachao - Beti Padhao Abhiyan, Start up India, Stand up India, Statute Cleaning.

- v. **Coordination and synergy among all the Govt. youth organization** at National, State and District level and further highlighted the aspects of technology to be incorporated for maximizing the attainment of desired objectives. The organizations would be NSS, NCC, BSG, HSG, Eco Clubs and other development organizations of repute viz. Rama Krishna Mission, Bhram Kumaris Mission Rama Chandra Mission and others who could facilitate in achieving NYKS objectives.
- vi. On **National Youth Day** (12th January) the entire youth be mobilized for a particular National cause related activity to highlight the importance of youth to give them a sense of self pride and engage them in mega National Building activity which becomes a part of their cherished memory. A small team be constituted for this purpose
- vii. Handholding and linking of maximum Youth Club and Yuvati Mandal Members with **Employable Skill Development** Training programmes. Motivating youth to undergo vocational courses by disseminating information, counseling, etc.
- viii. Awareness about use of **solar energy and energy conservation** practices to make it a people's movement.
- ix. **Environment Enrichment, Water Conservation and Harvesting** – Say No to Use of Poly bags and promotes Tree Plantation, promoting construction of sanitary latrines and their use through behavioural change as well as promote Water Conservation and Harvesting. In the month of May and June and beyond Youth be motivated to seriously **engage in water conservation (Pani Bachcho)** and also creation of small Bundhs (Bori Bundh) in association with MGNREGA activities (*in this regard circulars have already been issued*).

Plans will be made for a **'Meaningful and Result Oriented Tree Plantation** to be carried out in the month of **June to September** and beyond in all parts of the country by the Youth.
- x. **Preventive Health Care** awareness for inculcating good habits and health practices for preventing non-communicable diseases; distribution of Iron Folic Tablets to adolescent girls; organizing Health Check up, Immunization for children and pregnant mothers camps; facilitating Institutionalized Deliveries; motivating girls and their parents to postpone her marriage till attaining at least 18 yrs of age. Youth will be motivated to

- engage in the **Indradhanush programme for vaccination** as this would give them the joy of saving a life.
- xi. Mass awareness to **facilitate enrolment of children** at elementary educational level, efforts for prevention of school drop outs.
 - xii. Promoting **organic farming** practices and use of organic products.
 - xiii. **Drug & Alcoholism** avoidance : Say No to consumption of Alcohol and Drugs
 - xiv. Training on **Community Development** and **Leadership** to youth and thereby enabling them to take lead in addressing social and development issues, community welfare and peace building
 - xv. **Blood Donation** programme, Enrolment of Blood Donors and their Blood Grouping.
 - xvi. **Social Media training and promotion of e-services** and creation of separate portal for harnessing voluntary services.
 - xvii. **Awards to youth and youth organizations** for their selfless outstanding achievements
 - xviii. **New Youth Clubs and Youth Groups** development
 - xix. **Sports** - Besides other popular sports, Youth will be motivated and engage to play **football** in a manner that gives joy and reconnects youth with football, especially so as a run up to the under 19 FIFA to be conducted in 2017. This will be done by using attractive ideas for the youth. Youth who have excelled in the game of Football and have proven interest in coaching youth and can spare time would be selected for undergoing training. Such youth would also be encouraged to take higher level of coaching and enable them to participate at higher levels of tournaments.
 - xx. **Sansad Aadrash Gram Yojana** - Actively participate and mobilize members of Youth Clubs and Yuvati Mandals working in such villages which are adopted by Hon'ble MPs under Saansad Aadarsh Gram Yojana. It is also to publicize the schemes of Central Government and to motivate villagers to get benefit from the programmes under the scheme. District NYKs are to provide support to respective Hon'ble M Ps to make the adopted villages "Model Villages" in the country.

For more details and references please see the circulars and documents send during financial year 2015-16. Further, at www.Saanjhi.gov.in, (website address for SAGY), the caption "Report" may be clicked to access the State/UT wise list of villages adopted (Number and Names of villages).

In the above context, following actions should be taken by concerned district NYKs.

- ✓ District NYKs will form Youth Clubs/ Yuvati Mandals in their villages of the Panchayat where they are not in existence. If such a mechanism is available then will revitalize and further strengthen them for an active role in the process.
- ✓ Participation/involvement of the members of Youth Clubs and Yuvati Mandals of these villages would be ensured during conduct of Core Programmes, Coordination activities, NPYAD Programmes (National Integration Camps, Adventure Camps and Life Skill Education) and Adolescent Health & Development Project.
- ✓ Some of the Core Programmes, Coordination Activities, NPYAD Programmes and other Special Programmes would be organized in these selected villages ensuring participation of village community.
- ✓ Village level Neighborhood Youth Parliament would be organized in these villages/Gram Panchayats under National Young Leader Programme (NYLP) Scheme of Ministry and develop an Action Plan with tangible timelines.
- ✓ Besides above, the letters communicated from time to time should also be refereed for necessary action.

Part – 1

NYKS Core Programs

In order to achieve the set objectives through NYKS structures, networks, coordination, available young volunteers and trained human resource, during the year 2016-2017 from the Block Grant of MoYAS, NYKS would undertake a set of following **10 Core Programmes**:

1. Youth Club Development Programme
2. Training on Youth Leadership and Community Development
3. Promotion of Sports
 - a. Sports Material to Youth Clubs including **Football**
 - b. Block level Sports Meet
 - c. District level Sports Meet
4. Skill Up-gradation Training Programme
5. District level Promotion of Folk Art, Culture and **Yuva Kriti**

6. Observance of Days of National Importance, National Youth Day and Week
 7. District Youth Convention
 8. Awards to Outstanding Youth Clubs at District, State and National levels
 9. Mahatma Gandhi Yuva Swachhta Abhiyan evam Shramdaan Karyakram (150 Districts)– **New Program**
 10. Yuva Aadarsh Gram Vikas Karyakaram (in 200 Districts) – **New Program**
- These Core Programs would be uniform for all 623 district NYKs in the country. However, the number of Core Programs at S. No. 1 to 4 (except district level programmes) in a district would depend upon the presence of **District Youth Coordinator and Accounts Clerk Cum Typist** in a district. Accordingly, the 623 districts have been divided into **Three Categories** as mentioned in the table given at **Annexure – 2**.
 - The **Annual Action Plan 2016-17** pertaining to **NYKS 10 Core Programs** follows, however, in brief the details are placed at **Annexure - 1**.
 - The plan would primarily be village Youth Clubs and Yuvati Mandals and their youth members, youth from all walks of life as well as NYC volunteers **centric**.

Part – 2

Other Activities & Initiatives

1. Meeting of District Advisory Committee on Youth Programmes (DACYP)
2. Meeting of State Advisory Committee on Youth Programmes (SACYP)
3. Planning, Review and Follow-up Meetings at Zonal and National Levels
4. Annual Activity Report Competition – **New Initiative**
5. Internship Program – **New Initiative** at Zonal and National levels

Geographical coverage

- During the current financial year it is proposed that through the above mentioned Core Programs, Youth Clubs of NYKs in 623 districts of all States and UTs in India would be covered and young members of these Clubs and youth from all walks of life would be **reached directly**.

- Further, each of the existing Youth Clubs and their members and youth from all walks of life would be reached through coordination programs at district level and their **profiles will be updated on NYKS website.**
- Attempt will be made that remaining members of Youth Clubs and youth from all walks of life will be linked with programmes and activities to be undertaken in coordination with other departments, agencies and service providers, including enhancing their employability skills and livelihood options

Improvements Made In Existing NYKS Core Programs – To Be Followed

A. Improvements made in the Contents of NYKS Core Programmes, organization of exclusive session during conduct of all NYKS implemented activities, schemes and projects.

Strict supervision and monitoring would be ensured to maintain transparency, **austerity and meaningfulness essence** of expenditure and time management, sense of responsibility as well as audit of failure and success would be conducted.

For dissemination information and publicity proper designing of every Banner and IEC material would be done by NYKS. Following contents of sessions would be an integral part of all activities to be conducted by NYKS.

- **Hosting of National Flag**, Singing of National Anthem and Salute to National Flag, Yoga, Swachhta & Sharamdaan in every activity.
- **Yuva Pledge - Yuva Sankalap (Annexure -3)**
- Talks by resource persons on **National Flagship Programmes** of Central Government and how the people can get benefit out of these schemes.
- **Motivational Lecturers and Discussion** by Experts that promote Patriotism, Nation Building, Leadership, Strengthening Democracy, Social Harmony, Brotherhood and Role of Youth; Team Spirit and Personality Development.
- Brief and orient youth about NYKS – **Face Book, Website** and **online affiliation** of Youth Clubs and Importance of Swachh Bharat Mission.
- **Demonstration** to download the **Mobile App** (Narendra Modi, Bhuwan, etc.) and upload views, suggestions, photos.
- **Interactive sessions** on loyalty towards Nation and Organisation, Compliance and Communication, Report preparation and Media management

- **Contents of Village Youth Parliament** – During conduct of Village Youth Parliaments, following would be the integral part of the contents:
 - Swachhta
 - Skill Development and Linking
 - Water Preservation
 - Sharamdaan
 - Talk on Village Development and Youth Development
 - Nasha Mukti
 - Women Safety
 - Flagship Schemes of Central Government
 - Issues identified by the youth which need to be addressed, would be taken up for their solution with the authorities at village, block and district level. Nonetheless, if need be, the unmet needs would be taken up at State and National level.

B. Improvement made in the Strategy and Implementation modalities of NYKS Core Programmes such as Training in Youth Leadership and Community Development, Observance of Days & Weeks of National importance, Promotion of Sports, Skill Upgradation Training Programme, Promotion of Folk, Art & Culture and Youth Convention. The following institutional mechanisms have been introduced while implementing these programmes:

a) Youth Clubs - New Youth Clubs would be established and they would be given preference for undertaking and participation in activities.

- Formation of new Clubs, Revival and Strengthening of Existing Clubs
- Online renewal and online new affiliation of Youth Clubs
- NYKS has initiated the process for developing a comprehensive Software for Online Affiliation of Youth Clubs
- Existing data of Youth Clubs would be deleted from NYKS website thereby allowing the genuine and interested youth groups to get affiliated online with latest data/information as per the basic norms set by NYKS and new members.
- A separate page/site containing simple guidelines for Youth Clubs, NYKS DYCs and youth on how to access the facility and get affiliated with NYK would be developed

b) Youth Action Groups would be formed and they would gradually be groomed to

assume leadership role in the areas of their interest such as:

- Adventure, Music, Culture, Sports, Eco, Agriculture, Horticulture, Water Preservation, Swachhta, Ganga Cleaning, Environment, etc.

c) Ensuring active partnership of Youth Clubs and NYCs for undertaking programmes.

- District Youth Coordinators and concerned Block NYC beforehand would prepare a list of Clubs and Mandals
- Together they would identify **05 Youth Clubs** which can be considered for providing major role in execution of a particular programme and its activities.
- These Youth Clubs would be briefed and oriented about the activities of the programme for which they are selected and they may be asked to prepare presentation on the programme.
- The **selected Youth Clubs will give presentation** on the conduct and management of the programme and the District Youth Coordinators and concerned Block NYC will select One Best Youth Club to take lead role in the process of implementation of the programme under the overall supervision and guidance of DYC/NYC.
- Whereas, the rest of the Youth Clubs will participate in the activity.
- The lead Club will be free to invite youth from different walks of life to participate in the activity in consultation with District Youth Coordinator and concerned Block NYC.

d) Targets for District Youth Coordinators and NYCs: Following targets have been given to each of District Youth Coordinators

- DYC would guide, motivate and monitor NYCs to form 02 new Youth Clubs per month per NYC in uncovered villages, whereas equal number of clubs would be activated.
- Identification of five issues of national and local concern and formulation of Youth Action Groups
- Major Shramdaan activity on monthly basis
- Environment related activities on monthly basis
- Water preservation and Harvesting activities
- Engage and mobilize youth for nation building activities
- Satisfaction through engagement
- Health Care component should be made compulsory in all activities

Part – 3. Strategic Utilization of Services of National Youth Corps (NYC) Volunteers and NYK Youth Clubs with the support and guidance of Deputy Director and District Youth Coordinator

- . It has been targeted that nearly 12,000 NYC volunteer would be deployed by NYKs in 623 districts. Out of which about 10% would be computer literate and facilitate district NYKs in promoting **e-governance** and **updating Youth Clubs profile and details**.
- It should be planned in a manner that the services of this deployed volunteer force should be optimally utilized. For this purpose they should be trained in line with the expectations of the current NYKS Annual Action Plan, Schemes of MoYAS, and Coordination Activities in identified **Focus Areas** as mentioned above, reporting, monitoring and other aspects of training already in practice.
- It should be planned that NYC volunteer shall look after a cluster of villages having Youth Clubs for implementation of NYKS Core Programmes, MoYAS Scheme and targeted Coordination Activities and follow up activities in their respective blocks or cluster of villages.
- The youth who would be covered under NYK Core Programmes and activities should be motivated and supported to organize similar awareness and education programmes in their respective villages. For this purpose, they should be facilitated by designated NYC volunteers and resource persons on the identified issues in which they have undergone exposure under NYKS Core Programmes.
- In order to quantify the qualitative outcome, each NYC Volunteer should be assigned targets. Nonetheless, the focus should be on the **selected area** as mentioned above.

Part – 4 . Coordination

In order to provide more programs for the furtherance of the objectives of NYKS and in achieving the set goal, more stress should be given on coordination and establishing linkages with other development Departments, agencies, NGOs at district, state, national and international levels. Before initiating the process of **coordinating with international agencies, formal approval from NYKS, Headquarters should be obtained through proper channel**.

- To ensure proper programme planning, coordination, implementation, transparency and monitoring for effective functioning of district NYKs with expected outcomes, two quarterly meetings of **District Advisory Committee on Youth Programmes** (DACYP) under

the Chairperson ship of Deputy Commissioner / Collector of respective districts should be conducted in each of the 623 districts.

- Similarly, two meetings of **State Advisory Committee on Youth Programmes** (SACYP) headed by Hon'ble Minister of Youth Affairs and Sports of a State and Heads of development agencies and other non-official members should be conducted in each of the States.

As aware, the above committees have been reconstituted with the approval of Hon'ble Minister of State (Independent Charge) Ministry of Youth Affairs and Sports, Govt. of India and Chairman, NYKS, therefore based on the same the DACYP and SACYP should be reconstituted as per the details given at **Annexure - 4 and Annexure -5, respectively.**

Programs which NYKs may take up through Youth Clubs

Besides facilitating implementation of **NYKS 10 Core Programs**, following are the minimum **Coordination Activities'** targets set for each district NYK and is **based on the number of NYCs allotted in a district.**

The coordination activities should **be taken up with active partnership of NYC Volunteers and participation of Youth Clubs** as well as youth from all walks of life in the district. This should be achieved by mobilizing local resources and in coordination with other departments and agencies during 2016-17. For this purpose, the Deputy Director/District Youth Coordinator besides monitoring should provide full support, guidance and facilitate NYC volunteers and trained Youth Club leaders for the successful implementation of proposed activities in coordinating with other development Departments and agencies in the district.

For revitalization of Youth Clubs, each district NYK will verify current status of Youth Clubs and will update their Youth Club's and Yuvati Mandal's Profile, Membership details in the **revised one page prescribed format (Annexure - 6)**. District NYKs will also enrol new members with due representation of all sections of society including Women, SC, ST, OBC, Minority and Physically Challenged. This should be a continuous exercise and more so after the completion of **Youth Club Development Programme**. The updated Youth Club Profile should be uploaded online through the facility provided on NYKS website and the revision will automatically be displayed on NYKS website.

Programs in coordination with other departments and agencies as well as service providers which NYKs Deputy Director/ District Youth Coordinator is to take up with the help of

deployed NYC Volunteers and existing Youth Clubs in 623 district NYKs.

Sr. No.	Programme	Distribution of Targets per NYC allotted to NYKs
1.	Linking Youth Club Members with Employable Skill Development Trainings	140 youth
2.	Promotion & Facilitating Villagers to get benefits under Prime Minister Financial Inclusion Schemes (Pradhan Mantri Jan Dhan Account, benefit under Pradhan Mantri Suraksha Beema Yojna, Pradhan Mantri Jeevan Jyoti Yojna, Atal Pension Yojna, MUDRA Bank (Micro Units Development and Re-finance Agency), Pradhan Mantri Fasal Bima Yojana, Digital India, Make in India - Skill India, Start up India, Stand up India and others	300
3.	Creation of new Water Bodies	03
4.	Maintenance/ repair/improvement of existing Water Bodies	06
5.	Cleaning, Digging,, Maintenance , De-silting and repair of Ponds, natural drinking water resources, small irrigation channels, water tanks, etc.	06
6.	Maintenance & repair of Cremation Grounds and Play Grounds	02
7.	Recharging / De-silting of Wells	05
8.	Water Harvesting in Villages	05
9.	Construction of Bori Badas in a Village	02
10.	Agriculture Land Soil Cards	300
11.	Selection of Swachhta Ambassadors at Block, District & State level	
12.	Chain of Ambassadors	
13.	Cleanliness of School/College	05
14.	Cleanliness PHC/Sub Center/Hospitals	05
15.	Cleanliness Drive to clean streets and common places	
16.	Cleaning of office complex, toilets and garbage places of district & zonal offices	
17.	Cleanliness Public Statues	20

Sr. No.	Programme	Distribution of Targets per NYC allotted to NYKs
18.	Motivation resulting into Construction of Toilets for Open Defecation Free (ODF)	20 toilets
19.	Sapling Plantation and their survival	300 plants
20.	Collection of Polythene Bags to generate awareness and facilitate in protecting environment	03 villages
21.	Eradication of weeds e.g. (Gajar Ghas, Lantana, Water Hyacinth) in villages	04 villages
22.	Blood Donation	30 units
23.	Enrollment of Voluntary Blood Donors and their Blood Grouping	50 youth
24.	Providing access of Iron Folic Acid Tablet to Adolescent Girls	100 Adolescent Girls
25.	Motivated Girls and their Parents to postpone her marriage till attaining 18 yrs.	40 girls
26.	Motivate and Facilitated Institutionalized Deliveries	40 women
27.	Immunization of Pregnant Mothers	40 pregnant mothers
28.	Motivate and Immunization of Children (0-5 yrs)	100 children
29.	Cataract (Eye) operations	10 patients
30.	Health Check-up Camps (DOTs, Hypertension, Diabetics and others)	03 camps
31.	Enrollment of children in schools	80 Children
32.	Beti Bachao - Beti Padhao	In 10 Villages
33.	Facilitating into getting Voters ID Cards	100 persons
34.	Other Programmes as per local need and priority may please be added in the Plan with targets	

Other Probable Areas where Youth Clubs could be involved

The well aware, informed and motivated rural youth from NYKs Youth Clubs can be encouraged

to involve themselves in the following broad areas and field:

- Survey and data collection on village situation and it be specific on a given subject area wherein the government want to have intervention or wish to access the impact of the implemented program.
- Watch Dogs for providing access to services, their proper distribution (PDS) & proper utilization by the concerned
- Social Pressure Groups on service providers and for time bound & prompt services
- Facilitate Gram Panchayat in developing joint plan of action and ensure their role in the process of decision making, implementation and monitoring
- Building enabling environment & advocacy for girls / women empowerment and development activities
- Peace keeping, promoting volunteerism, brotherhood & communal harmony volunteers
- Volunteers for helping villagers at the time of crises and calamities
- Social Action initiatives in villages which can voluntarily be taken by joint village community participation and action
- Community Work Camps
- Addressing Drug Abuse and Alcoholism, HIV/AIDS

General instructions for Core Programmes 2016-17

All District and Zonal offices of Nehru Yuva Kendra Sangathan should ensure that:

1. District and Zonal NYKS should establish effective convergence/synergy in different programmes, functioning and other operational areas with NSS, BSG, HSG, Eco Clubs, Red Cross Society and NCC. In this regard Action Plan highlighting extent of convergence/synergy between NYKS & the mentioned youth organizations be indicated. The extent of their involvement in NYKS Core Programmes and Coordination Activities should also be indicated in the Monthly Progress Reports under the column - Agency Collaborated.
2. Linkages between developmental Ministries, Departments, Agencies may be established for sanction of projects for the development and empowerment of youth, with focus on **Hon'ble Prime Minister Flagship Programmes for Social and Financial inclusion**, Employable Skill Development training and self-employment ventures with market potential.
3. The Youth Clubs who have been given award under the Scheme of **AOYC during last 02 years, will not be eligible to apply.**
4. Only those Youth Clubs will be eligible to apply under AOYC scheme who are affiliated with district NYKs
5. District Nehru Yuva Kendras **should not send** the copies of the Annual Action Plan to NYKS, headquarters. It's the Zonal Director who will submit compiled State wise Zonal Level Annual Action Plan to NYKS headquarters.
6. The Zonal Directors will regularly review the achievements against the set physical and financial targets of the Annual Action Plan and follow up.
7. Utmost care must be taken by all the Zonal Directors that:
 - 90% of the total allotted budget and corresponding programmes are completed by 31st of December, 2016. However, this will depend on the quantum of budget released to each zone/kendra and accordingly quarterly physical and financial targets should be set and achieved by the concerned District /Zonal Director.

- Only under exceptional circumstances more than 10% budget may be utilized during the last quarter subject to delay towards release of allotted budget by PAO Zone or NYKS Hqrs.
8. Further, it may be noted that against the total released programme budget **until and unless otherwise specified:**
- ✓ Under each programme, 30% of the total participants/beneficiaries must be **women** from different sections of society so as to reflect that 30% of programme budget is spent on young women.
 - ✓ Similarly, 20% of the total participants/beneficiaries (male and Female) must be SC/ST in order to reflect that 20 % of programme budget is spent on SC/ST youth.
 - ✓ Due care should be taken that Minority, OBC, and General youth out of the remaining 50% of the participants/beneficiaries of programme budget is spent on them.
 - ✓ Due representation should be given to **Physically Challenged persons** from all the above mentioned categories.
 - ✓ Against District Level Programmes, opportunities should be open for participation of youths from all Blocks belonging to various categories.
9. Core Programmes and their funds **should not be diverted** for any other different activity or programme, as they are committed programme components.
10. Deputy Directors and Youth Coordinators may choose blocks or cluster of villages in such a way that equal distribution of the Core Programmes among Youth Clubs is ensured in the district. These may or may not be the ones chosen in the previous year.
11. On thematic side, all programmes and activities of the year **should be a mission rather than a routine exercise.**
12. Programmes should be organized in such a manner that maximum number of Youth Clubs gets an opportunity to take part in programmes.

13. The **same youth from the Youth Clubs should not be allowed to participate** in the programmes repeatedly until and unless a programme specifically calls for participation of President/Secretary or other office bearers of the Youth Club.
14. The achievements should be reflected in the **Monthly Progress Report** and specially designed **Cumulative Progress Report** *(total number of activities organized/achievements made TILL DATE i.e. sum total of previous months and current month's activities)* on the basis of the PHYSICAL TARGETS SET. The same should be submitted in the following manner:
- ✓ **District NYK to Zonal Office** - **3rd of every month**
 - ✓ **Zonal Office to NYKS Hqrs.** - **5th of every month**
15. The District Youth Coordinators/Deputy Directors and Zonal Directors will send the Progress Reports for Core Programmes and Coordination Activities every month in the following proformae:

Core Programmes Progress Report

Level	Core Programmes Progress Report	Annexure
District NYK	Monthly Progress Report	Annexure – 7
District NYK	Cumulative Progress Report	Annexure – 7 -A
Zonal Office	Monthly Progress Report	Annexure – 8
Zonal Office	Cumulative Progress Report	Annexure – 8-A

Coordination Activities Progress Report

Level	Coordination Activities Progress Report	Annexure
NYC Volunteers	Monthly Progress Report	Annexure – 9
District NYK	Monthly Progress Report	Annexure – 9 - A
District NYK	Cumulative Progress Report	Annexure – 9 - B
Zonal Office	Monthly Progress Report	Annexure – 9 - C
Zonal Office	Cumulative Progress Report	Annexure -- 9 - D

- ✓ Zonal Director, should cross check the District NYKs Physical targets mentioned in their Action Plans with the targets set for the Zone as per Annual Action Plan.
16. The Zonal Offices should send the compiled MPRs (monthly as well as cumulative/progressive reports) in the prescribed proforma to NYKS, Hqrs. in the name of Sh. M.P. Sharma, Asstt. Director (Programme), both **by post and e-mail** regularprogramme@gmail.com or mpsharmanyks@yahoo.co.in .
 17. Zonal Directors will also **furnish the list of such District NYKs which had not furnished the MPR to NYKS Hqr.** along with Zonal Level MPR and **action should be initiated against defaulter Kendras** under intimation to Director General. District NYKs should not send reports directly to the Hqr.
 18. It must be ensured that Hon'ble Governors, Chief Ministers, Ministers, MPs, MLAs, MLCs, Mayors, Counselors, Chairperson Zilla Parshad, Gram Panchayat Pradhans as well as Heads of Development Departments and Agencies are invited to attend the programmes.
 19. District Youth Coordinator should take prior approval of the Zonal Director for the utilization of savings of one programme for conducting other Core Programme. The request for re-appropriation of fund should be sent with reasons and the details of the proposed activity.
 20. **Time line should strictly be adhered to** for selecting and awarding Outstanding Youth Clubs at District and State levels. Zonal Director should ensure that the selection of the Awardees is done by the designated Selection Committees only.
 21. Regular monitoring and evaluation (quantitative and qualitative) of the programmes should be undertaken with follow up action.
 22. The **funds mobilized and received** from other agencies should **clearly be indicated in the MPRs under Coordination Activities.**
 23. All Youth Clubs should be encouraged to form their Annual Action Plan showing details of the programmes which can be organized with their own resources. Youth Clubs should undertake programmes in the areas, for the benefit of rural young people and village communities on regular basis. This task should be completed with the help of NYC volunteers.
 24. To achieve the targets, following activities should be taken on priority:
 - a. Youth Clubs be encouraged and followed up for ensuring **fair representation of disadvantaged and deprived youth in the society.**

- b. **Special drive for Membership** of all socially deprived sections of society (SC, ST, OBC, Minority, Women, Physically Challenged, etc) should be carried out in mission mode.
 - c. Formation of new Youth Clubs be taken up on regular basis. For new affiliation with district NYK, the applicant Youth Clubs be encouraged to opt **Online Affiliation** process mentioned on NYKS website.
 - d. **It is pertinent to note that** all offline affiliated Youth Clubs and Yuvati Mandals details and profile be updated as per the revised performa given at **Annexure – 6** and a copy of the same be retained in district NYK office record. The revised Youth Clubs profile and details so collected should be **updated online through the facility provided on NYKS website**. The task of online updating of Youth Club data and profile should be completed by **30th September, 2016**. **Backlog in this regard would be viewed seriously and may lead to disciplinary action against the concerned defaulter(s)**.
 - e. Further, the profile of Youth Clubs and their members should be **updated online from time to time**.
 - f. Members of Youth Clubs should be groomed as facilitators and peer educators in the village and surrounding areas for spreading community relevant messages through local programs and while observing days and weeks of national and international importance.
 - g. Zonal Directors and District Youth Coordinators should approach Heads of Panchayati Raj Departments or Institutes and Gram Panchayat Pradhans to allow Youth Clubs to hold meetings and programs in Panchayat Bhawan and community buildings as well as seek active involvement of NYKs affiliated Youth Clubs in Panchayat development programmes and activities.
 - h. Heads of Education Department and Principals of local Schools should also be requested to allow Youth Clubs to hold meetings and programmes in School building after School hours, holidays and vacations.
 - i. Heads of Health and ICDS departments, ASHA, Anganawadi and ANM workers should be approached to coordinate with NYK village Youth Clubs to undertake health, family welfare, vaccination, child care, nutrition and promotion of balanced diet and providing access of iron Folic Acid Tablet to Adolescent Girls related activities.
25. After completion of each Core Programme, the Kendra will ensure to maintain the records of the programme in the file opened for the same. For example, the file of

'District Youth Convention' will contain the records of District Youth Convention conducted in the district during that year. The maintenance of record will include following:

- i. Minutes of the meeting of the Youth Club (where the programme is to be organized) in which the District Youth Coordinator briefed about the programme and formed sub committees for the organization of the programme.
 - ii. Copy of circular/ letter sent to the Youth Clubs intimating and inviting the members for participating in the programme.
 - iii. Schedule of the programme showing sessions/venue and logistic arrangements etc.
 - iv. Copy of sample printed programme circular.
 - v. Participant's list, with address, phone number, email, mobile number, blood group, etc, signed by each participant.
 - vi. Attendance of the participants, signed by each participant.
 - vii. Detailed narrative report of the programme and the actual date on which it was held. Reasons for variations, if any, should also be recorded.
 - viii. Evaluation reports of the programmes.
 - ix. Press coverage, clippings and photographs of the programmes.
 - x. Copies of letter/ circulars/correspondences between the Kendra and higher authorities of NYKS, district administration, other government/ non- government departments, agencies, youth clubs etc.
 - xi. Copies of letters/ correspondences between dignitaries (Hon'ble Ministers, MPs, MLAs, MLCs, Heads of Development Departments and Agencies) invited.
26. The Zonal Director should verify/ inspect these files every time during the visit and should record observations. Over achievements/ short comings should be pointed out, shared and informed to the next higher authority.

Core Programmes

1. Youth Club Development Programme (YCDP)

Objectives

- To form New Clubs and strengthen existing network of Youth Clubs with representation from all sections of society.
- To orient youth on NYKS Annual Action Plan as well as publicize the National Flagship Programmes and Schemes of Central Government.

No. of Days : 5 days

No. of Programmes : Based on the criteria given in the following Table

District NYKs having DYCs and ACTs	No. of Programmes per District
Districts with Full Time DYC and ACT both	5
Districts having either of DYC or ACT i.e. one person	3
Districts without DYCs and ACTs	2

No. of Persons/Members per programme: 10 members (NYC volunteers, active Youth Club members, Ex-NYCs and NSVs)

Implementation Strategy

- Ten members will be divided into 5 teams comprising of 2 members in each team.
- Each team will cover a minimum two villages per day, having NYK Youth Clubs and those villages where they intend to form new Clubs. A minimum of 50 villages in one or more Blocks shall be covered by five teams in 5 days.
- Team members will meet and interact with the Youth Leaders, Gram Panchayat Pradhans and Members and other opinion leaders in the villages. They will also disseminate information about NYK and its programmes and activities, opportunities for their development which District NYK will take up in coordination with other Departments and Agencies.

Part-1 Formation of New Youth Clubs, Activation of Dormant Clubs, Profile updation and uploading on NYKS website

- New Youth Clubs would be formed in those villages, where they either do not exist or were formed long back but are currently not in existence. Similarly, the Youth Clubs which are in existence but are dormant would be activated.
- Besides above, the team members will also verify current status of Youth Clubs and will update their Youth Club's Profile, Membership details in the prescribed **format**. Thereafter, each District NYK will upload each Youth Club updated Profile on the online facility provided on NYKS website www.nyks.org, immediately after completion of each programme. It will automatically be displayed on NYKS Website with date of updation.
- The youth groups who come forward to form Youth Club would be encouraged to fill on line application form which has already been placed on NYKS website. Applicant Youth Club will get NYK affiliation number on line. NYK will issue Affiliation No. to newly formed Youth Clubs on the last day of the programme.
- More new members shall be enrolled with due representation of all sections of society including SC, ST, OBC, Minority and Physically Challenged. Attempt shall be made to enroll more women as members of Youth Clubs.

Part-2 Sharing and discussion on NYKS Annual Action Plan 2016-17 and Publicizing the National Flagship Schemes of Central Government for Financial and Social Inclusion and other Development Programs given under the Focus Areas of the Guidelines

Youth would be made aware and mobilised about these schemes through a network of village based Youth Clubs. They would be motivated to popularize and adapt these schemes and motivate others to get the benefit out of these schemes.

Budget allocation for the implementation of the programmes is as follows. For total allocation of budget in a district, please follow Table given above.

Budget per Programme

Particulars	Rate (in Rs.)	Budget (in Rs.)
Honorarium to team members including DA and travel expenses	250/- per day per head (250x10x5)	12,500
IEC material	--	500
Meeting and other expenses	--	2,000
Total		15,000

2. Training on Youth Leadership and Community Development (TYLCD)

It is widely observed that when the personality, character and moral building opportunities are provided to youth on one hand and equipped with basic qualities of leadership on the other, assume responsibility and take lead in addressing village situations and also act as catalytic agents for the development of their village communities. The programme will also provide rural youth an opportunity to come together, share their experiences, exchange ideas and take up community welfare and Nation Building activities. **It would one of the Flagship program of NYKS, therefore, should be organized with due diligence and seriousness.** With this premise, NYKS intends to undertake this programme.

Objectives

- To enhance capacities of young people to take leadership to help others to live a meaningful life and contribute towards Nation Building.
- Inculcate strong character, self discipline, integrity, positive attitude, commitment to Nation and strong desire to spread messages for Nation Building.
- To establish a Cadre of dedicated, motivated and trained youth leaders who are willing to engage for Nation Building activities.

Broad Areas

Following are the broad areas which shall be covered under this programme and with **focus on the areas identified** in this document. However, they can further be improved in consultation with local resource persons and experts in the areas of youth leadership and community development.

Youth will be motivated to engage in the **Focus Areas** as this would give them the joy to work for others. Trained youth will assume local leadership in community development and social welfare activities.

Eminent resource persons will be invited to interact with youth on the **issues** of patriotism, moral values, character building, respect for dignity of females, national security and integrity as well as following topics for their overall development.

Suggestive Contents

- **Concept of Nation First – Character Must**
- Creating critical awareness and understanding of social dynamics of the rural communities and youth.
- Imparting necessary skills and techniques for their personality development and mobilization of the community for the development activities.

- Enabling them to organize youth groups, establish and manage Youth Clubs.
- Imparting Knowledge of the Indian culture and tradition, Indian villages, Panchayati Raj, Moral Values, Civic Education, progress that India has made in general, and the scope of progress in one's own community
- Imparting further Leadership training to the youth leaders/ office bearers of the newly formed Youth Clubs.
- Inform and discuss the rural youth development and community welfare programmes and schemes of district and ministries and other developmental agencies which they can take up and or participate
- Leadership – the concept, qualities, styles, skills, roles and responsibilities
- Communication skills - how to interact with people and make speech
- Enhancing Computer Literacy
- Use of IT and Social Media Skills : Use of Whats App, Face Book, Twitter, Youtube and how to download useful Applications
- Prime Minister Flagship Programmes for Financial and Social inclusion
- Yoga as a way of Life
- Personality development
- Life Skills
- Programme Management : Process , barrier, how to make speech
- Good citizenship: civic manners and respect for ethics & values
- Responsible citizens: Promoting communal harmony, national unity and being Indian.
- Coordination and linkages with other departments and Agencies – What, Why and How?
- Community Development: concepts and process; strategy to coordinate with developmental agencies and departments for uplifting rural youth and village communities.

Duration: 05 days Residential program

No. of participants per Programme: 40 (Youth leaders from the NYK Youth Clubs and youth from different walks of life preferably having android mobile phone). The covered Youth Clubs would not be repeated in another TYLCD.

No. of programmes in a district : Based on the number of NYC and ACT in the district as per criteria given in the following Table

District NYKs having time NYCs and ACTs	No. of Programmes per District
Districts with Full Time NYC and ACT both	5
Districts having either of NYC or ACT i.e. one person	3
Districts without NYCs and ACTs	2

Time Line : 2nd and 3rd Quarter

Implementation Strategy

- The sole responsibility for organizing TYLCD would be of concerned District Youth Coordinator. However, the District Youth Coordinator would take help of local Youth Club (s) and designated NYC volunteers.
- The District Youth Coordinators would identify the **training providing agencies** and or **group of experts and resource persons** who can impart training and develop/adapt/provide IEC material and or guide and help in procuring the same on the topics and subjects mentioned in the contents of the TYLCD and further improve in consultation with local experts. Also it can be mix of both these options for a meaningful and effective capacity building exercise.
- District Youth Coordinators would select the venue for organizing this programme where successful training activities could be undertaken. For example, venues where facilities like boarding and lodging for male and female participants, training infrastructure, teaching aid and equipments, electricity with power back up, water, sanitation and other facilities are available.
- Well in advance, the identified training agency and or the group of resource persons, training providers would be briefed about the objectives, expectations of this TYLCD and its outcome.
- It would be ensured that the trainers would have expertise in the subject and topic allotted to him/her and can link it up with their roles as leaders in development and empowerment of Youth and Village Communities.

Methodology

The approach of the Training on Youth Leadership and Community Development would be participatory. The following suggestive methodologies would be adopted while undertaking the Training Programmes:

- Ice Breaking exercise
- Lectures on the subjects by the experts
- Group discussion
- Group Report writing and Presentation
- Role Play
- Open House Discussion
- Question Answer Session
- Best Practices : Telling Stories
- Home Assignments

Press Coverage: The District Youth Coordinators will ensure wide publicity through press and electronic media.

Budget per Programme

Particular	Amount (in Rs.)
Boarding & Lodging Rs. 300/- per head per day (300 x 40 x 5)	60,000
Resource Material (200x40)	8,000
Organization	5,000
Honorarium to Resource Persons (Rs. 1000 per person for 15 Sessions – 3 per day or as per the need)	15,000
Total	88,000

Note: Participants will bear their own travel cost

Major Tasks expected from trained Youth Leaders

- The trained Leaders of Youth Clubs will mobilize other members so that their Youth Club would act as a focal point of planning and implementation of Youth Development programmes with focus on employable skill development training programmes and community welfare and development activities in the focus areas identified in the Annual Action Plan 2016-17.
- Trained youth leaders will be motivated to undertake coordinated activities shown in the Plan by mobilising local resources for Nation Building

3. Promotion of Sports

Year Dedicated to Popularization of Football - the Vision of Hon'ble Prime Minister. Youth will be motivated and engaged to play football in a manner that gives joy and reconnects youth with football.

a) Sports Material to Youth Clubs

Objective

- Encourage and promote sports culture and spirit of sportsmanship among rural youth to adopt it as a way of life.
- Popularize and Promote **Football**

Implementation Strategy

District Youth Coordinator may consider only those Youth Clubs for this activity, which fulfil the following minimum criteria:

- Youth Club should have basic minimum sports infrastructure or can manage the same in liaison with school or other organizations.
- The Youth Clubs which have regular sports activities and also organize sports competitions on their own.
- Recently Youth Club should have organized/participated in at least one sports event of NYK.
- Youth Club is in submitting sports activities report and other activities reports to NYK.

The application may be invited from interested Youth Clubs in the format given at **Annexure – 10**, should be compiled in the format at **Annexure – 11** and list of selected Youth Clubs for Sports Material may be prepared in **Annexure - 12**.

No. of Youth Clubs to be provided Sports Material support: Based on the number of NYC and ACT in the district as per criteria given in the following Table

District NYKs having time NYCs and ACTs	No. of Youth Clubs and Yuvati Mandals to be provided Sports Material support	Amount (in Rs.) @ Rs. 3,000/- per Youth Club
Districts with Full Time NYC and ACT both	50	1,50,000
Districts having either of NYC or ACT i.e. one persons	35	1,05,000
Districts without NYCs and ACTs	20	60,000

NOTE :

- **In the Sports Kit, Footballs are mandatory.**
- Rs. 2000 for different sports material and Rs. 1000 for Football = Rs. 3000 per Youth Club

Time Line:

The purchase would be made while following GFR and codal formalities and distributed to selected Youth Clubs (as per allocation indicated above), during any Important Day Celebration, District Youth Convention or Important Public Function **in the presence of VIPs, including people's representatives** (*Hon'ble Ministers/MPs/MLAs and others mentioned in the guidelines*). The sports material would be distributed amongst the selected Youth Clubs well before the organization of sports tournaments.

Purchase Committee

- There would be only one purchase committee in the District headed by concerned District Youth Coordinator, 01 sports person of the district and 04 NYC volunteers (to

be decided by District Youth Coordinator) as member representing all Blocks of the District and ACT of NYK as Member Secretary.

- The purchase committee while observing **General Financial Rules (GFR)** and all codal formalities shall invite quotations on SAI approved rates, shortlist firms who can deliver the goods at district office and negotiate rates with specifications of sports materials.
- To ensure supply of selected sports material and quality, one set of sample sports material, which has been finalized with the firm, would be retained in the District NYK.
- On the basis of the shortlisted Sports Material Firm, the District Youth Coordinator shall send Purchase order, as per allotment of budget and requirements.

b. & c. Block and District level Sports Meet

Under the Promotion of Sports, there is a provision for the organization of sports tournaments both at Block and District levels. The provision for purchase of sports material has also separately been made and mentioned above. The theme of the programme would be **Youth Signify Sportsman Spirit**. NYKS endeavour in this regard to promote sports activities among rural youth, facilitate the process to produce sports personalities and to identify rural talent in different areas of rural sports, who can further be nurtured for excellence by other designated departments.

Objectives

- To provide opportunity to rural youth to take part in sports meets to exhibit their talent
- To promote sports culture and sportsmanship among rural youth
- To popularize such rural sports which require minimum infrastructure, equipments and finances
- To propagate the message of healthy body & healthy mind among the youth
- To provide platform which can be utilized by other sports department to select talented youth for their further nurturing into excellence

Level of Tournaments:

- Block level Sports Meet
- District level Sports Meet

No. of Programmes

Based on the number of NYC and ACT in a district as per criteria given in the following table:

District NYKs having time NYCs and ACTs	Block level		District level	
	No. of Sports Meets	Amount (in Rs.) @ Rs. 18,000/- per Youth Club	No. of Sports Meets	Amount (in Rs.) @Rs. 30,000/- per district level Meet
Districts with Full Time NYC and ACT both	4	72,000	1	30,000
Districts having either of NYC or ACT i.e. one persons	3	54,000	1	30,000
Districts without NYCs and ACTs	2	36,000	1	30,000

Time Line (may be revised keeping in view the climatic condition & other difficult situations):

- August to November (Block level Sports Meets)
- December to February (District level Sports Meet)

Identification of Sports Disciplines at various levels:

In addition to Group events, individual games should be conducted at the block and district level sports events. The sports and games would be selected among the following or other local popular sport/game.

Group Events			
Football	Kabaddi	Tug of War	Hockey
Handball	Basketball	Volleyball	Khokho
Individual Events			
Athletics	Wrestling (Indian style)	Archery (Indian style)	Swimming
Gymnastics	Badminton	Table Tennis	Cycling
Weight Lifting	Wushu	Taekwondo	Boxing
Judo			
Local Traditional Games			
Camel Race	Bullock Cart Race	Martial Art e.g. Gatka, Malkhamb, Atya Patya Kalaripayattu, Silambam, Thang-ta, etc.	

- The Sports & Games activities to be undertaken by District NYKs for a particular Block will be decided on the basis of popularity of selected sports & games played by Youth Clubs regularly.
- Minimum 05-06 sports disciplines at Block and District level should be selected with preference to both individual sports and team games ideally in the ration of 60:40 respectively.
- The sports disciplines at Block and District level should be the same.

NOTE:

- Efforts be made to also organize the **Football Tournaments** along with other sports popular in the area
- Under each Block level Sports Meet, out of Football, Volleyball, Basket Ball, Hand Ball, Hockey, Kabaddi and Kho Khokho not more than 3 events would be undertaken.
- Under individual category, Athletics, Wrestling, Archery, etc. not more than 2 events may be selected depending upon the local situations and available infrastructural facilities.
- Further, to generate public interest one or two events like Wrestling, Tug of War, Martial Art, Malkhamb, Atya Patya, Camel Race, Bullock Cart Race, etc. may be organized as per local traditions.

Duration:

- Tournaments would be a minimum of two days.
- However, the budget will remain the same irrespective of the fact if the number of days exceed three days

No. of participants and Youth Clubs:

- ✓ Minimum of 150 sports persons at each level.
- ✓ Women participants should be encouraged to participate in both types of mentioned events

Implementation Strategy:

The winners of the Block level tournaments will compete in the same items at the district level tournaments

- The requisite facilities, sports equipments, sports material will be distributed among all participating teams.

- Prizes would be given only in kind along with certificates
- Sports Meets would be organized on the knockout basis both at Block and District level tournaments
- Participants will bear their own travel costs
- For organization of different sports & games to be held in a particular block, the related Referees, Coaches, Judges would be identified well in time.
- Suitable First Aid facilities and necessary security arrangements with the help of local Police and Youth Club volunteers would be ensured.
- The concerned NYC volunteers will disseminate the information amongst the all Youth Clubs of their areas to participate in the proposed Block and District Level Sports Meets well in advance and would be actively associated in the implementation of the programme.

Budget utilization pattern

Head	Block level	District Level
	Amount (in Rs.)	Amount (in Rs.)
Sports equipments, track & field management and Prizes for the winners (as per actual requirement)	10,000.00	15,000.00
Organizational and contingent expenses including Tea & Snacks and Refreshment for Participants and meet officials, Photography, PA System, Certificates, etc.	8,000.00	15,000.00
Total	18,000.00	30,000.00

4 . Skill Up-gradation Training Programme (SUTP)

Background

Skill Up-gradation Training Programme (SUTP) aims to make a significant impact on condition of youth by upgrading skills for income generation which may lead to self employment venture. The sequence of activities envisaged under the programme is to mobilize youth into viable groups, improve their skills, arrange for support services, provides awareness and education on the key focus areas, etc. The programme not only aims at imparting training for upgrading skills to enhance income of beneficiaries but also provides awareness and education on the key focus areas identified as mentioned earlier in NYKS Annual Action Plan guidelines.

This programme provides an opportunity to upgrade their skills for a better living and self esteem. Besides, there is an increasing emphasis on making the young women and men

self-reliant and self-employed so that they can establish income generating units for their livelihood. Over the years, Skill Development Programme has become one of the most popular programmes of NYKS. This programme is basically intended for up gradation of their skills and empowerment.

Objective

- To up-grade vocational skills of rural youth and enable them to enhance their self – esteem in the society.
- To empower youth to address issues and concerns confronting their day to day life.
- Enable groups of youth to take up employment or income generation programmes of their own.
- To help them learn new skills for which there is increasing demand in the market.
- Mobilize youth in viable groups and make facilities available through training, access to credit, arrangement for productive assets and other inputs

No. of Training Programmes: Based on the number of DYC and ACT in the district as per criteria given in the following Table:

District NYKs having time DYCs and ACTs	No. of Programmes per District		Amount (in Rs.)			No. of Participants to be covered @minimum 25 per Prog.
	Courses of 4 months duration	Courses of 2 months duration	Courses of 4 months @ Rs.30,000/- per Course	Courses of 2 months @ Rs. 15,500/- per Course	Total sanctioned amount	
Districts with Full Time DYCs and ACT both	5	5	1,50,000	77,500	2,27,500	250
Districts having either of DYCs or ACT i.e one persons	4	4	1,20,000	62,000	1,82,500	200
Districts without DYCs and ACTs	3	3	90,000	46,500	1,36,500	150

Important Points to Adhere

1. The District Youth Coordinators would be allowed to pay honorarium to resource persons as per need and duration of the course but it should be within the ceiling of allotted budget.
2. The district NYKs would impart **Soft Skills and Personality Development training**. Resource Persons would be invited to deliver talks on the issues of personality development covering aspects of team work, group dynamics and synergy effects for SHGs, etc.
3. Knowledge and information on National Flagship Programmes of Central Govt., facilities and programmes of Government, NGOs and other Developmental Agencies

may also be imparted from time to time by inviting subject experts and resource persons in SUTP Centers.

No. of participants per programme

- In one training batch, the **minimum number of participants should be 25.**
- Motivated, needy, unemployed rural/semi-urban women of the district should be selected.
- Preference would be given to Youth Club members, Ex-NSVs/NYCs and those who took part in NYK programmes and activities.
- Due representation should be given to women from SC/ST, OBC, Minority, Widow, Economically Backward and Destitute/Homeless categories.
- The selected participants would at least be in a position to understand, read and write.

Duration:

- The duration of the trades would be fixed in consultation with technical experts, institutions or instructors. **However, the maximum duration of the courses would not be more than 04 months.**
- Duration of training shall depend upon the type of selected trade and vocation.
- Therefore, the Youth Coordinator should fix durations for selected trades & vocations in consultation with concerned technical experts or institutions.
- The vocational training courses would be run in such a way that these courses are within the SUTP Budget Ceiling. But, it may be ensured that number of allotted participants remains the same.

Strategy to run Skill Training Courses

- The Youth Coordinator shall identify trades and vocations as per the local needs of the rural women on one hand and availability of raw material and market on the other.
- NYK would make efforts to organize Skill Up-gradation Training Programmes with the support of KVKs, Agricultural Universities, trainers of developmental agencies, NGOs and institutes within the district. Trainers, would also be approached for imparting standard training at NYK centers.
- If required, Youth Coordinators would be free to send youth to reputed Training Institutes situated away from the districts, if the training facility in a particular trade and vocation is not available in the district. However, no TA/DA shall have to be borne by NYKs and should be within the earmarked budget and guidelines for the program. If required, local resources may be mobilized to this effect. Nonetheless, the beneficiaries

during such an arranged program should also be made aware of the issues and key focus areas identified by NYKS and mentioned on previous pages of the guidelines.

- Trainers should preferably be taken from Skill Training Providing Agencies, Departments and NGOs. However, the Trainers may also be taken from Youth Clubs.
- Syllabus of the Skill Up-gradation Training Programmes should be developed in consultation with Skill Training Providing Agencies and Trainers well in advance before starting of the programme.

Sectors, Trades and Vocations for Skill Up-gradation Training

Emphasis may be given on the following Sectors, trades and vocations (the list is only suggestive).

S.No.	Sector	Suggested Vocations
1.	Agriculture	Mushroom Cultivation, Bee Keeping, Medicinal Plants Cultivation, Horticulture, Floriculture, Vermiculture, Backyard Vegetable Cultivation, Tractor Repairing
2.	Dairying	Small Milch/Dairy Animal (Buffalo, Cow) Rearing Units, Milk Collection & Selling, Milk Processing (Ghee, Paneer, Khoya)
3.	Animal Husbandry	Goat/ Sheep Rearing for Meat/ Wool, Backyard Poultry & Indigenous Birds (Ducks, Quails), Piggery, Rabbit Rearing, etc.
4.	Fisheries	Fish Rearing/ Seed Production in Small Ponds, Fish Processing (Drying, Fish Pickle), Fishing Net Making & Repair, Fish Feed Production, Small Hatcheries, Wage Employment (Through Feeding, Watch & Ward, De-weeding of Ponds, Harvesting)
5.	Handloom	Weaving, Processing (Dyeing, Bleaching, Mercerizing), Packaging
6.	Handicrafts	Production of Handicraft Items, Processing Activities (Polishing, Coloring)
7.	Sericulture	Mulberry Cultivation, Cocoon Rearing, Reeling of Yam
8.	Social Forestry and Forest Based Activities	Raising Nurseries, Cultivation of Forest Species on Forest Land/ Wastelands, Collection of Minor Forest Produce (Gum, Berries, Medicinal/ Herbal Products, Honey)
9.	Waste Land Development	Raising Nurseries, Cultivation of Fodder, Fruit and Timber Crops, Watershed Development Activities, Developing Wadis
10.	Food Processing	Fruits and vegetable Processing for making Jam, Jelly, Murabba, Petha, Chips/ Wafers, Noodles, Papad, Pickle, Bakery Products
11.	Any Other Locally Appropriate vocation e.g.	Knitting, embroidery, zardozi work, finishing, Cutting and tailoring, Soft Toys, Bamboo/Jute Work: Hand Bags, Baskets, Decorative Pieces, File Cover, Beauty Culture, Candle making, Packaging of house hold articles and painting, Computer and mobile repairing, Motor Rewinding, etc

Collaborative Agencies

- Institutes like Small Scale Industries, NCVT, Training Providers under Ministry of Skill and Entrepreneurship Development, Labour and Employment Schemes, Tailoring

Institutes, KVK, KVIC, SGSY, DRDA, DIC, Community Polytechnic, JSS, ITI, WCD, and Agriculture University Extension Services and many other at district level should also be associated for making the training effective and gainful.

- The Youth Coordinator should coordinate with District Administration, Industries, Banks, NABARD, Industrial and Financial institutes for wage employment and self employment of trainees.

Budget per programme

Budget for FOUR months duration courses:

Particular	Details	Amount (in Rs.)
Honorarium to Trainer	Rs. 5000 per month	20,000
Raw Material and Maintenance	Rs. 1500 per month	6,000
Honorarium to Resource Persons for imparting soft skill training	Rs.3000 for 4 months	3,000
Organization Expenses		1,000
Total		30,000

Budget for TWO months duration courses:

Particular	Details	Amount (in Rs.)
Honorarium to Trainer	Rs. 5000 per month	10,000
Raw Material and Maintenance	Rs. 1500 per month	3,000
Honorarium to Resource Persons for imparting soft skill training	Rs.1500 for 2 months	1,500
Organization Expenses		1,000
Total		15,500

Inspection of Skill Development Centers

A surprise check of these centres would be carried out by Zonal Director or his/her representative. The DYC would visit at least once or twice during the programme.

Impact of the Programme on non-quantifiable activities

- Self confidence in rural young women and men to manage their own institutions.
- Gradual and radical change in the traditional system of social behaviors (family barrier to remain indoors).
- Sense of responsibility for income generation.
- Exposure and knowledge to essential needs of life like child immunization, maternal and child health care, importance of nutritious food/clean drinking water, self hygiene and family planning, child spacing programme
- Self motivation and mobilization to participate in different types of training programmes at village, district, commissioner, State and any other part of the country

5. Promotion of Folk Art and Culture and Yuva Kriti

In order to facilitate rural youth understand and appreciate their folk, art and cultural aspects and explore the fraternal links with another one's, provision of Cultural Programme has been made. It may kindly be noted that **Yuva Kriti** component has been added in this program.

Objective

- To provide opportunity to rural youth to display their folk art cultural talent and facilitate in preserving and promoting the same
- To provide opportunity and platform to Rural Artisans to exhibit their produces and get motivation for further skill up-gradation.

Strategies and activities

- Encourage the innate talents of young persons and to popularize traditional and rural handicrafts.
- Encourage and promote young rural artisans to start self employment ventures with sense of pride and to promote rural marketing.
- For successful organization of District Youth Convention, the District Youth Coordinator will constitute a committee, the composition of which will be as follows:

Designation	Position
District Youth Coordinator	Chairperson
02 NYC Volunteers	Members
ACT	Member Secretary

- The committee will prepare a budget as per requirements. While preparing budget, it may be taken care that amount should be utilized to meet out the expenses of B&L, TA/DA, hiring of hall, installation of stalls, Organizational Expenses, etc.
- For organization of District Youth Convention and Yuva Kriti in a planned and smooth manner, different Sub-Committees like: boarding and lodging, media and publicity, Yuva Kriti and Cultural Programme would be constituted.

No. of Programme: 01

No. of Exhibition Stalls : 20 (02 youth per stall)

Duration of the programme and Level: 01 Day at District level

No. of participants: Minimum 120 participants

- ✓ A minimum of **15 teams** shall participate in district level programme.
- ✓ Special performances by young guest artists may also be arranged.

Time Line : December and January

Budget : Rs. 20, 000

Collaborative Agencies

- District Administration, Cultural Centers, District Language and Cultural Department, District Public Relation Office, Field Publicity Office, NGOs and others

6. Observance of Days of National and International Importance

Objectives

- To generate awareness about the objective, theme and importance behind a particular day of national and international importance.

Each district NYK will observe minimum **25** important days from the following list. **10 days** are mandatory whereas **15 days are optional**.

No.	Observance of Days of National Importance
Mandatory	
1	National Youth Day (12th January) and Week (13-19 January)
2	Constitution Day – 26 th January
3	Shaheedi Diwas (23 rd March)
4	Dr. Ambedkar Jayanti (14 th April)
5	World Environment Day (5 th June)
6	International Day of Yoga (21 st June)
7	Independence Day (15 th August)
8	Pandit Deendayal Upadhyaya Birthday (25 th September)
9	Gandhi Jayanti (World Non-violence & Swachhta Day) –(2 nd October)
10	NYKS Foundation Day (14 th November)
Optional	
1	Neta ji’s Birthday (23 rd of January)
2	Mahatama Gandhi’s Martyr Day (30 th January)
3	World Health Day (7 th April)
4	Panchayati Raj Diwas (24 th April)
5	Vinayak Damodar Savarkar Birthday (28 th May)

6	Syama Prasad Mookerjee Birthday (6 th July)
7	World Youth Skills Day (15 th July)
8	Sadbhavna Diwas (20 th August)
9	Rashtriya Krida Diwa (29 th August)
10	Hindi Diwas (14 th September)
11	International Day of Older Persons (1 st October)
12	Vigilance Day – 26 th October
13	Birthday of Sardar Vallabhbhai Patel as Rashtriya Ekta Diwas (31 st October)
14	Quami Ekta Diwas – (19 th November)
15	Vikas Diwas – 17 th September

Duration : One Day each

Participants per programme: **Minimum 100** (Participation of youth, political leaders at different levels, heads of development departments and prominent citizens of the society may be involved in each activity)

BUDGET

Name of Programme	Level	Budget (in Rs.)
Observance of Days of National and International Importance. It includes the celebration of National Youth Day and Week and	Block, District	50,000
National Youth Day and Youth Week		25,000
Total		75,000

Observance of National Youth Day and National Youth Week (12th to 19th January)

12th January, the **birthday of Swamy Vivekananda**, would be observed as **National Youth Day** in India. National Youth Day would be followed by a number of activities for a week i.e. 13th to 19th January. During this period, a host of programmes and activities should be organised on each day of the week with various themes based on the ideals and teachings of Swami Vivekananda so as to inspire youth for nation building and instil in them the spirit of youth as embodied in the life of Swami Vivekananda. During these celebrations, youth potential and commitment would be brought forth with force. All NYKs would celebrate the **National Youth Day and Week from 12th to 19th January** in different blocks of their district with full enthusiasm and promote voluntarism.

Programmes and Activities

12th January (National Youth Day)

The directions given by Hon'ble Prime Minister of India during the Meeting held on 18th April 2016 at PMO pertaining that on National Youth Day (12th January) the entire youth be mobilized for a particular National cause related activity to **highlight the importance of youth** as well as give them a sense of self pride and engage them in mega National Building activity which becomes a part of their cherished memory. A small team be constituted for this purpose.

Therefore, focused activity should be organized in a well organized manner with participation of youth from all walks of life and those who manfully participate, contribute and in future should take lead in propagating the messages and undertake activities at their level. The programs on this day should be made visible through press and media of all sorts.

- Facilitate organization and participation in Blood Donation Camps
- Lectures and discussions on philosophy and teachings of Swami Vivekananda
- Debates on the role of youth in character building, promoting Nationalism, Unity and inclusive growth
- Declamation contest amongst youth on the philosophy and teachings of Swami Vivekananda.
- Meetings and Seminars on what youth can do for the society (roles and responsibilities) and their expectations from the society.
- Role of Youth in Nation Building

13th January (Culture Day)

- Community singing by youth having national and socially relevant contents.
- Organization of local folk lore, puppet shows, nukkad nataks, dramas etc., involving youth on the theme of sacrifices made by our freedom fighters, Nationalism, unity.
- Exposure of different forms of village arts, crafts, etc.

14th January (Participation Day)

- Essay, Elocution, Painting - Competition amongst youth on subject like "Youth and Panchyati Raj." "Role of Youth in Freedom Struggle", Role of Youth in National Development "Role of Youth in Disaster Management, Famine and Flood". "Youth as Inheritors of Future". "Role of Youth in Abolition of Social Evils, Dowry, Child Labour, Atrocities on Women, Drug Abuse, AIDS, Gambling and Un-touchability "Youth for National Integration", "Youth for Communal Harmony", etc.
- Holding of Skits, Plays, Nukkad Nataks by youth having national themes like views of Swami Vivekananda, Mahatma Gandhi, Pandit Deendayal Upadhyaya, Syama Prasad Mookerjee, Pandit J. L. Nehru and other freedom movement leaders.

15th January (Social Service Day)

- Special Programmes in villages relating to involvement of Youth Club Members and Volunteers on Preservation and Improvement of Environment, Promotion of Total Literacy Campaign, Check on Primary School Dropouts, Enrolment of Primary School Dropout, Check on Child Labour, Atrocities on Women, Care for Girl Child, etc.
- Special sanitation drives such as cleanliness of village common area: “Keep the village clean, drive”
- Work Camps on Eradication of weeds e.g. (Gajar Ghas, Lantana, Water Hyacinth) in villages . etc.
- Blood Donation camps by the youths.
- Involvement of youth in work project like repairs of roads, excavation of silt from ponds, etc.

16th January (Physical Fitness Day)

- Organizes Sports events
- Programmes relating to promotion of adventure.
- Promotion of indigenous, traditional and rural sports.

17th January (Youth for Peace Day)

- Sadbhawana Rallies and Yatras
- Prabhat Pheries, lectures and seminars for promoting peace in the country.
- Organization of Plays and Nuked Nataks suitable for the day.
- Youth to form a human chain propagating the message of solidarity, peace and National Integration.

18th January (Skill Development Day)

- Exhibition of Youth and material being produced by youth through vocational training centres.
- Product exhibitions and photo-exhibitions with provision for demonstration.
- Awareness generation about the viable schemes, programmes and opportunities for youth to get Skill Training for wage and self-employment

19th January (Awareness Day)

- Film shows in consultation with Field Publicity Units on topics relevant to the youth especially on prevention of Substance Abuse, HIV/AIDS, Women Empowerment, Eradication of Social Evils or social & development related themes.

- Dissemination of information on Youth Programmes being undertaken by the Government like Modern Agricultural Practices, Skill Development Opportunities, RTI, MGNREGA and other Flagship programmes of Governments
- Address to the youth by prominent personalities of the State and the District.
- Conclusion of National Youth Week, Prize Distribution, etc.

7. District Youth Convention

This programme aims at introducing and highlighting issues of social and national importance which needs to be taken up jointly with the spirit of volunteerism and addressed in a time bound manner. The platform will also be used for disseminating information and orientation on existing and newly introduced programmes and schemes of NYKS as well as other departments and also to evolve strategies for effective partnership of youth in development process. **Yuva Kriti** component has been deleted from this program head.

Objectives

- To provide opportunity and platform to rural youth leaders to express themselves, share experiences and suggest best practiced programmes for youth empowerment

Strategies and activities

- **289 District level with full time Youth Coordinator** involving **500 youth** to organize mass Yoga practice/ Demonstration as per **Common Yoga Protocol on 21st June, 2016.**
- **In the remaining 334 districts, the Convention should be organized in the 3rd or 4th quarter of the financial year.**
- Orient the youth, share experiences and deliberate on issues relating to social and national concerns
- Prepare the youth to disseminate the acquired knowledge among people in general and youths in particular
- Participation of a minimum of 500 youth may be ensured.
- **Following areas and subjects** should also be discussed as a part of the *District Youth Convention* and their outcome be documented:

I. **Yoga – Yoga for Harmony and Peace and Yoga for Body & Beyond**

- ✓ Yoga not only develop a person's body but also the mind as well as it is key for coordination

- ✓ Yoga and its importance and usefulness in treatment of ailments --
Lectures by experts and discussion
 - II. **Prime Minister Financial and Social Inclusion Schemes** - Jan Dhan Yojana, Betti Bachao – Betti Padhao Yojana, Prime Minister Surksha Beema Yojana, Prime Minister Jeevan Jyoti Beema Yojana and other schemes.
 - III. **Start up India, Skill India**
 - IV. **Cleanliness drives, Statue Cleaning, Indradhanush for vaccination, Tree Plantation, Water Conservation** and Harvesting and **Football** Promotion
 - V. Demonstration on Downloading and uploading processes of **Narendra Modi Mobile Application** for giving ideas, suggestion and providing action photographs so that maximum people can get benefit from the schemes.
 - VI. What schemes and programmes of New Government have reached to the youth and whether they are useful /beneficial to them?
 - VII. Swachh Bharat Abhiyan
 - VIII. Today's Education System - Areas where improvement is needed and what are your suggestions.
 - IX. Youth personal physical and sports development – Suggestions on how to develop interest among youth and benefits of Yoga in conflict management.
 - X. **Skill development** – Opinion of youth that which skill is important and which type of skill training they wish to undertake.
 - XI. Any other subjects, the youth wish to undertake.
- In each of the above mentioned subjects, it should clearly be spelt out based on the suggestions of youth that what role youth can play in each of the above mentioned areas.

Duration of the Convention	: 01 day
No. of Participants	: Minimum 100 (male and female) from Youth Clubs from all parts of the district.
No. of programmes	: One
Time Line	: 3 rd and 4 th Quarter
Budget	: Rs. 30,000

8. Awards to Outstanding Youth Clubs (AOYC) at District, State and National Level

Introduction

The Scheme of Awards to Outstanding Youth Clubs was instituted by the Ministry of Youth Affairs & Sports, Government of India and is being implemented by Nehru Yuva Kendra Sangathan. The Youth Clubs are basically an association of youth, working in the field voluntarily, in areas such as literacy, environment enrichment, women empowerment, vocational training, eradication of dowry, untouchability, forestation, health and family welfare etc. Besides this, Youth Clubs are taking up social campaigns, awareness drives on issues of local and national importance. They are also taking lead in community development, sports, cultural activities and other developmental programmes in coordination with various departments and agencies at different levels. Youth Clubs have helped the village panchayats in creating assets in the villages in a cooperative and voluntary manner, and in building up organizational skills.

Objective

The “basic objective of the scheme” is to encourage the growth of Youth Clubs, which are recognized as catalysts of social change. It is felt that Youth Clubs can play a vital role in nation building and other activities, such as literacy, skill development training, health awareness, environment preservation, national integration, social harmony, sports, creation of durable community assets in villages, etc.

The Scheme also includes promoting the growth of Youth Clubs and their developmental activities, so as to encourage more and more Youth Clubs to come forward for community welfare and nation building activities. With the introduction of the Scheme, the Government hopes that not only the existing Youth Clubs will play a more meaningful role but also more Youth Clubs will come into being in future.

The Scheme is operated at three levels i.e. District, State and National level. Selection is held initially at the district level and then carried on to the state level and finally at the national level. The winners of district level competitions automatically qualify for the state level competition and likewise, the winners of the state level competitions automatically qualify for the national level competition.

Awards

At **district** level, the winner is awarded **Rs. 25,000/-** and at **State** level the award is **Rs. 1,00,000/-** whereas at **National** level the **First, Second and Third** winners are awarded **Rs. 5,00,000/-, Rs.3,00,000/- and Rs. 2,00,000/-** and a **Scroll/ Certificate**, respectively. For more details, a copy of the scheme of Awards to Outstanding Youth Clubs is placed at **Annexure -13**.

NOTE: The Youth Clubs who have been given award under the Scheme of AOYC during last two years will not be eligible to apply.

9. Mahatma Gandhi Yuva Swachhta Maha Abhiyan evam Shramdaan Karyakram

During the meeting held on 18th April 2016 at PMO directions were given by Hon'ble Prime Minister of India that youth should be mobilized and motivated for their active engagement in **Swachta activities** e.g. cleanliness of school, college, hospitals and public statues and for making open defecation free villages. Besides, it was also directed that Youth be engaged in **water conservation** (Pani Bachcho) and **water harvesting** visible activities.

In view of the above, a new **Mega Program (Work Camp)** has been introduced for implementation on pilot basis in 150 districts across India with following objectives.

Objective

The programme aims at promoting spirit of volunteerism & cooperation among the members of the youth clubs for creating community assets. The main objectives of the programme are:

- To create awareness among youth about need and importance of Swachhta.
- To focus on water conservation, creation of small Bundhs (Bori Bundh), maintaining ponds, water reservoirs, check dams, and water harvesting activities.
- To link with PM Scheme for developing Ponds and MGNERGA.
- To inculcate a sense of dignity of labour among youth
- To generate values and practices like: volunteerism, self-help, working together with a we feeling
- To generate collective response to community problems

- To provide practical support to the planning at the community level, by creating community assets

Implementation Strategy

- Youth will be motivated to engage in cleanliness of school, college, hospital, public statues and other activities of emergent need.
- Chain of Yuva Swachhta Maha Abhiyan Ambassadors will be established.

No. of Districts : 150

Selection of Districts:

On every **Four NYKs in the State/Zone**, there would be one Mahatma Gandhi Yuva Swachhta Maha Abhiyan evam Shramdaan Karyakram. **Preferably such districts** in the State/Zone where:

- a) Both DYC and ACT are in position
- b) Hon'ble MPs/ MLAs/ other Public Representatives are interested
- c) DM/DC promise to provide raw material for construction of community assets
- d) Or where the Zonal Director is convinced that the program could be organized in a successful manner

Budget : Rs. 1.00 lakh per district

Action by Zonal Directors

- The Zonal Directors should Select district NYK (s) as per the above given selection criteria. ZD should prepare the list of such districts and submit to NYKS Hqr for approval before the end of **August 2016**.
- It should be followed by submission of Comprehensive **Plan of Implementation** and submit to NYKS Hqrs latest by **September 2016** for approval Director General.

About the Project Activities

- The theme of programme is **Swachhta and Water Conservation**.

- Mega Shramdaan Shivar (Work Camp) along with the efforts to create community assets and linking Youth Clubs with other departments and agencies.
- During the programme, the participants should discuss various schemes of departments and agencies for water harvesting and conservation, swachhta and construction of Toilets not only among themselves but also with fellow villagers and help the villagers in taking up such schemes.
- It is also meant that, the youth after taking part in the mega camp undertake similar activities in their respective villages.

Daily schedule

- Yoga and Physical Fitness activities
- National Flag hoisting
- Singing of National Anthem
- Project Work (Shramdan)
- Group Discussion and lectures on **Water Conservation** and Harvesting, **Tree Plantation, Cleanliness drives, Statue Cleaning, Prime Minister Financial and Social Inclusion Schemes** - Jan Dhan Yojana, Betti Bachao – Betti Padhao Yojana, Prime Minister Surksha Beema Yojana, Prime Minister Jeevan Jyoti Beema Yojana, **Start up India, Skill India, Indradhanush for vaccination** and **Football** Promotion, Demonstration on Downloading and uploading processes of **Narendra Modi Mobile Application** for giving ideas, suggestion and providing action photographs so that maximum people can get benefit from the schemes and other schemes,
- Dynamics of village social structure.
- Mobilization of youth for community action.
- Coordination with other departments/agencies on Cleanliness, water harvesting and conservation projects.
- Programmes of different departments for the benefit of youth
- Cultural Programmes and Community singing
- Camp fire

Projects NOT TO BE taken up

Following Projects/works **should not be undertaken:**

- Repairing kucha roads
- Cleaning streets and drains
- Digging soak pits and compost pits etc.
- Grant in aid to Youth Clubs

- a) In other words, those projects, which can be completed merely with a few members of just one Youth Club, should not be taken up as a project for work camp.
- b) The worth of the asset(s) created in a mega work camp in financial terms, should be **many fold higher than the budget of the programme.**
- c) However, such activities may be taken up with the local initiative and resource mobilization.

Duration of the camp : Depending upon type of project work, but it should **not be less than 5 days.**

No. of participants per camp : *A minimum of 50 youth*

Additional Inputs

- Mobilize local resources for mega work camp.
- Durable and useful community assets should be created.
- Local and adjoining Villages Youth Club members must also participate

Coordination

- The mega work camp programme should be coordinated with District Administration, Zila Parishad, Panchayat, & Local People's Representatives

Follow up

- Maintenance of the assets created should be ensured through the Youth Club that organized the work camp.

Impact of the programme – Evaluation

To measure the impact and the achievement of objectives of the programme:

- Monitoring and Evaluation of the project
- Close supervision of the project should be done by Zonal Director.
- Accordingly, final report should be prepared.

10. Yuva Aadarsh Gram Vikas Karyakaram

District NYKs will develop one village as model village by the youth. For this purpose, the programs and activities in coordination with other Departments and Agencies in the Priority areas identified under Yuva Adarsh Gram Vikas Karyakaram should be taken up.

On each of the identified areas for action, the youth of the village should be oriented with the help of concerned departments officials and resource persons, followed by development of Action Plan to take up the tasks.

Concept

The basic idea of this initiative is to:

- i. Motivate and encourage youth to strive for excellence in their respective fields of interest
- ii. Enable them to realize their full potential and contribute to the nation-building process
- iii. Develop leadership qualities among youth
- iv. Provide the members of Youth Clubs an opportunity to participate and address the contemporary socio-economic and development issues confronting local communities.
- v. Bring them in the forefront as partners of development process in their villages
- vi. Strengthen existing network of Youth Clubs and provide them recognition in society.

Objectives

- i. To provide Leadership opportunity to youth to plan and participate actively in affairs of village
- ii. To take lead in the development process & social welfare of village community
- iii. To address local issues confronting village community through **Youth Action Groups** and **SHGs**.

- iv. To contribute towards nation building process through selected fields/areas

Selection of Village

No of Districts in India: 200 and Number of Village: 200 (Adoption of One Village each in selected 200 Districts to develop as NYKS Yuva Adarsh Gram (Model Village)

Selection of Districts:

On every Three NYKs in the State/Zone, there would be one Yuva Adarsh Gram Vikas Karyakaram. Preferably such districts in the State/Zone where:

- a) Both DYC and ACT are in position
 - b) Hon'ble MPs/ MLAs/ other Public Representatives are interested
 - c) DM/DC promise to provide support
 - d) Or where the Zonal Director is convinced that the program could be organized in a successful manner
- i. A village, other than Saansad Adarsh Gram Yojana, MLA/ MLCs adopted villages
 - ii. Having an active Youth Club
 - iii. Youth Club should have:
 - a) Their members are active, willing to participate, experienced, resourceful and interested to make their village as NYKS Adarsh Gram (Model Village)
 - b) Proven Track Record of activities in the field of social welfare and development.
 - c) Effective linkages with Gram Panchayat and other developmental departments and agencies.

Focus Area

- Open Deification Free villages
- Swachhta, Hygiene, Sanitation including Waste Disposal of Sewerage
- Water Harvesting and Management
- Drip Irrigation
- PM Social & Financial Inclusion Schemes - Popularising and facilitating youth and people

- Agriculture Land Soil Cards
- Beti Bachao - Beti Padhao
- Football Sports Clubs
- Tree Plantation
- Skill Development
- Preventive Health – Yoga
- Panchayati Raj and Rural Development Schemes linkages
- Immunization and Primary School enrolment

Suggestive Process to be followed

- i. Declaring that the Youth Club would work towards making the village as NYK Model Village
- ii. Holding a meeting with Youth Club in the village by District Youth Coordinator to further guide them for future course of action
- iii. Meeting with Gram Panchayat Sarpanch, Members of Panchayat, Opinion leaders and other stakeholders
- iv. Meeting and discussion on issues and problems
- v. List out priority development areas to be taken up by Youth Club with focus on identified areas under this program on priority
- vi. List out other social welfare activities to be addressed by Youth Club
- vii. List out areas for their own development e.g. Education, Computer literacy, Skills Development, Training, Life Skills Education, Personality/Leadership Development, Entrepreneurship, etc.
- viii. Volunteering Youth Club Members to become a part of an issue, subject/ area based group to address problem and become part of an Action Group.

Formation of Youth Action Groups and Self Help Groups

To tackle identified issues confronting village life, local youth who have wished to take collective lead in addressing them should be transformed **into Youth Action Groups and SHGs** on different issues.

They may take the support of Gram Panchayat, Govt. Machinery, NGOs and others who can contribute in addressing the issues. Suggested lists of areas on which Youth Action Groups and SHGs may be formed are given under focus areas above at S. No. 4.

Preparing Joint Plan of Action

- i. Preparing Plan of Action by Youth Action Groups
- ii. Based on the Action Plans of Youth Action Groups, the President of the Youth Club would prepare Joint Action Plan for the village in consultation with Gram Panchayat, Service Providers and others.
- iii. Publication of Joint Plan of Action and display it at prominent places of the village
- iv. A copy of Joint Plan of Action be provided to District Youth Coordinator

Strategic Approach

In order to achieve the above mentioned objectives, the programme would be guided by following approaches:

- i. Converging different Govt. programmes and private and voluntary initiatives to achieve comprehensive development in tune with people's aspiration
- ii. Building partnership with voluntary organizations, educational institutions, aanganwadi workers, asha workers, etc. and other service providers
- iii. Establishing effective linkages with developmental departments and other agencies for outcomes and sustainability
- iv. Influence the leadership (Zilla Prishad, Gram Panchayat etc.) and others to develop NYKS Model Village
- v. Capacity of members of Youth Clubs will be enhanced

Role of NYKS District Youth Coordinator

- i. To facilitate Youth Club for:
 - a) Identifying development areas and local issues of concern

- b) Discuss with emphasis on the identified Focus Areas and facilitate the Club
 - c) Listing out other priority social welfare activities
 - d) Preparing Joint Action Plan
- ii. To help in establishing linkages and coordination with Gram Panchayat, Service Providers, Govt. Development functionaries
 - iii. From time to time guide Youth Club in the implementation of Joint Plan of Action leading to the development of the adopted village as **NYKS Adarsh Gram**.

Budget : Rs. 50,000 per district

Action by Zonal Directors

- The Zonal Directors should Select district NYK (s) as per the above given selection criteria. ZD should prepare the list of such districts and submit to NYKS Hqr for approval before the end of **August 2016**
- It should be followed by submission of Comprehensive **Plan of Implementation** and submit to NYKS Hqrs latest by **September 2016** for approval Director General

Other Programmes

1. Meeting of District Advisory Committee on Youth Programme (DACYP)

As aware, the DACYP is being reconstituted; therefore, till the committee is formed and notified, meanwhile, the concerned District Youth Coordinators will prepare their Annual Action Plan 2016-17 in the prescribed proforma of their District NYKs and will submit to respective Zonal Directors for their approval.

BUDGET

No. of meetings per district NYKs	Amount per district @ Rs. 1,000/- per meeting (in Rs.)
Minimum 02 meetings 1 st meeting– 2 nd Quarter 2 nd meeting- 4 th Quarter	2,000. The amount should be utilized for refreshment and other organizational expenses
Efforts should however be made to convene meetings in every quarter	

State Level Programmes

1. Meetings of State Advisory Committee on Youth Programmes (SACYP)

As aware, the SACYP is being reconstituted; therefore, till the committee is formed and notified, meanwhile the concerned Zonal Directors will approve the Annual Action Plan 2015-16 of the district NYKs under their jurisdiction.

BUDGET

No. of Awards	Amount @ Rs. 3,000/- per meeting (in Rs.)
Minimum 02 meetings 1 st Meeting–2 nd Quarter 2 nd Meeting – 4 th Quarter	6,000. The amount should be utilized for high tea & other organizational expenses including, file folder, writing pad, pen, reference material, photographs, etc.
Efforts may be made to conduct meetings in every quarter	

2. Planning, Review and follow-up Meeting

Objectives

- To review the progress of the ongoing programmes and activities of NYKS and suggest constructive interventions

Programme Contents

- Contingency plan and strategy for implementation in case of need
- Formulation of micro-plan
- Prioritization of proposed activities
- Charting out yearlong activities of Youth Clubs
- Close monitoring and review

Activities

- Review the progress of targets set and achieved as well as future and ongoing programmes and activities of NYKS, follow up actions to be taken
- To discuss and plan innovative projects and programmes for youth development and suggest measures for strengthening the existing networks of Youth Clubs
- To share information about the ongoing schemes and programmes of the government (both State as well as Central Govt.) for youth development, expedite coordination and mobilize resources

Operation Details

- It will be the prerogative of the concerned Zonal Director to convene these meetings as per the need and as and when and wherever these are required.

Duration of the meeting	:	01 day
No. of participants per meeting	:	All Dy. Directors and DYCs
No. of meetings in a State	:	04
Time Line	:	2 nd , 3 rd and 4 th Quarter
Budget for FOUR Meetings	:	@ Rs. 300/- per meeting and per Deputy Director & District Youth Coordinator of the Zone

3. Annual Activity Report Competition

Objective

- To develop competitive spirit among field functionaries to document undertaken programmes and activities and their achievements.

Main Features

- Annual Activity Report/ Documentation competition will be organized among District NYKs at State level.
- Best Activity Reports will be suitably awarded. It will set an example for other District NYKs to prepare activity reports in a presentable manner.
- The criteria for selection will be simple, precise and effective.
- Award money to be used for Need Based Projects

No. of Awards: 44 awards

Awards would be given based on number of Districts in a Zone. The criteria is as follows:

- Up to 20 districts – 1 award
- 21 - 40 districts – 2 awards
- 41 districts & above – 3 awards

Prize Money

- Rs.50,000/- - 1st
- Rs. 30,000/- - 2nd
- Rs. 20,000/- - 3rd

4. Internship Programme

To begin with the interns would be inducted at Zonal Offices and at NYKS, HQs.

Objectives

The objectives of the Internship Programme for student youth with NYKS would be to:

- Provide exposure to interested and willing students of various recognized Universities and Research Institutes to share their experience as well as learn concepts and gain hands on training in social engineering with focus on youth development and empowerment
- Provide opportunity to officers of NYKS to interact with young thinking minds from reputed institutions and get ideas and inputs from budding scholars which could prove to be of value addition for policy and planning
- Provide a framework to students by which their educational experience is enhanced and support the work of NYKS through practical work assignments

Utility of the Programme

- This program would be useful both for NYKS and for youth.
- Interns will be exposed to NYKS functioning, its programs, activities, net work of Youth Clubs, new initiatives as well as field activities and involve them in the organization of activities processes to gain hands on experience

- Interns would also be encouraged to carry out a study of a particular area / program and submit a Study Report mentioning about NYKS strength weaknesses and suggestions for improvement, etc.

Eligibility for Internship Programme

- Students who are pursuing Graduation, Post Graduation Degree and Research students, preferably from Anthropology, Social Work, Sociology, Psychology, Management, Law and Social Sciences, shall be eligible to apply for Internship Programme.
- Student's association with NYKS for unpaid programme would **not be more than 6 months and less than 1½ months**, in any case, provided they have completed two years of their three or four years of degree course.
- Fluency in English or Hindi or Local language is desirable for the programme.

No. of Interns: 100 (3 per Zonal Office)

Level : Zonal and National

Budget : Rs.5,000/- per Intern

Possible Work Area

- Developing workable project proposals, standards and modules related to (i) NYKS youth activities; (ii) strategies for developing NYKS Youth Clubs and empowerment of their members; (iii) monitoring and supervision; (iv) standardization of documents; (v) success stories and best practices (vi) modules and IEC literature on different activities.
- Study the inspection, monitoring, follow up and evaluation system prevailing in NYKS.
- Documentation, suggestions and specific inputs for further strengthening advocacy, awareness, information, education, and communication activities for promotion of flagship programmes of Government related to youth empowerment.
- Research on the needs, desires and aspirations of youth and how they can be met through NYKS activities as well as new programs and areas to meet the same with visible outcome.
- Need of capacity building for Youth and other stakeholders and how.

(The above list is illustrative and not exhaustive)

Application Process

- a) Applications would be invited through wide publicity in Educational Institutions and the applicants are required to register their applications along with the following documents.
- Application duly filled
 - Curriculum Vitae
 - Letter from the College/Institute/University Principal/Head of the Department/Research Guide requesting concerned State Director, NYKS to consider the candidate for Internship Program and the topic on which the candidate intends to undertake Internship. The letter should also indicate that the student would follow the instructions of the designated NYKS Official, follow rules, discipline, punctuality and maintain confidentiality where required and would not publish and divulge the findings or documents without the written permission of NYKS, State Director. The details of the candidate be provided in the prescribed format given at **Annexure -16**.
 - All applications shall be examined and initially shortlisted by the concerned NYKS State Office/Administration, based on eligibility criteria.
 - The shortlisted applications shall be summarized in a tabular form showing briefly academic record, course pursued, Institute/University of enrolment etc. and further forwarded to a Committee to be constituted by NYKS Hqrs or Zonal Office, as the case may be, for taking a final decision.

Terms and conditions

- a) Applicable to Indian nationals.
- b) Internship Programme is on a full-time basis spending weekly five days except gazette holidays.
- c) Upon selection, 'Internship Programme Agreement' shall be forwarded to the confirmed candidates for signature and this must be returned before the starting date. There is no promise of employment either during or upon completion of an Internship Programme with NYKS.
- d) A student shall not communicate at any time to the media or any other external source any information which has become known to him/her by reason of association with the NYKS that he/she knows or ought to have known has not been made public.
- e) He/she may not use any such information without the written authorization of the NYKS and such information may never be used for personal gain. These obligations also apply

after the end of the Internship Programme period. Further the students are required to maintain confidentiality.

- f) Each student will be provided with a minimum logistic support i.e. office space with access to intercom facility and computer facility. The students would be attached with one of the senior Officers at NYKS Hqrs or Zonal Office.
- g) The students may be asked to travel for field assignments. The travel cost and logistics would be provided by NYKS, subject to the ceiling of Rs. 5,000/- for the whole period, as decided from time to time.
- h) These students will be required to present a brief report/paper at the end of their assignment highlighting their observations and the suggestions, if any. Consequent upon that and after satisfaction of designated Officer of NYKS, a certificate regarding successful completion of Internship Programme shall be issued by NYKS.
