

Annual Action Plan 2015-16



World's Largest Youth Network

Nehru Yuva Kendra Sangathan

Ministry of Youth Affairs & Sports

Government of India



Nehru Yuva Kendra Sangathan

Guidelines for Implementation of Annual Action Plan 2015-16

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.

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 2.95 lakh village level Youth Clubs and Mahila Mandals in different districts with a membership of about 83 lakh youth in the age group of 13-35 years. Between these Youth Clubs and district NYKs there is volunteer force of about 12,000 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 rural youth 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 rural 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 rural 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, facilitate construction of Toilets, popularize Pradhan Mantri Jan Dhan Yojana, plantation of saplings, blood donation, linking youth with skill development trainings, Bate Bachao activities, prevention of HIV/AIDS, Drugs abuse and Alcoholism, Health and Family Welfare programmes with involvement of Youth Clubs, Mahila Mandals and village communities. However, a lot more remains to be done.

Goal: Development and Empowerment of Rural Youth

Objectives:

- Mobilize, motivate and organize rural youth of the country
- Enhance their capacities to develop democratic institutional mechanisms in the form of village based Youth Clubs with due representation of all sections of society
- Enable target audience to live a meaningful, productive and healthy life
- Assume local leadership to act as active partners in the process of community development and nation building activities with the spirit of equity, secularism and voluntarism
- Behave as responsible citizens and contribute towards the processes of peace building and national progress
- Addressing their needs, issues and vulnerabilities as well as structural and underlying factors

Focus:

The focus would be on the issues and problems confronting rural young people with emphasis on their development and empowerment for a sustainable livelihood on one hand and active partnership in nation building activities with spirit of volunteerism on the other hand.

1) Areas to be addressed:

NYKS during the financial year 2015-16, would focus on the following areas through its **Core Programmes, National Programme for Youth and Adolescents Development (NPYAD) Scheme** of MoYAS and **Coordination Activities** with other development departments and agencies at district, state and national level. It is to mobilize more resources and provide more activities in these areas for the benefit of rural young people and village communities, in general.

- **Skills Development:** for self employment and employment generation among youth.
- **Women Empowerment:** Gender equality, women rights, legal literacy, employability resources, developing leadership skills, personality development and soft skills.
- **Eradicate Poverty:** Pradhan Mantri Jan Dhan Yojna, Self Help Groups (SHG) formation and link employment opportunities with emphasis on village, block and district based opportunities to check migration.
- **Civic Education:** Spirit of Nationalism, proud to be Indian, respect for national symbols and values promoting national integration, communal harmony, universal brotherhood and national unity.
- **Social Issues:** Campaigns against female feticide, Bate Bachao, dowry, Drug Abuse and alcoholism, Tobacco Cessation, child marriage.
- **Environment:** Sapling Plantation, Campaign against use of Polythene Bags and promotion of Renewable Energy; Eradication of weeds e.g. (Gajar Ghas, Lantana, Water Hyacinth) in villages
- **Hygiene and Sanitation:** Swachh Bharat Mission, hand wash, promoting construction of low cost toilets under Government Schemes/Nirmal Bharat Abhiyan, Water management, harvesting, conservation, and Safe Drinking Water.
- **Health:** Prevention of Non Communication Diseases, improving maternal health, promoting Immunization (Mother and Child), General Health problems, HIV/AIDS, Institutionalized deliveries, Vasectomy and Tubectomy; Iron Folic Acid tablets for adolescent girls.
- **Education:** Promoting Primary Education - Enrollment of children with emphasis on deprived sections of society, Re-enrollment of Drop Outs because of various social issues, adult education.
- **Volunteerism:** Promoting spirit of volunteerism; Disaster and other natural calamities mitigation: rescue operations and security, training in fire fighting, first aid, Voluntary Blood Donation and enrolment of volunteers. Moreover, a Voluntary Blood Donors Directory with their blood groups & contact numbers will also be prepared in all the district NYKs.

- **Leadership:** promoting democratic leadership; it has also been strategized to develop leadership among rural young people to address issues of local, national and international importance with local youth, PRIs, urban local bodies and community participation.
- **Saansad Aadarsh Gram Yojana**

2) Publicizing the Schemes of Central Government viz. Pradhan Mantri Jan-Dhan Yojna, Swachh Bharat Mission, Facilitate Construction of Toilets under Government Schemes and active partnership in Saansad Aadarsh Gram Yojana

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

1. Pradhan Mantri Jan-Dhan Yojna:

The Government of India has introduced an innovative scheme named Pradhan Mantri Jan-Dhan Yojna. Under this scheme, the accounts will be opened with zero balance. As a first step, every account holder will get a RuPay Debit Card with a Rs. 1,00,000/- accident cover. They will also be covered by insurance and pension products. For more details please visit website: www.jandhanyojana.net. Members of Youth Clubs and Mahila Mandals should be motivated to:

- Publicize the Pradhan Mantri Jan-Dhan Yojna
- Open their Bank Accounts and they should also motivate rural masses to open their account in nearby Bank branch

2. Swachh Bharat Mission:

This is also a priority area and Hon'ble Prime Minister has given a lot of stress on making India Clean and Green by the 150th Birth Anniversary of Mahatma Gandhi in 2019. Hon'ble Prime Minister has appealed to everyone to plan and whole heartedly engage in the task of cleaning of homes, work places, villages, cities and surroundings. He also urged for active support and participation in collective quest to make a Swachh Bharat. It is also to realize Gandhi ji's dream of a Clean India and pay true tributes in the form of Swachh Bharat by his 150th Birth Anniversary in 2019. For more details please visit website: www.moud.gov.in/swachchbharat.

In this regard, NYKS has already initiated action and numbers of activities have been organized from 25th September, 2014, the birthday of Pt. Deendayal Upadhyaya and till date. The mission was launched on 25th September, 2014 across the country. Swachhta Shapath (Pledge) was undertaken on 2nd October, 2014 followed by cleanliness and other activities with participation of NYKs Youth Clubs, Mahila Mandals, NYC Volunteers and village communities. The Mission has been focused on participation of all sections of society to bring about mass awareness and a lasting behavioral

change to achieve this goal. Pledge and logo was popularized among rural people to spread the message of Mahatma Gandhi that "Sanitation is more important than political freedom". During 2015-16, these activities should also be carried out with same spirit. For more details, see the previous communications (**Annexure – A**) in this regard for taking necessary action.

Suggestive Activities

The members of Youth Clubs & Mahila Mandals would be motivated to undertake Special Cleanliness Drive in their respective areas. Cleaning Drive includes:

- ✓ Eradication of weeds, collection of polythene bags and plastic material for disposal,
- ✓ Maintenance of public property (anganwadi centers, PHCs, etc.), sheds on road sides and bus stand
- ✓ Cleanliness of street and common places, maintenance and repair of cremation grounds, maintenance of play grounds, schools and community toilets
- ✓ Digging, maintenance, disinfection, de-silting and repair of ponds, wells, natural drinking water resources, small irrigation channels, water tanks, water harvesting, etc.
- ✓ Global Hand Washing Day on 15th October and the World Toilet Day on 19th November would be observed to spread the message of cleanliness.
- ✓ The issues of Cleanliness and Sanitation Education would be the integral part of NYKS Programmes and Workshops and Training Programmes for Youth Club Leaders/Members, NYC Volunteers and NYKS field officials would be organized on "Swachh Bharat".
- ✓ Further, Members of NYKs Youth Clubs and Mahila Mandals and NYC Volunteers would motivate villagers for construction of sanitary latrines.
- ✓ Cleanliness in office complexes of 623 Districts and 29 Zonal offices of NYKS would be carried out. Toilets and garbage in office complexes would be cleaned.

With the support of Members of NYKs Youth Clubs and Mahila Mandals and NYC Volunteers, District NYKs would achieve the set targets as per the **Annual Action Plan for the year 2015-16 and Five Year Plan on Swachh Bharat Mission**. A copy of the same along with a letter of Director General is placed at **Annexure – A**¹.

In addition to the above, members of Youth Clubs and Mahila Mandals are required to be motivated for initiating following actions to make the Swachh Bharat Mission more effective at grass root level:

- ✓ Make cleanliness as a way of life.
- ✓ Dedicate 100 hrs (2 hrs in a week) every year towards Swachh Bharat Mission.
- ✓ Undertake Cleanliness Drive in their adjoining areas.
- ✓ Construct toilets in their houses under Government Schemes/Nirmal Bharat Abhiyan.
- ✓ De-silt and repair water resources viz. ponds, wells, water tanks, etc.
- ✓ Launch massive campaign against use of polythene bags and plastic materials and their safe disposal.
- ✓ Eradicate weeds (congress grass, etc.)

- ✓ Other activities relevant to their areas.

3. Facilitate Construction of Toilets under Government Schemes/Nirmal Bharat Abhiyan:

This is another priority area and Government is emphasizing for motivating villagers for construction of sanitary latrines in their houses. Necessary technical and financial support is provided by concerned Departments/ Agencies. In this direction, NYKS has already initiated motivating members of Youth Clubs and Mahila Mandals and NYC Volunteers for construction of sanitary latrines. Through this programme, Members of Youth Clubs and Mahila Mandals should be motivated for initiating following actions for construction of toilets:

- ✓ Undertake survey to assess how many Youth Club Members are not having toilet facility in their houses
- ✓ Coordinate and take up Swachh Bharat Mission programme as well as generate mass awareness on cleanliness and hygiene.
- ✓ Coordinate and mobilize additional required funds and resources from concerned departments and agencies at state and district level for this purpose.
- ✓ Replicate Government Schemes/Nirmal Bharat Abhiyan to promote Swachh Bharat Mission in their respective Districts based on local needs and conditions.
- ✓ Share best practices and models with other for effective implementation and outcome under this programme.

4. Sansaad Aadrash Gram Yojana:

Actively participate and mobilize members of Youth Clubs and Mahila 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.

All are required to go through the documents/communications placed at **(Annexure – B)** which includes Joint Secretary (YA), MoYAS along with SAGY Guidelines (17-12-2014) as well as E-mail dated 30th April, 2015 Joint Secretary (YA) 30/4/2015. By clicking 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/ Mahila 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 Mahila Mandals of these villages would be ensured during conduct of Core Programmes, Coordination activities, NPYAD Programmes (National Integration Camps, Adventure Camps, Youth Leadership & Personality Development Programmes & 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.

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 2015-2016 from the Block Grant of MoYAS, NYKS would undertake a set of following **09 Core Programmes**:

1. Youth Club Development Programme
 2. Training on Youth Leadership & Community Development
 3. Theme Based Awareness and Education Programme
 4. Promotion of Sports
 - a. Sports Material to Youth Clubs
 - b. Cluster level - Inter Youth Clubs Sports Meet
 - c. District level - Inter Youth Clubs Sports Meet
 5. Skill Up-gradation Programme for young Women and Men
 6. Promotion of Folk Art and Culture (District level)
 7. Observance of Days of National and International importance
 8. Youth Convention and Yuva Kriti (District level)
 9. Awards to Outstanding Youth Clubs (AOYC) at District, State and National levels
- 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 5 (except district level programmes) in a district would depend upon the number of Youth Clubs and Mahila Mandals in a given district. Distribution of Core Programmes to District NYKs out of Block Grant of MoYAS which has been based on the number of Youth Clubs and Mahila Mandals in a District may be seen at **Annexure – 1**.
 - Further, based on number of Youth Clubs and Mahila Mandals in a district which are based on the details provided by district NYKs on NYKS website as on 30th April 2015. Accordingly, the 623

districts have been divided into FOUR SLABS as mentioned in the table given at Annexure-1. Whereas, SLAB wise list of 623 District NYKs may be seen at **Annexure - 2**.

- The **Annual Action Plan 2015-16** pertaining to **NYKS 09 Core Programs** follows, however, in brief the details are placed at **Annexure - 3**.
- The plan would be village Youth Clubs & Mahila Mandals and their members as well as NYC volunteers **centric**.

Geographical coverage

- During the current financial year it is proposed that through the above mentioned Core Programs, 1.31 lakh villages having Youth Clubs and Mahila Mandals of NYKs in 623 districts of 36 States and UTs in India would be covered and 29.65 lakh members of these Youth Clubs would be **reached directly**.
- Further, each of the existing Youth Clubs and Mahila Mandals and their members 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 Mahila Mandals 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. In this endeavor, it is tentatively estimated that nearly five lakh rural youth would be benefited.
- It has been endeavored that a total of 30 lakh rural youth would be covered.

Part – 2. Strategic Utilization of Services of National Youth Corps (NYC) Volunteers and NYK Youth Clubs and Mahila Mandals with the support and guidance of Deputy Director and District Youth Coordinator

- It has been targeted that 12,000 NYC volunteer would be deployed by NYKs in 623 districts. Out of which about 1250 would be computer literate and facilitate district NYKs in promoting e-governance and updating Youth Clubs and Mahila Mandals profile and details. Therefore, for field operations there would be about 10,750 NYC volunteers.
- 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, NPYAD Scheme of MYAS, and Coordination Activities in identified focused area 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 and Mahila Mandals for implementation of NYKS Core Programmes, NPYAD Scheme and targeted Coordination Activities and follow up activities in their respective blocks or cluster of villages.

- Districts with 12 NYC and above, there would be one NYC volunteer on a cluster of 20 -25 villages or more (based on the total no. of NYCs and total no. of Youth Clubs and Mahila Mandals in a district) whereas, in a district with less than 12 NYCs, NYC keeping in view the number of villages in the district, will allocate cluster of villages with NYC's Youth Clubs and Mahila Mandals to the NYCs in a district, so as to cover existing Clubs and Mandals
- The youth who would be covered under NYC Core Programmes 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 NYC 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.

Coordination

In order to provide more programs for the furtherance of the objectives of NYC 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 NYC, Headquarters should be obtained through proper channel.**

Targets for fund mobilization in coordination with other development Ministries, Departments and Agencies have been fixed for Zonal Directors, Deputy Directors and District Youth Coordinators. One of the assessment criteria for writing **Annual Performance Appraisal Report** of the Officers would be the achievement against set target for fund mobilization. Therefore, all field functionaries are required to achieve the set target in time bound manner. The targets of each of Zonal Directors, Deputy Directors and District Youth Coordinators for fund mobilization are as follows:

Following targets for Fund Mobilization from other Departments and agencies at different levels have been fixed:

District Youth Coordinator – Rs. 10 Lakh Deputy Director – Rs. 25 Lakh Zonal Director – Rs. 50 Lakh

- To ensure proper programme planning, coordination, implementation, transparency and monitoring for effective functioning of district NYCs with expected outcomes, two quarterly meetings of **District Advisory Committee on Youth Programmes** (DACYP) under the Chairpersonship 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 29 States.

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

Programs which NYKs may take up through Youth Clubs and Mahila Mandals

Besides facilitating implementation of NYKS 09 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 and Mahila Mandals** in the district. This should be achieved by mobilizing local resources and in coordination with other departments and agencies during 2015-16. 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 Mahila Mandals and will update their Youth Club's and Mahila Mandal's Profile, Membership details in the **revised prescribed format (Annexure - 4)**. 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 and Mahila Mandal 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 and Mahila Mandals in 623 district NYKs

Sr. No.	Programme	Distribution of Targets based on per NYC allotted to NYKs
1.	Linking Youth Club and Mahila Mandal Members with Employable Skill Development Trainings	140 youth
2.	Formation of SHGs	4 SHGs
3.	Sapling Plantation and their survival	300 plants
4.	Collection of Polythene Bags to generate awareness and facilitate in protecting environment	03 villages
5.	Eradication of weeds e.g. (Gajar Ghas, Lantana, Water Hyacinth) in villages	04 villages

Sr. No.	Programme	Distribution of Targets based on per NYC allotted to NYKs
6.	Motivation resulting into construction of Toilets	16 toilets
7.	Blood Donation	30 units
8.	Enrollment of Voluntary Blood Donors and their Blood Grouping	50 youth
9.	Motivated Girls and their Parents to postpone her marriage till attaining 18 yrs.	40 girls
10.	Immunization of Pregnant Mothers	40 pregnant mothers
11.	Motivate and Facilitated Institutionalized Deliveries	40 women
12.	Motivate and Immunization of Children (0-5 yrs)	100 children
13.	Cataract (Eye) operations	10 patients
14.	Providing access of iron Folic Acid Tablet to Adolescent Girls	100 Adolescent Girls
15.	Health Check-up Camps (DOTs, Hypertension, Diabetics and others)	03 camps
16.	Enrollment of children in schools	80 Children
17.	Facilitating into getting Voters ID Cards	100 persons
18.	New Youth Clubs and Mahila Mandals formed	No. of Youth Clubs
19.	Youth Clubs and Mahila Mandals further revitalized/ strengthened	No. of Youth Clubs
20.	Youth Club's and Mahila Mandals current status verified and updated in the revised prescribed proforma	No. of Youth Clubs
21.	Youth Club's updated Profile based on revised prescribed proforma uploaded online	No. of Youth Clubs
22.	Enrolment of new members with due representation of Women, SC, ST, OBC, Minority and Physically Challenged	No. of new members enrolled
23.	Other Programmes as per local need and priority may please be added in the Plan with targets	

Other Probable Areas where Youth Clubs and Mahila Mandals 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 2015-16

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 and NCC. In this regard Action Plan highlighting extent of convergence/synergy between NYKS & NSS as well as NCC Youth/ Volunteers/ Cadets respectively in each others' programmes be indicated. The extent of NSS volunteers and NCC cadets involvement in NYKS Core Programmes & Coordination Activities should also be indicated in the Monthly Progress Reports under the column - collaborated agency.
2. For details, letter of even no. dated 18th October, 2013, 21st November, 2013 and 27th December, 2013 of Joint Secretary (YA), MYAS pertaining to Convergence/Synergy in the functioning of NSS and NYKS may be seen at Annexure – 17.
3. Similarly, the decision taken in NYKS, BOG meeting held on 11th February 2014 it was decided to collaborate and coordinate with NCC for better results. Further, in this regard kindly refer to letter No. 17801/NYKS/DGNCC/Trg. Dated 22nd August, 2014 of Joint Director (Training-E), Directorate General, NCC and NYKS letter No. NYKS/Spl.Project/NCC/2014/1012 Dated 09-09-2014 pertaining to coordination with NCC. The copies of the letters are placed at **Annexure - 17**. Therefore, the Convergence/Synergy in programmes between NCC & NYKS at different levels, particularly at grassroots level be achieved.
4. Linkages between developmental Ministries, Departments, Agencies may be established for sanction of projects for the development and empowerment of youth, with focus on Employable Skill Development training and self-employment ventures with market potential.
5. The Youth Clubs and Mahila Mandals who have been given award under the Scheme of AOYC during last 02 years, will not be eligible to apply.
6. Only those Youth Clubs and Mahila Mandals will be eligible to apply under AOYC scheme who are affiliated with district NYKS
7. 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.

8. The Zonal Directors will regularly review the achievements against the set physical and financial targets of the Annual Action Plan and follow up.
9. 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, 2015. 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.
10. 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.
11. Core Programmes and their funds **should not be diverted** for any other different activity or programme, as they are committed programme components.
12. The Programmes **Have To Be Conducted By District Nehru Yuva Kendras And Can Not Be Delegated To Any Other Agency.**
13. 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 and Mahila Mandals is ensured in the district. These may or may not be the ones chosen in the previous year.
14. On thematic side, all programmes and activities of the year **should be a mission rather than a routine exercise.**

15. Programmes should be organized in such a manner that maximum number of Youth Clubs gets an opportunity to take part in programmes
16. The **same youth from the Youth Clubs and Mahila Mandals 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.
17. 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

18. 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 proforma:

Core Programmes & Coordination Activities Progress Report

Level	Core Programmes Progress Report	Annexure
District NYK	Monthly Progress Report	Annexure – 5
District NYK	Cumulative Progress Report	Annexure – 5 -A
Zonal Office	Monthly Progress Report	Annexure – 6
Zonal Office	Cumulative Progress Report	Annexure – 6-A

Level	Coordination Activities Progress Report	Annexure
NYC Volunteers	Monthly Progress Report	Annexure – 7
District NYK	Monthly Progress Report	Annexure – 7 - A
District NYK	Cumulative Progress Report	Annexure – 7 - B
Zonal Office	Monthly Progress Report	Annexure – 7 - C
Zonal Office	Cumulative Progress Report	Annexure -- 7 - 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.

19. 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 .

20. 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.
21. It must be ensured that Public Representatives viz. Hon'ble 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.
22. 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.
23. 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.
24. Regular monitoring and evaluation (quantitative and qualitative) of the programmes should be undertaken with follow up action.
25. The **funds mobilized and received** from other agencies should **clearly be indicated in the MPRs under Coordination Activities.**
26. 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 and Mahila Mandals should undertake programmes in the areas, as referred at **page no. 3 to 6 and 10 to 11** for the benefit of rural young people and village communities on regular basis. This task should be completed with the help of NYC volunteers and Mentor Youth Clubs, if any in the area.
27. To achieve the targets following activities should be taken on priority:
 - a. Youth Clubs be encouraged and followed up for ensuring fair representation of socially disadvantaged and deprived youth sections of 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 Mahila Mandals details and profile be updated as per the revised performa given at **Annexure – 4** and a copy of the same be retained in district NYK office record. The revised Youth Clubs and Mahila Mandals profile and details so collected should be

updated online through the facility provided on NYKS website. The task of online updating of Youth Club and Mahila Mandals data and profile should be completed by **30th September, 2015.** **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 Mahila Mandals and their members should be updated online from time to time.
 - f. Members of Youth Clubs and Mahila Mandals 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. NYKS should align itself with PRIs (which has major role to play after 73rd constitutional amendment) during trainings and coordinate development programmes and activities. District NYKs should ensure that one session of their training programmes should be dedicated to discuss various issues, role, need and importance of local youth participation in Panchayati Raj activities.
 - h. 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 and Mahila Mandals in Panchayat development programmes and activities.
 - i. Heads of Education Department and Principals of local Schools should also be requested to allow Youth Clubs and Mahila Mandals to hold meetings and programmes in School building after School hours, holidays and vacations.
 - j. Heads of Health and ICDS departments, ASHA, Anganawadi and ANM workers should be approached to coordinate with NYK village Youth Clubs, Mahila Mandals and Mentor Youth Clubs to undertake health, family welfare, child care, nutrition and promotion of balanced diet and providing access of iron Folic Acid Tablet to Adolescent Girls related activities.
28. 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 and Yuva Kriti' will contain the records of District Youth Convention and Yuva Kriti conducted in the district during that year. The maintenance of record will include following:
- i. Minutes of the meeting of the Youth Club/Mahila Madal (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/Mahila Madal 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 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.

29. 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.

NYKS Core Programmes - 2015-16

1. Youth Club Development Programme (YCDP)

Objective

- To strengthen and enhance existing network of Youth Clubs and Mahila Madals with representation from all sections of society.
- To publicize the Flagship Programmes of Central Government viz. Pradhan Mantri Jan Dhan Yojna, Swachh Bharat Mission and motivation for and facilitate construction of Toilets under Nirmal Bharat Abhiyan.

No. of Days : 5 days

No. of Programmes : Based on the number of Youth Clubs and Mahila Madals in the district as per criteria given in the following Table

District NYKs having Youth Clubs and Mahila Mandals	No. of Programmes per District
Up to 49	2
Up to 149	3
Up to 399	4
400 and above	5

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

For implementation of Youth Club Development Programme, below given instructions of Director General may strictly be adhered to:

- Programme can be booked as complete or duly executed only if the data of all Youth Clubs and Mahila Mandals is collected in the prescribed proforma and uploaded on NYKS website as well as data/ profile of new Youth Clubs and Mahila Mandals formed during the campaign.
- No payment for just visiting the locality or organizing meeting.
- Payments to be released only after upload of data and achieving the set targets.
- For this purpose, the Zonal Director should personally monitor the progress and consequent upon achieving the set targets of each YCDP, he/she will declare the YCDP as successfully organized and allow the District Youth Coordinators to book the budget as utilized while following the set financial procedures. In case the targets are not

achieved as per the guidelines in that case the funds for an YCDP should not be allowed to be booked as utilized.

- While collecting Youth Club data they should also undertake **survey** and thereby collect data regarding the number of Youth Club members who **do not have toilet** in their homes.

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 having NYK Youth Clubs/ Mahila Mandals per day. 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 Youth Clubs and Mahila Mandals Profile updation and uploading on NYKS website.

- Besides above, the team members will also verify current status of Youth Clubs and Mahila Madals and will update their Youth Club's and Mahila Madals' Profile, Membership details in the prescribed **revised format (Annexure - 4)**. Thereafter, each District NYK will upload each Youth Club and Mahila Madal 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.
- New Youth Clubs and Mahila Madals shall 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 and Mahila Madals which are in existence but are dormant shall be activated.
- The youth groups who come forward to form Youth Club/ Mahila Mandal should 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. For more details, NYKS web-site in this regard, may be looked into. NYK will issue Affiliation No. to newly formed Youth Clubs and Mahila Madals 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 Publicizing the Schemes of Central Government viz. Pradhan Mantri Jan Dhan Yojna, Swachh Bharat Mission and Construction of Toilets under Government Schemes

In addition to this, Youth Club Development Programme should be used to showcase the focus areas of Government of India viz.

- Pradhan Mantri Jan Dhan Yojna
- Swachh Bharat Mission
- Construction of Toilets under Government Schemes

Youth should be made aware and mobilised about these schemes through a network of village based Youth Clubs and Mahila Mandals. They should be motivated to popularize and adapt these schemes and motivate others to get the benefit out of these schemes. **In this regard the details given earlier in the guidelines should be followed.**

Collaborating Agencies: Youth Clubs, Mahila Mandals, Gram Panchayats, Banks and other financial institutions, District Administrations and concerned Departments/ Agencies.

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

Expected Outcome:

Part - 1

- Further strengthened the network of existing Youth Clubs and Mahila Mandals in the district.
- Formed new Youth Clubs and Mahila Madals in remaining villages and encouraged them to apply online so that they may gradually become IT enabled
- Activated existing Youth Clubs and Mahila Mandals.

- Enrolled new members and activated existing members in existing Youth Clubs and Mahila Madals leading to increase in the membership of rural youth in targeted Youth Clubs and Mahila Madals.
- Encouraged due representation of all sections of society i.e.SC, ST, OBC, Minority, Physically Challenged and women.
- By the end of the programme, the updated profile (as per the revised prescribed format **Annexure – 4** on each of the Youth Clubs and Mahila Mandals be uploaded and reflected on NYKS Website.

Part - 2

- Made aware of and mobilized youth and village communities about the Pradhan Mantri Jan Dhan Yojna, Swachh Bharat Mission and Construction of Toilets under Nirmal Bharat Abhiyan - key schemes of Government of India.
- Members of Youth Clubs are motivated to bring the left out beneficiaries to open their account under Jan-Dhan Yojna. As a result of which, at least 20% of the Youth Clubs Members who do not have Bank account, open their accounts under Pradhan Mantri Jan Dhan Yojna.
- People are motivated to take active part to popularize about the above mentioned schemes and further motivate others.
- People are motivated for construction of sanitary latrines with the technical and financial support of respective Departments/ Agencies.
- People are motivated to dedicate 100 hrs (2 hrs in a week) every year towards Swachh Bharat Mission.
- People are motivated to De-silt and repair water resources viz. ponds, wells, water tanks, etc.
- People are motivated to launch massive campaign against use of polythene bags and plastic materials and their safe disposal.
- People are motivated to eradicate weeds (congress grass, etc.)

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

It is widely observed that youth when equipped with basic qualities of leadership, 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 provide rural youth an opportunity to come together, share their experiences, exchange ideas and take up community welfare and development activities. With this premise, NYKS intends to undertake this programme.

Objective

- To enhance capacities of young people to take leadership to help others to live a meaningful life and contribute towards nation building.

Broad Areas

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

- 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, 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

Suggestive Contents

- Leadership – the concept, qualities, styles, skills
- Communication skills - how to interact with people and make speech
- Personality development
- Life Skill Education (LSE)
- 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: 03 days

No. of participants per Programme: 40 (Two Youth leaders from each of the NYK Youth Clubs/Mahila Mandals). The participants should be drawn from a cluster of 20-30 NYK affiliated Youth Club and Mahila Madals village's members. The covered Youth Clubs and Mahila Madals should not be repeated in another TYLCD.

No. of programmes in a district : Based on the number of Youth Clubs in the district as per criteria given in the following Table

District NYKs having Youth Clubs and Mahila Mandals	No. of Programmes per District
Up to 49	2
Up to 149	3
Up to 399	4
400 and above	5

Time Line : June, July, August, September and October

Implementation Strategy

- The sole responsibility for organizing TYLCD would be of concerned District Youth Coordinator. However, the District Youth Coordinator should take help of local Mentor Youth Club (s) and designated NYC volunteers.
- The District Youth Coordinators should identify the training providing agencies and or group of experts and resource persons who can impart training and 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 should 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 be briefed about the objectives, expectations of this TYLCD and its outcome.
- It is to be ensured that the trainers should 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.
- Training schedule with contents of training topics and subjects be prepared in consultation with identified experts and resource persons of the programme.
- Each District Youth Coordinator has to inform the participants and resource persons well in advance, the dates, venues and other details of the TYLCD so as to enable them to attend the programme with full preparedness.

Methodology

The approach of the Training on Youth Leadership and Community Development should be participatory. The following suggestive methodologies should 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

Resource Material

The resource material on the subjects may be collected and compiled in Booklet form in advance with the help of resource persons and experts on the subjects to be covered during the training(s) as well as the copies of the schemes and projects of development departments and agencies. A copy of the Booklet and training schedule may be distributed amongst the participants at the time of arrival so that they may go through it in advance while attending the classes on the given topics and subjects.

Collaborative Agencies : For successful implementation of TYLCD programme Development Departments, Agencies, NGOs, Management Institutions, Learned Educationists, Resource Persons, etc. should be coordinated.

Additional Inputs: The services of local Youth Clubs and one NYC volunteer have to be exclusively earmarked for this programme. Other deployed NYC volunteers may also be involved.

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. 150/- per head per day (150 x 40 x 3)	18,000
Resource Material (50x40)	2,000
Organization	4,500
Honorarium to Resource Persons (Rs. 500 per for 6 Sessions – 2 per day or as per the need)	3,000
Total	27,500

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 may 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 2014-15.
- Trained youth leaders will be motivated to undertake activities shown in Table under the heading “**Other probable areas where the Youth Clubs could be involved**” by mobilising local resources

Expected Outcome per Programme:

- Developed a trained cadre of youth leaders for sustaining Youth Club Movement.
- Trained youth assumed local leadership in Community Development activities in 20-25 villages and organized at least 2 programs for community development in their respective villages.
- To have facilitated designated NYC volunteer in undertaking community development activities in the identified areas.

3. Theme Based Awareness and Education Programme (TBAEP)

Objective

- To enhance capacities of rural youth in addressing the issues and concerns affecting their lives.

No. of Programmes: Based on the number of Youth Clubs in the district as per criteria given in the following **Table:**

District NYKs having Youth Clubs and Mahila Mandals	No. of Programmes per District
Up to 49	3
Up to 149	7
Up to 399	11
400 and above	13

Duration : 1 day each

No. of Youth Clubs to be involved : 20 per programme

No. of participants/Beneficiaries : 80 per programme form cluster of 20 Youth Clubs/ Mahila Mandals (four from each Youth Club/Mahila Mandal)

Time Line : June to November

Budget : Rs. 8,000/- per programme (for meeting out working lunch, resource persons, organizational expenses)

Contents for coverage during the programme:

Please Note: Half Day of the training will exclusively be devoted on employment and self – employment link opportunities and rest half day would be devoted for other identified issues and areas as mentioned below:

- **Skills Development:** for self employment and employment generation among youth.
- **Women Empowerment:** Gender equality, women rights, legal literacy, employability resources, developing leadership skills, personality development and soft skills.
- **Eradicate Poverty:** Pradhan Mantri Jan-Dhan Yojna, Self Help Groups (SHG) formation and link employment opportunities with emphasis on village, block and district based opportunities to check migration.
- **Civic Education:** Spirit of Nationalism, proud to be Indian, respect for national symbols and values promoting national integration, communal harmony, universal brotherhood and national unity.
- **Social Issues:** Campaigns against female feticide, Bate Bachao, dowry, Drug Abuse and alcoholism, Tobacco Cessation, child marriage.
- **Environment:** Sapling Plantation, Campaign against use of Polythene Bags and promotion of Renewable Energy; Eradication of weeds e.g. (Gajar Ghas, Lantana, Water Hyacinth) in villages
- **Hygiene and Sanitation:** Swachh Bharat Mission, Hand wash, promoting construction of low cost toilets under Nirmal Bharat Abhiyan, Water management, harvesting, conservation, and Safe Drinking Water.
- **Health:** Prevention of Non Communication Diseases, improving maternal health, promoting Immunization (Mother and Child), General Health problems, HIV/AIDS, Institutionalized deliveries, Vasectomy and Tubectomy; Iron Folic Acid tablets for adolescent girls.
- **Education:** Promoting Primary Education - Enrollment of children with emphasis on deprived sections of society, Re-enrollment of Drop Outs because of various social issues, adult education.
- **Volunteerism:** Promoting spirit of volunteerism; Disaster and other natural calamities mitigation: rescue operations and security, training in fire fighting, first aid, Voluntary Blood Donation and enrolment of volunteers. Moreover, a Voluntary Blood Donors Directory with their blood groups & contact numbers will also be prepared in all the district NYKs.
- **Leadership:** promoting democratic leadership; it has also been strategized to develop leadership among rural young people to address issues of local, national and international importance with local youth, PRIs, urban local bodies and community participation.

- **Saansad Aadarsh Gram Yojana**

Implementation Strategy

Roles and Responsibilities

- District Youth Coordinators should select the venue for organizing this programme where successful Theme Based Awareness and Education programme could be undertaken. For example, venues where facilities like teaching aid and equipments, electricity with power back up, water, sanitation and other facilities are available.
- Mentor Youth Clubs, trained office bearers and designated NYC volunteer should be actively involved and made in-charge of the programme.
- The Heads of Development Departments and agencies should be actively involved during the programme as guide, facilitator, resource persons and support providers for village level activities.
- The District Youth Coordinators should identify the topics to be covered out of the above mentioned areas. Accordingly, the concerned heads of development departments and agencies be finalized along with their experts and resource persons who can impart awareness and educations as well as provide IEC material on the selected topics and subjects to be covered under the programme.
- District Youth Coordinator should be present during the programme and monitor the in-charge of the programme.
- Each District Youth Coordinator has to inform the participants and resource persons well in advance the dates, venues and other details of the TBAEP so as to enable them to attend the programme with full preparedness.
- During the programme, the participants should be motivated to link a minimum of 05 rural youth each from their respective Youth Clubs with local Departments and Agencies for getting skill training for their employability and livelihood.
- Educated youth should also be motivated to mobilize their peer and village communities for creating awareness in at least two identified areas of their interest in their respective Youth Club villages.

Coordination and Mobilizing support

- A letter from District Magistrate/District Collector, President of Zila Panchayat and Chief Executive of Zila Panchayat should be sent to all Sarpanches of Gram Panchayats, Heads of the Development Departments and other Agencies/NGOs working in the above mentioned development and welfare areas for deputing their officials and experts as resource persons, provide copies of their schemes, IEC material and support in organizing the programmes.

Resource Persons and I.E.C

- Programme schedule and resource materials will be developed by the District NYKs in consultation with Resource Persons. A copy of the same may also be provided to Heads of Development Departments and Elected Members of Panchayati Raj Institutions, opinion leaders and Youth Club Office bearers for their reference.
- All relevant printed resource material in the form of Schemes and IEC material on the identified topics should be provided to participants at the time of registration.
- Well in advance, the identified officials, resource persons and experts be briefed about the objectives, expectations of this TBAEP and its outcome.
- It is to be ensured that the educators should have in-depth information and knowledge in the subject/topic allotted to him/her and can link it up with Youth Clubs roles vis-à-vis development and empowerment of Youth & Village Communities.

Follow up

- DYK and NYC volunteers of NYK and Mentor Youth Clubs of the respective block will help the aware and educated youth to organize similar awareness and education activities at their own level in their respective Youth Club villages.
- The trained youths may be motivated to organize minimum **two such activities**.
- The interested youth educated under the programme should be motivated to link a **minimum of 5 rural youth each from their respective Youth Clubs and Mahila Mandals with local Departments and Agencies for getting skill training for their employability and livelihood**.
- In this regard, it may be noted that a number of Ministries, Departments and agencies are running different types of skill training courses in different districts of the country. Their details are available with District Administration as well as on their web-sites.
- The details of the skill training courses run by Ministry of Labour & Employment and Ministry of Rural Development can be viewed at the following web links:
 - ✓ <http://www.nrlmskills.in/Default.aspx>
 - ✓ <http://drd.nic.in/drd/programmes-schemes-SGSY.asp>
 - ✓ <http://dget.gov.in/>
 - ✓ <https://www.sdi.gov.in/en-US/Pages/SDISHome.aspx>
- It is advised that the District Youth Coordinators may contact the Heads of these Agencies for imparting Employable Skill Development Training to interested youth.
- For more inputs and support, different agencies in the district should be coordinated.

Expected Outcome

- To have made aware and educated members of Youth Clubs and Mahila Mandals in identified areas.
- Empowered rural youth in terms of knowledge and information on developmental schemes, facilities and programmes of Government, NGOs and other Developmental Agencies.
- To have linked 5 Rural Youth with local Departments and Agencies per participated Youth Clubs for getting skill training for their employability and livelihood.
- Educated rural youth mobilized their peer and village communities and generated awareness in at least two identified areas of their interest in each of the participated Youth Clubs villages.

4. Promotion of Sports

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.

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 and Mahila Mandals in the format given at **Annexure – 8**, should be compiled in the format at **Annexure – 9** and list of selected Youth Clubs and Mahila Mandals for Sports Material may be prepared in **Annexure - 10**.

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

District NYKs having Youth Clubs	No. of Youth Clubs and Mahila Mandals to be provided Sports Material support	Amount (in Rs.) @ Rs. 2,000/- per Youth Club/ Mahila Mandals
----------------------------------	--	---

Up to 49	23	46,000
Up to 149	39	78,000
Up to 399	60	1,20,000
400 and above	82	1,64,000

Time Line:

The purchase should be made in the month of **June-July** and distributed to selected Youth Clubs and Mahila Mandals (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 should be distributed amongst the selected Youth Clubs well before the organization of sports tournaments.

Purchase Committee

- There shall 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, 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, should 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.

Collaborative Agencies

- Agencies and Persons, who can provide additional sports material

Expected Outcome

- Provided opportunities to Youth Clubs to undertake sports activities.
- Provide Youth Clubs basic sports materials so that sports activities of their interest may be undertaken by them during their leisure time.
- Promote sports culture among youth so that they take up sports activities on routine basis.
- Imbibe team spirit, self discipline, better health, cooperation and competitive values among Youth Clubs.

b. & c. Cluster level and District level - Inter Youth Clubs Sports Meet

Under the Promotion of Sports, there is a provision for the organization of sports tournaments both at cluster of Youth Clubs (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 is to promote sports activities among rural youth, facilitate the process to produce excellent 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:

- Cluster of Youth Clubs (Block level) Inter Youth Club Sports Meet
- District level Inter Youth Club Sports Meet

No. of Programmes

Based on the number of Youth Clubs in a district as per criteria given in the following table:

District having Youth Clubs	NYKs Youth	Cluster of Youth Clubs level (Block level)		District level	
		No. of Inter Youth Club Sports Meets	Amount (in Rs.) @ Rs. 15,000/- per Youth Club	No. of Inter Youth Club Sports Meets	Amount (in Rs.) @Rs. 25,000/- per district level Meet
Up to 49		2	30,000	1	25,000
Up to 149		3	45,000	1	25,000
Up to 399		3	45,000	1	25,000
400 and above		4	60,000	1	25,000

Time Line: August to November (Cluster of Youth Clubs 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			
Kabaddi	Khokho	Tug of War	Hockey
Handball	Football	Volleyball	Basketball
Individual Events			
Athletics	Wrestling (Indian style)	Archery (Indian style)	Swimming
Gymnastics	Badminton	Table Tennis	Cycling
Wt.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:

- Under each Block level Sports Meet/festival, out of Football, Volleybal, 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/Mahila Mandals:

- ✓ Minimum of 150 sports persons from a minimum of 15 Youth Clubs/Mahila Mandals at each level.
- ✓ Women participants should be encouraged to participate in both types of mentioned events

Coordination

The sports programme and for mobilizing sports equipments, material and technical staff, experts, referees, etc. may be mobilized in coordination with District Sports Federations, District Sports Department, SAI Centres, reputed Institutes, Sports Clubs, etc.

Implementation Strategy:

The winners of the Cluster of Youth Clubs (Block) level tournaments will compete in the same items at the district level tournaments

- The participating youths would be the members of the Youth Clubs/Mahila Mandals.
- The requisite facilities, sports equipments, sports material will be distributed among all participating teams.
- Prizes should be given only in kind along with certificates
- Inter Youth Club Sports Meets should be organized on the knockout basis both at Cluster of Youth Clubs/Mahila Mandals (Block) and District level tournaments
- Participants will bear their own travel costs
- As far as possible, the programme will be organized at a centrally located place of the block/ blocks, coinciding with any traditional local Mela/festival where large public gathering takes place. District level Sports Meet will be organized at District Hqr. or any centrally located suitable place in the district.
- For organization of different sports & games to be held in a particular block, the related Referees, Coaches, Judges may be identified well in time and if required, help may be sought in coordination with other departments as mentioned above.
- Suitable First Aid facilities and necessary security arrangements with the help of local Police and Youth Club volunteers may be ensured.
- Where ever possible, the local Mentor Youth Clubs situated within the vicinity of the programme venue may be actively associated or may be given direct responsibility to hold the programme under administrative supervision and control of the District NYK.

- The concerned NYC volunteers will disseminate the information amongst the all Youth Clubs/Mahila Mandals of their areas to participate in the proposed Cluster of Youth Clubs (Block) and District Level Inter Youth Club Sports Meet well in advance and should actively be associated in the implementation of the programme.

Budget utilization pattern

Head	Cluster of Youth Clubs (Block level)	District Level
	Amount (in Rs.)	Amount (in Rs.)
Sports equipments, track & field management and Prizes for the winners (as per actual requirement)	5,000.00	10,000.00
Organizational and contingent expenses including Tea & Snacks and Refreshment for Participants and meet officials, Photography, PA System, Certificates, etc.	10,000.00	15,000.00
Total	15,000.00	25,000.00

NOTE: For successful organization of the Programme and improve the quality of the various sports events to be held at Cluster of Youth Clubs (block) and District level, district NYK may mobilize additional financial resources through sponsorships with prior approval of the DACYP.

Follow- up

NYKs are to bring forth the hidden talent among rural youth in sports, provide them basic minimum platform, create sports culture among them and facilitate identifying rural talents in different area. At the end of the events, every district must be able to identify at least 10 such talented youth in different areas of sports and games that can be recommended to Sports Authority of India (SAI) and other reputed Sports Bodies/ Federations for further development of their talents.

Expected Outcome

- To have provided opportunity to 3,08,700 Rural Youths of 30,870 Youth Clubs/Mahila Mandals to take part in sports meets at Cluster of Youth Clubs (Block) level.

- To have provided opportunity to 93,450 Rural Youths of 9,345 Youth Clubs/Mahila Mandals to take part in sports meet at District Level.
- Identified at least 6230 talented youth in different areas of sports and games that can be recommended to Sports Bodies

5. Skill Up-gradation Training Programme (SUTP) for Young Women and Men

Background

The Nehru Yuva Kendra Sangathan has introduced a programme Skill Up-gradation Training Programme for women (SUTP) in the year 2009-10 with an objective of extending training for up-gradation of skills and for income generation for women through a variety of activities. During the year 2014-15, a Review Meeting of RFD was taken by Performance Management Division (PMD), Cabinet Secretariat wherein it was decided that male youth may also be given opportunity for Skill Training under Skill Up-gradation Training Programme (SUTP) on the existing pattern whereby Young Women are imparted training. Accordingly, with the approval of MoYAS and BOG- NYKS, the SUTP for Young Men was introduced.

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 young women and men and enable them to enhance their self – esteem in the society.
- To empower young women and men to address issues and concerns confronting their day to day life.
- Enable groups of young women and men 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 young women and men 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 Youth Clubs/Mahila Mandals in the district as per criteria given in the following Table:

District having Youth Clubs	NYKs	No. of Programmes per District		Amount (in Rs.)			No. of Participants to be covered @minimum 20 per Prog.
		Courses of 4 months duration	Courses of 2 months duration	Courses of 4 months @ Rs.19,000/- per Course	Courses of 2 months @ Rs. 9,800/- per Course	Total sanctioned amount	
Up to 49		4	4	76,000	39,200	1,15,200	160
Up to 149		5	5	95,000	49,000	1,44,000	200
Up to 399		6	6	1,14,000	58,800	1,72,800	240
400 & above		6	6	1,14,000	58,800	1,72,800	240

Important Points to Adhere

1. District Youth Coordinators shall identify trades and vocations under SUTP as per local need on one hand and availability of employment, raw materials and market on the other.
2. The duration of the trades should be fixed in consultation with technical experts, institutions or instructors. **However, the maximum duration of the courses should not be more than 04 months.**
3. ***The District Youth Coordinators are 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.***
4. The kendras would ensure that the allotted number of beneficiaries (young women and men) would be imparted skill training under SUTP. The number of beneficiaries may vary from vocation to vocation. However, the total number of beneficiaries (women and men) should be achieved as per the targets fixed for the district.
5. 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.
6. No training course under SUTP is organized in the premises of District NYK, which hamper the daily functioning of NYK.

No. of participants per programme

- In one training batch, the minimum number of participants should be 20.
- Motivated, needy, unemployed rural/semi-urban women of the district should be selected.
- Preference should be given to Youth Club/ Mahila Mandal 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 should at least be in a position to understand, read and write.

Duration:

- Maximum duration of Skill Up-gradation Training Programmes should **not exceed four months**.
- Duration of training shall depend upon the type of selected trade and vocation.
- Therefore, the Youth Coordinator should fix durations for selected trades in consultation with concerned technical experts or institutions.

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. NCVT Training Centers and their trainers, Master Trainers, may 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.
- Master Trainers should preferably be taken from Skill Training Providing Agencies, Departments and NGOs.
- Syllabus of the Skill Up-gradation Training Programmes should be developed in consultation with Skill Training Providing Agencies and Master 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,

S.No.	Sector	Suggested Vocations
		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

Operational Details

- In each of 623 District NYKs, at least the minimum number of young women and men, as mentioned above should be imparted skill up-gradation training as per their need and requirement within the allotted budget.
- As far as possible, minimum expenditure shall be incurred under organizational expenses head.
- NYCs should supervise each course and submit report in the meetings of NYCs at the Kendra.
- The venue of Skill Up-gradation Training Programme (SUTP) should be in between a cluster of villages so that maximum number of needy, interested women and men can participate and obtain desired training. If possible it may be conducted at the Mentor Youth Club.
- Besides, reputed Skill Imparting Centers or Vocational Training Providing agencies selected by Government may be identified who can impart training to the beneficiaries within the allocated budget and number of beneficiaries. Such agencies may also provide certificate to the trainees on successful completion of the training.
- Adequate follow up should be ensured to facilitate the trained women take up employment or self employment ventures and income generation activities and jobs based on their training.

- A data base of trainees under the programme and those who get engaged in income generating activities, should be prepared and maintained at both Kendra as well as club level in the prescribed proforma given at **Annexure – 11**.

Additional Input

- ❖ Knowledge and information on developmental schemes, 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.

Collaborative Agencies

- Institutes like Small Scale Industries, NCVT, Training Providers under Ministry of Labour and Employment Schemes, Tailoring Institutes, KVK, KVIC, SGSY, DRDA (e.g AJEEVIKA), 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 Resource Person	Rs. 3000 per month	12,000
Raw Material and Maintenance	Rs. 1000 per month	4,000
Honorarium to Resource Persons for imparting soft skill training	Rs.2000 for 4 months	2,000
Organization Expenses		1,000
Total		19,000

Budget for TWO months duration courses:

Particular	Details	Amount (in Rs.)
Honorarium to Resource Person	Rs. 3000 per month	6,000
Raw Material and Maintenance	Rs. 1000 per month	2,000
Honorarium to Resource Persons for imparting soft skill training	Rs.1000 for 2 months	1,000
Organization Expenses		800
Total		9,800

Inspection of Skill Development Centers

A surprise check of these centres may be carried out by Zonal Director or his/her representative. The DYC should 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

Expected Outcome

- To have develop vocational skills among young women and men.
- Empowered rural young women and men in terms of knowledge and information on developmental schemes, facilities and programmes of Government, NGOs and other Developmental Agencies.
- To have made aware and educated young women and men in identified areas

6. Promotion of Folk Art and Culture

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.

Objective

- To provide opportunity to rural youth to display their folk art cultural talent and facilitate in preserving and promoting the same

No. of Programme: 01

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.
- ✓ Attempt should be made to ensure the participation of young artists and performers from Skill Development Training Centres, Mentor Youth Club, Youth Clubs and Mahila Mandals, NYCs, and Ex-NSVs etc.
- ✓ 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

Expected Outcome

- Youth got opportunity to display their traditional Folk Art and Culture and facilitate in promoting and preserving them.
- Highlight multi dimensional facets of cultural heritage of the district and promote the participation of youth in various cultural activities.
- Project and conserve the rich traditions of art, folk songs, folk dances and folklores and other dying art forms.
- Provide opportunity to the young people to exhibit their talents.
- Promote National Integration, Communal Harmony, Sadbhvna and peace through cultural programmes.

7. 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 **24** important days from the following list.

Name of the day	Nature
International Day of Yoga (21 st June)	Mandatory
Syama Prasad Mookerjee Birthday (6 th July)	
Sadbhavna Diwas (20 th August)	
Hindi Diwas (14 th September)	
Gandhi Jayanti (World Non-violence Day) –(2nd October)	
Pandit Deendayal Upadhyaya Birthday (25 th September)	
Birthday of Sardar Vallabhbhai Patel as Rashtriya Ekta Diwas (National Unity Day) – (31 st October)	
NYKS Foundation Day (14 th of November)	
Quami Ekta Diwas – (19 th November)	

Name of the day	Nature
Vigilance Day	
Birthday of former Prime Minister Atal Behari Vajpayee as national 'Good Governance Day' - (25 th December)	
National Youth Day and Week (Eight days) (As per calendar of National Youth Week celebration)	
Swachh Bharat Mission (SBM) Activities: District NYKs may utilize Rs. 10,000/- out of "Observance of Days of National and International Importance head" to achieve the set targets towards SBM Activities, as per Action Plan for SBM which is placed at Annexure- 'B'. The activities also include observance of Global Hand Washing Day (15th October) and World Toilets Day (19th October)	Mandatory
Minimum FOUR among the following : 26 th January/ 15th of August 1 st October (National Voluntary Blood Donation Day) 1 st December (World AIDS Day) 5 th December (International Volunteer Day) 23 rd of January (Neta ji's Birthday) 30 th January (Mahatama Gandhi's Martyr Day) 8 th March (International Women's Day) 23 rd March (Martyr Day of Bhagat Singh, Raj Guru and Sukhdev - Shaheedi Diwas) 14 th April (Dr. Ambedkar Jayanti) 1st May (World No Tobacco Day) 28 th May (Vinayak Damodar Savarkar Birthday) 5 th June (World Environment Day) 11 th July (World Population Day) 5 th December (International Volunteer Day) and any other important day as per local requirement.	Optional

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	60,000
Swachh Bharat Mission activities		10,000
Total		70,000

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

12th January, the **birthday of Swamy Vivekananda**, is observed as National Youth Day in India. National Youth Day is 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 should be brought forth with force. All NYKs should celebrate the National Youth Day and Week from 12th to 19th January in different blocks of their district with full enthusiasm and promote voluntarism.

There must be a main programme of the week in every NYC block and not more than one programme in any Youth Club and Mahila Mandal village. Mentor Youth Clubs should be involved to make the function more effective and meaningful.

Programmes and Activities

12th January (National Youth Day)

- 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
- Essay and drawing competitions 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.

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.

8. District Youth Convention and Yuva Kriti

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.

Objectives

- To provide opportunity and platform to rural youth leaders to express themselves, share experiences and suggest best practiced programmes for youth empowerment
- To provide opportunity and platform to Rural Artisans to exhibit their produces and get motivation for further skill up-gradation.

Strategies and activities

- 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
- 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.

Duration of the Convention : 01 day

No. of Participants : Minimum 100 (equal male and female ratio) from Youth Clubs and Mahila Mandals from all parts of the district.

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

No. of programmes : One

Time Line : 3rd and 4th Quarter

Implementation Strategy

For successful organization of District Youth Convention and Yuva Kriti, 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 Youth Convention should be constituted.
- Boarding and lodging @Rs.150/- per day per participant.
- All purchase / hiring shall be made after observing General Financial Rules (GFR) and all codal formalities.

Budget : Rs. 30,000

Collaborative Agencies

- Developmental Departments, Agencies, NGOs and Resource Persons

Expected Outcome

- To have provided opportunity to 100 rural youth to share their experiences and facilitated in identifying future activities for youth empowerment
- To have finally selected 04 documented Best Practiced activities in the district.
- To have provided opportunity to Artisans to display their produces
- To have encouraged youths to start self employment ventures with sense of pride and to promote rural marketing.

9. 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 and Mahila Mandals 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 and Mahila Mandals 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 and Mahila Mandals 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 and Mahila Mandals, which are recognized as catalysts of social change. It is felt that Youth Clubs and Mahila Mandals 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 Mahila Mandals and their developmental activities, so as to encourage more and more Youth Clubs and Mahila Mandals 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 and Mahila Mandals 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 -12**.

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

10. 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 2015-16 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	

Expected Outcome

- To have organized 02 meetings in the district
- To have minimized the missing link between the District Administration and NYK for undertaking coordination programmes and mobilization of resources for youth development and empowerment

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	

Expected Outcome

- To have organized 02 meetings in each of 29 States
- To have minimized the missing link between the State Government and NYKS for undertaking coordination programmes and mobilization of resources for youth development and empowerment

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

Expected Outcome

- To have organized 04 meetings at State level
- To have reviewed the progress, filled gaps, shared follow up plans and discussed future course of actions and plans for implementation.

NATIONAL LEVEL PROGRAMMES

1. Observance of Days of National & International Importance

Objectives

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

No. of programme

A minimum of two important days, as decided by competent authority will be observed.

Duration of the programmes : One day each

No. of participants per programme : Minimum 500 youth leaders

Time Line : 2nd, 3rd and 4th Quarter

Budget : Rs. 10, 00,000/-

(The amount should be utilized to meet out the refreshment, hiring of buses, organizational expenses, etc.)

Collaborative Agencies

- Ministries & Departments, Agencies & Resource Persons

Outcome

- To have observed one or two such days
- Made aware and motivated 1,000 youth on the issues covered while observing a given day.

2. Planning, Review and follow-up Meeting

Objective

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

Learning Objectives

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

- To plan innovative projects & programmes for youth development; to suggest measures for strengthening the existing networks of Youth Clubs to enable them to be self-sustainable; and
- To share information about the ongoing schemes and programmes of the government (both State as well as Central Govt.) for youth development and expedite coordination

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
- Sharing of success stories by the Zonal Directors.

Duration of the meeting : 01 day

No. of participants per meeting : All Zonal Directors and Dy. Directors

No. of meetings : 03 (two for ZDs and another one for both ZDs & DDs)

Time Line : 2nd, 3rd and 4th Quarter

Operation Details

- Both meetings will be convened during the current financial year as per requirement of the NYKS as decided by the competent authority.
- Out of the proposed two review meetings, one will be held at Delhi and another at any other place outside Delhi.

Budget for three Meetings: Rs. 6,00,000/- for Zonal Director & Deputy Directors to meet out the expenditure of Working Lunch, Tea & Snacks, Hiring of Hall, Stationary, etc.

Expected Outcome

- To have organized 03 meetings at National level
- To have reviewed the progress, filled gaps, shared follow up plans and discussed future course of actions and plans for implementation.

**NYKS Core Programs with District and National level Physical and Financial Targets and expected outcome
2015-16**

District Level Programmes

Sr. No.	Name of Programme	Objective	Duration	Target		Level of Prog.	No. of Youth Clubs to be Involved	No. of Participants/Beneficiaries	Time Line (Months)	Collaborating Agencies	Expected Outcome
				Physical	Financial (in Rs.)						
1.	Youth Club Development Programme	To strengthen existing network of Youth Clubs with representation from all sections of society.	5 Days	Depending upon the number of Youth Clubs / Mahila Mandals in a district (2631)	15,000 per program (3,94,65,000)	Cluster of 50 villages	50 per program (1.31 lakh)	10 campaigners per program (26,310)	April, May and June	Mentor Youth Clubs, Youth Clubs, Mahila Mandals, Gram Panchayats	<ul style="list-style-type: none"> • Further Strengthened 1.31 lakh Youth Clubs. • Enrolled new members and activated existing members in 1.31 lakhs Youth Clubs leading to a total membership of 26 lakh rural youth in targeted villages. • Encouraged due representation of all sections of society i.e. SC/ST/OBC/Minority/Physically Challenged & women. • Placed updated data of Youth Clubs on NYKS Website.
2	Training on Youth Leadership & Community Development	To enhance capacities of young people to take leadership to help others to live a meaningful life and contribute towards nation building.	3 Days	Depending upon the number of Youth Clubs / Mahila Mandals in a district (2631)	27,500 per program (7,23,52,500)	Block	20 per program (52,620)	40 per Programme) (1,05,240)	June, July, August and September	Developmental Departments, Agencies, NGOs & Resource Persons	<ul style="list-style-type: none"> • Developed a trained cadre of One lakh youth leaders for sustaining Youth Club Movement • Trained youth assumed local leadership in Community Development activities in 1.31 lakh villages across the country and organized at least 2 programs for community development. • To have facilitated designated NYC volunteer in undertaking community development activities in the identified areas •
3	Theme Based Awareness and Education	To enhance capacities of rural youth in	1 Day	Depending upon the number of	8,000 per program	Cluster of 20 villages	20 per program	80 per Programme	July, August, September and October	Developmental Departments,	<ul style="list-style-type: none"> • To have made aware and educated 5.42 lakh members of Youth Clubs in identified areas. • Empowered rural youth in terms of

Sr. No.	Name of Programme	Objective	Duration	Target		Level of Prog	No. of Youth Clubs to be Involved	No. of Participants/ Beneficiaries	Time Line (Months)	Collaborating Agencies	Expected Outcome
				Physical	Financial (in Rs.)						
	Programme	addressing the issues and concerns affecting their lives.		Youth Clubs / Mahila Mandals in a district (6779)	(5,42,32,000)		(1.35 lakh)	(5.42 lakh)		Agencies, NGOs & Resource Persons	knowledge and information on developmental schemes, facilities and programmes of Government, NGOs and other Developmental Agencies. <ul style="list-style-type: none"> •To have linked 6.55 lakh (5 per targeted Youth Clubs) rural youth with local Departments and Agencies for getting skill training for their livelihood. • Educated rural youth mobilized their peer and village communities and generated awareness in at least 2 identified areas
4	Promotion of Sports										
a.	Sports Material to Youth Clubs	To promote Sports Culture & Spirit of Sportsmanship among rural youth.	-	Depending upon the number of Youth Clubs (40,844)	2000 per Youth Club (8,16,88,000)	Village	Depending upon the number of Youth Clubs (40,844)	Members and local youth of 40,844 Youth Clubs villages	June and July	Agencies / Persons, who can provide additional sports material	<ul style="list-style-type: none"> •To have provided sports material to a minimum of 40,844 Youth Clubs. •To have provided opportunities to Youth Clubs to undertake sports activities.
b.	Cluster level- Inter Youth Club Sports Meet	To provide opportunity to Rural Youth to take part to exhibit their talent	2 days or as per need of the events	Depending upon the number of Youth Clubs (2138)	15,000 per Meet (3,20,70,000)	Cluster of Youth Clubs	15 per program (32,070)	150 per program (3,20,700)	July, August and September	Agencies / Persons, who can provide support to organize the sports meets successfully	<ul style="list-style-type: none"> •To have provided opportunity to 3,20,700 rural youths of 32,070 Youth Clubs to take part in sports meets.
c.	District Level Inter Youth Club Sports Meets	To provide opportunity to Rural Youth to take part to exhibit their talent	2 days or as per need of the events	One per district (623)	25,000 per Meet (1,55,75,000)	District	15 per program (9,345)	150 per program (93,450)	October, November and December	Agencies / Persons, who can provide support to organize the sports meets successfully	<ul style="list-style-type: none"> •To have provided opportunity to 93,450 rural youths of 9,345 Youth Clubs to take part in sports meets.
5	Skill Up-gradation Training Programme (SUTP) for	- To develop vocational skills of rural young women & men and enabling	2 types of vocational training courses with	Depending upon the number of Youth Clubs / Mahila	19,000 Per 4 month course (6,76,78,000)	Cluster of 5 villages	05 per Course	20 per program	2nd, 3rd & 4th Quarter	Agriculture Extension Centres, Development al	<ul style="list-style-type: none"> •To have developed vocational skills of 1.42 lakh young women & men. • Empowered rural young women in terms of knowledge and information on developmental

Sr. No.	Name of Programme	Objective	Duration	Target		Level of Prog.	No. of Youth Clubs to be Involved	No. of Participants/Beneficiaries	Time Line (Months)	Collaborating Agencies	Expected Outcome
				Physical	Financial (in Rs.)						
	Young Women and Men	<p>them to supplement their family income as well as enhancing their self esteem in the society.</p> <p>- To empower young women & men to address issues and concerns confronting them in their day to day life.</p>	4 months and 2 months duration	<p>Mandals in a district</p> <p>4 month courses (3,562)</p> <p>2 month courses (3,562)</p> <p>(7,124)</p>	<p>9,800 Per 2 month course (3,49,07,600)</p> <p>(10,25,85,600)</p>		(35,620)	(1,42,480)		<p>Departments, Agencies, NGOs & Resource Persons and Master Trainers</p>	<p>schemes, facilities and programmes of Government, NGOs and other Developmental Agencies.</p> <p>• To have made aware and educated 1.42 lakh young women & men in identified areas.</p>
Promotion of Folk, Art & Culture											
6	District Level Promotion of Folk, Art & Cultural Programme	To provide opportunity to rural youth to display their folk cultural talent and facilitate in preserving and promoting the same.	1 Day	One Per district (623)	20,000 per district (1,24,60,000)	District	Minimum 15 per district (9,345)	120 per district (74,760)	December & January	District Administration, Cultural Centres, District Language & Cultural Deptt., District Public Relation Office, Field Publicity, NGOs	<p>• To have provided opportunity to 74,760 Rural Youth to display their Folk, Art & Culture and facilitate in promoting & preserving traditional culture.</p>

Sr. No.	Name of Programme	Objective	Duration	Target		Level of Prog.	No. of Youth Clubs to be Involved	No. of Participants/Beneficiaries	Time Line (Months)	Collaborating Agencies	Expected Outcome
				Physical	Financial (in Rs.)						
7	Observance of Days of National & International Youth Day & Week and Swachh Bharat Mission Activities as per Five Year Plan	To generate awareness about the objective, theme and importance behind a particular day of national and international importance.	1 Day Each	24 Per district (15,575)	70,000 per district (4,36,10,000)	District	50 per district	100 per program 2,400 Per district (14,95,200)	1 st , 2 nd , 3 rd & 4 th Quarter	Developmental Departments, Agencies, NGOs & Resource Persons	<ul style="list-style-type: none"> To have observed a minimum of 24 such days including National Youth Day and Week and Swachh Bharat Mission in each of the 623 districts. Made aware and motivated 15 lakhs rural youth on the issues covered while observing a given day.
8	District Youth Convention and Yuva Kriti	To provide opportunity and platform to rural youth leaders to display products & express themselves, share experiences and suggest best practiced programmes for the youth empowerment.	1 Day	One Per district (623)	30,000 per district (1,86,90,000)	District	100 per district or subject to actual no. of Youth Clubs (62,300)	100 per program 62,300	2 nd , 3 rd & 4 th Quarter	Developmental Departments, Agencies, NGOs & Resource Persons	<ul style="list-style-type: none"> To have provided opportunity to 1.24 lakh rural youth to display their products and share their experiences and facilitated in identifying future activities for youth empowerment. To have finally selected 04 documented Best Practiced activities in each of 623 districts in the country.
9	Awards to Outstanding Youth Clubs	To recognize the voluntary services rendered and encouraged youth clubs to undertake community development & welfare activities.	-	One Per district (623) 36 State/UTs 3 National	25,000 per district 1,00,000 per State	District State	Depends upon the number of entries received at district and state	-	15 th September 31 st October December	Selection Committee headed by DM/DC, State Secretaries (YA and Sports)	<ul style="list-style-type: none"> To have recognized, encouraged and conferred award to outstanding 623 youth clubs at district level, 35 Youth Clubs at State level and 03 Youth Clubs at National level.

Sr. No.	Name of Programme	Objective	Duration	Target		Level of Prog	No. of Youth Clubs to be Involved	No. of Participants/ Beneficiaries	Time Line (Months)	Collaborating Agencies	Expected Outcome
				Physical	Financial (in Rs.)						
				as well as previous year awards conferment in a function	10,00,000 1 st -- 5 lakh 2 nd --3 lakh 3 rd --2 lakh (2,85,75,000)	National				Jt. Secretary (YA), MYAS	
10.	Meeting of District Advisory Committee on Youth Programmes (DACYP) Reconstitution is awaited	To ensure proper programme planning, coordination, implementation, transparency and monitoring for effective functioning of district NYKs with expected outcomes.	1 Day each	2 per district (1,246)	2,000 per district (12,46,000)	District	-	20-30 Officials and Non-official members	1 st & 4 th Quarter or as per requirement	Notified Committee headed by DM / DC and heads of development agencies as official members and other non-official members	<ul style="list-style-type: none"> • To have organized 02 meetings in each of 623 districts • To have minimized the missing link between the District Administration and NYK for undertaking coordination programmes and mobilization of resources for youth development and empowerment.
	Total			41,277	50,25,49,100			29,65,584			•Developed and Empowered Rural Youth

Sr. No.	Name of Programme	Objective	Duration	Target		Level of Prog.	No. of Youth Clubs to be Involved	No. of Participants/Beneficiaries	Time Line (Months)	Collaborating Agencies	Expected Outcome
				Physical	Financial (in Rs.)						
• State Level Programmes 2015-16											
1.	Meeting of State Advisory Committee on Youth Programmes (SACYP) <i>Reconstitution is awaited</i>	To ensure proper programme planning, coordination, implementation, transparency and monitoring for effective functioning of NYKs in a State with expected outcomes.	1 Day each	2 Per State/Zone (60)	Rs. 3,000/- per meeting 6,000 Per State/Zone (1,80,000)	State/Zone	-	20-30 Official and Non-official members	1 st & 4 th Quarter or as per requirement	Notified Committee headed by Hon'ble Minister of Youth Affairs and Sports of a State & heads of development agencies as official members and other non-official members	To have organized 02 meetings in each of 30 States To have minimized the missing link between the State Government and NYKS for undertaking coordination programmes and mobilization of resources for youth development and empowerment.
2.	Planning, Review and Follow-up Meeting	To review the progress of the ongoing programmes and activities of NYKS and suggest constructive interventions.	1 Day each	04 Per State/Zone (116)	6,00,000	State/Zone	-	DYCs & DDs	1 st , 2 nd , 3 rd & 4 th Quarter	Internal meetings	<ul style="list-style-type: none"> To have organized 04 meetings at State meetings at National level To have reviewed the progress, filled gaps, shared follow up plans and discussed future course of actions and plans for implementation.
	Total			176	7,80,000						<ul style="list-style-type: none"> Developed and Empowered Rural Youth

Sr. No.	Name of Programme	Objective	Duration	Target	Level of Prog.	No. of Youth Clubs to be Involved	No. of Participants/Beneficiaries	Time Line (Months)	Collaborating Agencies	Expected Outcome
National Level Programmes 2015-16										
1.	Observance of Days of National & International Importance	To generate awareness about the objective, theme and importance behind a particular day of national and international importance.	1 Day Each	02 5,00,000 Per program (10,00,000)	National	30	500 per program (1000)	As per requirement	Developmental Departments, Agencies, NGOs & Resource Persons	To have observed a minimum of 02 such days at national level. Made aware and motivated 1000 rural youth on the issues covered while observing a given day.
2.	Planning, Review and Follow-up Meeting	To review the progress of the ongoing programmes and activities of NYKS and suggest constructive interventions.	1 Day each	03 6,00,000	National	-	DDs & ZDs	1 st , 3 rd & 4 th Quarter or as per requirement	Internal meetings	<ul style="list-style-type: none"> To have organized 03 meetings at National level To have reviewed the progress, filled gaps, shared follow up plans and discussed future course of actions and plans for implementation.
	Total			5						<ul style="list-style-type: none"> Developed and Empowered Rural Youth

Core Programme Budget 2015-16 from Block Grant of MYAS

Level	Budget Allocated (in Rs.)
District	50,25,49,100
State	7,80,000
National	16,00,000
Total	50,49,29,100

Annexure - 1

Nehru Yuva Kendra Sangathan

Distribution of Core Programmes to District NYKs out of Block Grant of MoYAS for the year 2015-16 on the basis of Number of Youth Clubs/Mahila Mandals in a District across India

Slab Number	Number of Youth Clubs and Mahila Madals in a District	No of District NYKs	Youth Club Development Programme		Training on Youth Leadership & Community Development		Theme Based Awareness and Education Programme		Skill Up-gradation Training Programme for young Women & Men		Promotion of Sports (Sports Material to Youth Clubs)		Cluster level - Inter Youth Clubs Sports Meet	
			No. of Prog. Per District	Total No. of Programs	No. of Prog. Per District	Total No. of Programs	No. of Prog. Per District	Total No. of Programs	No. of Prog. Per District	Total No. of Programs	No. of Youth Clubs	Total No. of Programs	No. of Youth Clubs	Total No. of Programs
Slab - 1	Upto 49	46	2	92	2	92	3	138	8	368	23	1058	2	92
Slab - 2	Upto 149	84	3	252	3	252	7	588	10	840	39	3276	3	252
Slab - 3	Upto 399	178	4	712	4	712	11	1958	12	2136	60	10680	3	534
Slab - 4	400 and above	315	5	1575	5	1575	13	4095	12	3780	82	25830	4	1260
	Total	623		2631		2631		6779		7124		40844		2138

Note:

The programmes have been allotted based on the updated data on the number of Youth Clubs and Mahila Madals in a district as on **30th April, 2015** provided by respective District NYKs across the country and the same has been placed on NYKS website. Based on number of Youth Clubs and Mahila Madals in a district ; the districts have been divided into FOUR SLABS as mentioned in the above table. For ready reference, **SLAB wise list of District NYKs may be seen at Annexure - 2.**

