

SEVA- SERVICE AND EMPOWERMENT THROUGH VOLUNTARY ACTION

(Volunteer Activation Plan)

Background

Volunteerism and Nation Building with the participation of the citizen of the country is essential for the development of any nation. In India, volunteers have rendered tremendous services in the hours of need- be it fighting natural disasters or selfless services during the recent COVID pandemic. The leadership position of NYKS was evident, especially during the recent COVID pandemic where the services of NYKS volunteers was lauded at all levels of government. Volunteers rise to the occasion, render their service and fade in to the background. In this context, it is necessary to keep alive the spirit of volunteerism, by continuous and sustained engagement of Youth Volunteers in voluntary activities. This dynamic and active volunteer force shall be more visible, responsive and active to responds to the local needs and requirements.

Introduction

NYKS intends to boost the spirit of volunteerism in the district through coordinated voluntary action involving the District Administration, NYVs, Enrolled Volunteers, Youth Club members, CSOs and various other stakeholders. This particular core program shall enable the district NYK to tap into the “Yuva Shakti” and leverage their voluntary spirit in the district to mainstream public service, charity and volunteering primarily through the network of enrolled volunteers and Youth Club members.

The aim of the program is to conduct at least one voluntary service activity per month with maximum involvement of enrolled volunteers so as to onboard them on NYKS platform. Youth Clubs shall be partners of activities organised under the program to expand the scale and reach of the initiatives.

Objectives

- Showcase the spirit of volunteerism through at least one activity per month initiated by the district NYK by ensuring maximum outreach and publicity.
- Onboard the enrolled Individual Volunteers on to the NYKs platform through participation in voluntary programs.
- Place NYKS at the forefront of voluntary action by organizing need based activities suitable to the local conditions and requirements of citizen in the district.

No. of Volunteers to be engaged	:	Minimum 1000 per District
Budget	:	Rs. 10,000/- per District NYK (as seed/flexi fund for organizing Zero fund activities/programs)
Duration	:	Throughout the year
Spirit	:	Yuva Bhagidari to Jan Andolan

Implementation Strategy

Volunteer Activation Plan intends to expand on the fundamental aspects of voluntary service and its utility, so as to make them fun to participate, refreshingly new and “cool and trendy” while also serving the greater cause of social welfare and community service.

The DD/DYO shall focus on making the activities relevant and interesting on the above-mentioned lines and shall keep the following points in mind:

- The focus of the activities shall be in **doing things differently than doing different things**. This means that the idea behind the activity/program taken up need to be tangible and outcome oriented, however the mode of mobilisation and engagement of youth should be unconventional, relevant and attractive to the youth.
- Activities like Flash mobs, Street Plays, volunteering challenges (targets- recognition model) etc. may be designed by the District NYKs in pursuit of the designated voluntary activity for each month.
- Informal Volunteer get-together, outings, fun games etc may be facilitated by the dist. NYK at the end of each month’s activity to deepen the bond between the volunteers and NYKs. Public parks or other common areas as available may be utilized for the same after seeking consent/permission from authorities as applicable.
- Branding and publicity of the activities before, during and after the event/campaign shall also be taken up at the district level with involvement of district administration, local celebrities, people’s representatives, Youth Icons etc. so that the event/campaign receives sufficient visibility in the public domain.
- The fundamental driving force behind the design of the program/activity shall be to make youth want to be part of NYK initiatives under the core program.
- The DD/DYO shall utilize their network to enable sponsorship of events by district administration, various line departments, local business houses, well-wishers and philanthropists **preferably in kind** as per the requirements of the activity planned.
- The activities taken up shall be, as far as possible fund-less programs, i.e., not involving any significant fund expenditure. An indicative list of programs is provided below for your reference.
- NYKS funds in this regard is to be considered as a flexi/seed fund for managing petty expenditure during this program than as a program organisation fund.
- In addition to the indicative list given below, the DDs/DYOs may also act upon the request for volunteering efforts compiled in the format provided along with the Individual Volunteer Enrolment Program (IVEP).
- The DDs/DYOs shall also strive to give recognition to exemplary efforts undertaken by volunteers under the activities planned and executed under this program.
- Social Media Visibility and outreach should form an integral part of every activity taken up under this program. Each Activity needs to be branded and made trending to ensure that the achievements are visible and recognised well beyond the district, at the state and national levels. The participant volunteers may be guided to creatively engage youth on their individual social media posts tagging @NYKSIndia official handles in all activities. This would ensure better visibility to the district NYKs and the volunteers themselves.

The success of this program depends entirely on the will, initiative, creativity, voluntary spirit and strength of networking of the concerned DD/DYO. He/ She shall strive to come-up with innovative ideas, identify partner Youth Clubs, coordinate activities and document the initiatives undertaken so that their success stories shall be circulated for inspiration and replication in other districts as well.

Suggestive list of Activities

- Blood donation Campaign
- Organ Donation Campaign
- Sapling plantation- Miyawaki/afforestation
- Volunteering for Old Age population
- Volunteering for Disabled
- Cleaning & Maintenance of Iconic places/tourist spots/public facilities
- Mobilisation for charity service
- Environmental Activism- Plastic, emission, go green initiatives
- Plastic Recycling for a cause- Collect, clean, monetise, Donate model
- Paint for a cause- Instant portraits, sketches- Monetise & Donate
- Sing for a cause- Public orchestra, fundraising for a cause
- Themed Flash mobs – For awareness on social Causes
- Used book collection and setting up of Community Library
- Setting up used clothes/shoes bank.
- Volunteer at shelter homes for children, old age homes etc. (Academic support, entertainment etc.)
- Free Academic/arts/sports training/coaching for backward children/youth.
- Digital/Financial literacy support for the internet illiterates
- Theme based and Area Specific Social Awareness Programs- Drug, HIV, Child Abuse etc
- Activities focussed on Women Empowerment
- Any other activities as decided by DD/DYO of the Kendra

Annexure list

Annexure 7- Volunteer Activation Activity Reporting Format

Annexure 7A- Volunteer Activation Activity Compilation Format

Annexure 7B- Qualitative Summary Report-Volunteer Activation Plan