

# **Targets, Strategies and Guidelines for Awards to Individual/Team members of Youth Clubs at District, State and National level under Swachh Bharat Summer Internship for Youth 100 hrs of Swachhta Activities**

## **Introduction**

Hon'ble Prime Minister, Shri Narendra Modi ji, during his Mann Ki Baat on 29th April, 2018 urged the youth of India to undergo 'Swachh Bharat Summer Internship 2018' program. He said *"College students, young people from the NCC and **Nehru Yuva Kendra**, whoever want to do something substantial & learn something for the sake of society, & the country, those who want to get connected with transforming the country and be a reason for it, those who want to do something or the other for society with a positive energy- for them, there is a great opportunity! **Even the cause of the cleanliness campaign will get a boost, and when we celebrate the 150th birth anniversary of Mahatma Gandhi, we'll surely attain a sense of fulfilment"**.*

## **Targets and Strategies**

In view of the above, it's our earnest duty and responsibility to make this endeavour a **Nehru Yuva Kendra Sangathan Youth Lead Mission with visible outcome in all those villages, where there are Youth Clubs in 623 districts of India.**

In order to make it a success, we believe in your vision, wisdom and experience. However, the **following points may also be considered:-**

- **NYVs should be given targets to cover all the Youth Clubs** in their assigned Blocks/adjoining Blocks in a manner that **all the Youth Clubs in the district** are covered and ensure to participate in the programme.

- District Nodal Officers (DYCs/ACTs) should **convene meetings** (3-4) with the **Presidents/Secretaries/Leaders of the Youth Clubs** at different centrally located venues in the district.
- All the **Youth Clubs affiliated with district NYKs should be made aware of and motivated** to actively participate in the programme.
- The **NYVs as well as the Youth Club's Leaders/Presidents/Secretaries** should be **briefed about the Programme**, the online/offline application process, Duration of the Programme/Activities to be undertaken (see **Appendix – A** of the Guidelines circulated on 27<sup>th</sup> April, 2018), Individual Youth/Team of youth participation, Documentation (Register), Reporting, Photographs, Press Clippings, Videos to be submitted, Eligibility and Criteria for Selection of Best Three Entries, Award Money, Level of Awards and other matters given in the Guidelines.
- Youth Leaders should also be **apprised of the website of Swachh Bharat Summer Internship-My Gov** at <https://sbsi.mygov.in> as well as the points given in the **Swachh Bharat Summer Internship Orientation Guide for Nodal Officers**. The Youth Club's leaders/Members should also be provided **access to Videos** given on the page **"About Internship and Learning Resources"** and share them along with **FAQs**.
- The Youth Clubs who can join the programme **online** (website <https://sbsi.mygov.in>) should be oriented as to how to access and progress further to complete the log in and fill the application form.
- Those Youth Clubs who **do not have Internet Facility** may be given **Annexure – 1** given in the Guidelines to fill and submit to NYKS District Nodal Officer (DYC/ACT). **Thereafter, immediately, it should be uploaded on the website at <https://sbsi.mygov.in>**. It's mandatory and most important.
- The activities of the Youth Clubs in this regard should **regularly be visited, motivated and monitored**.
- Youth Clubs must ensure to take their **Every Day Activities Action Photographs and Videos** as well as record details in the **Prescribed Format for Register (Annexure- 2)**

## Awards and Recognition

The objective of the programme is to engage youth across the country for Swachhata activities, develop their skill and orientation for sanitation related work, propagate the spirit of volunteerism, voluntary labour among NYKs Youth Clubs and recognize their contribution.

The awards would be given at **District, State and National level**. The first competition will begin at the District level.

- All participants will be given a Swachh Bharat Internship **Certificate on successful completion of 100 hours of Shramdaan** by undertaking activities indicated above and **after approval by the District Youth Coordinator/ACT (District Nodal Officer)**.
- The prize money at different levels would be on the following pattern:

Level of Award	Award Money (in Rs.)		
	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>
District	30000	20000	10000
State	50000	30000	20000
National	2 lakh	1 lakh	50000

- Certificates would be provided to all those members of Youth Clubs those who have successfully completed 100 hours of Shram Daan.
- There is no budgetary provision for TA/DA for the representatives of each of selected members of Youth Clubs, who come from their villages at District and State Hqr for receiving awards.

### Nature of Activities for which Awards would be given:

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

#### Cluster -1. Information-Education-Communication activities:

IEC activities are oriented towards increasing the awareness of people about sanitation related issues and trigger a change in sanitation related behaviour. IEC activities undertaken

by the interns can target behaviour around open defecation, hygiene practices; solid/ liquid waste management among other behaviours. Under this, the interns may:

- Organize awareness campaigns around better sanitation practices like using a toilet, handwashing, health and hygiene awareness, etc.
- Perform Nukkad Nataks or street plays around swachhata
- Organise Swachhata Melas, song and dance performances
- Conduct Door-to-door meetings to drive behaviour change with respect to sanitation behaviours
- Conduct Village or School-level Rallies to generate awareness about sanitation
- Make wall paintings in public places (more specially panchayat offices) on the theme of swachhata
- Participate in Nigrani committees to stop open defecation in villages
- Organise Swachhata-related movie screenings in public places. (Swachh Bharat movies may be found on the YouTube channel [tinyurl.com/sbmgramin](http://tinyurl.com/sbmgramin) and community screenings of these films may be organized in public places in the villages to help spread the message of Swachhata)
- All IEC Material of Swachh Bharat Mission may be freely downloaded from the links [tinyurl.com/sbmiiec](http://tinyurl.com/sbmiiec) and [tinyurl.com/sbmiiec2](http://tinyurl.com/sbmiiec2). Any other activities undertaken to help spread these messages to the rural masses would count under the header of IEC activities.

**Cluster -2. Solid Waste Management related activities:**

SWM activities target generation of awareness around waste collection, segregation, disposal and waste-free environment:

- Organize Waste collection drives in households and common or shared spaces
- Volunteer for segregation of solid waste into non-biodegradable and biodegradable waste
- Mobilize community and panchayat to build compost pits, where organic matter decomposes to form manure
- Help Panchayats draw up plans for installation of biogas plants
- Organize cleaning of streets, drains and back alleys through awareness drives

## Application Process and Participation

The programme as it sounds will be on voluntary basis which would be undertaken by the members of Youth Clubs preferably in their respective villages and Gram Panchayats. Activities may be taken up with the local initiative and resource mobilization. It will not only reduce the cost of the activity but also would save the time and money of the volunteers which they need to spend on their travel, boarding and lodging.

- All members of Youth Clubs of NYKS may apply through an **online application** form made available on the website <https://sbsi.mygov.in>. In case they do not have access to Internet facility, they **can apply offline** by submitting the prescribed proforma given at **Annexure-1** to their District NYK.
- Youth to indicate the location of internship (villages/and their locations).
- Youth may **participate individually or in teams**. Team size may be decided depending on the nature and scope of their activity, and approved by the District Youth Coordinator/ ACT (**District Nodal Officer**) subject to a **maximum limit of 10 members in a team**. It may kindly be noted that 100 hrs Shramdaan can be taken during 1<sup>st</sup> May to 31<sup>st</sup> July, 2018 by *a single youth for 100 hrs. OR by for e.g. five youth for 20 hrs each OR by 10 youth for 10 hrs. each. From a Youth Club, a maximum of 10 members can be enrolled for participation in 100 hrs. Swachhata related activities*

## Evaluation of the Programme and Selection best members of the Youth Clubs for conferring awards at District, State and National level

### Points to be taken care of

1. Each of the identified village based Youth Clubs members would undertake a minimum of 100 hours Shram Daan in between the period **1<sup>st</sup> May to 31<sup>st</sup> July 2018**. It could either be 5-6 hours on Sunday, during lean working days, holidays or any other time they feel comfortable.
2. The awards would be given in a District provided, a minimum of 10 Entries /Youth Clubs members per district with the total membership of at least 100 members (in case of Team) do the Shram Daan / 100 hrs Swachhta activities by each of them.
3. *Each of the participating member of Youth Clubs should maintain a **Register and Record (Annexure-2)** in which the date(s) wise type of Shram Daan activities undertaken, number of Youth Club members participated and number of hours the youth devoted for those Shram Daan activities, distinguished persons attended the activities, action photographs, press clippings, videos should be recorded.*

### **Time Line - Dates for processing and receiving Awards Applications**

All applications for awards competition duly filled in the prescribed proforma (**Annexure-3**) by the applicant members of the Youth Clubs from respective Districts should be processed by the concerned District Nodal Officers.

Statement on the details of programmes and activities of members of the Youth Clubs undertaken between the period 1<sup>st</sup> May to 31<sup>st</sup> July 2018 be compiled in format given at **Annexure-4**.

Submit the requisite details of the **1<sup>st</sup> district level prize winner** to NYKS respective State Office in the prescribed format. Similarly, the State Offices should forward the **1<sup>st</sup> State level prize winner** to NYKS Hqrs for consideration of awards at **National level**.

- Last date for **receiving applications** from members of Youth Clubs: **10<sup>th</sup> August, 2018**
- Selection of Best three Youth Clubs from each of the **District** : **20<sup>th</sup> August, 2018**
- Submission of details of **1<sup>st</sup> Awarded** Individual/Team at District level to **State Director**: **25<sup>th</sup> August 2018**
- Selection of **Best three Youth Clubs at State level** : **03<sup>th</sup> September, 2018**
- Submission of details of **1<sup>st</sup> Awarded** Individual/Team at State level to **NYKS HQS**: **08<sup>th</sup> September 2018**
- Selection of Best three Youth Clubs at **National Level**: **15<sup>th</sup> September, 2018**

### **Selection Committees**

At District, State and National level three best members/teams of the Youth Clubs should be selected by the Selection Committees as per following compositions.

#### **A) The composition of the Selection Committee at would be as follows:**

##### **District Level**

<b>Sl. No</b>	<b>Designation</b>	<b>Position</b>
1	District Collector or his Nominee	Chairperson
2	District Nodal Officer, NYK	Member Secretary
3	NSS – Programme Coordinator/ Programme Officer of the University/ College in the district	Member
4	District Youth Affairs and Sports Officer	Member
5 - 6	Social worker, activists and representative of Voluntary Organization working in the field of youth work and development	Members

### State Level

Sl. No	Designation	Position
1	Director (YA&S) of State Government or his Nominee	Chairperson
2	State Director, NYKS	Member Secretary
3	NSS – Programme Coordinator/ Programme Officer of the University/ Regional Director/ Deputy Programme Advisor	Member
4	Head of the State of NCC	Member
5 - 6	Social worker, activists and representative of Voluntary Organization working in the field of youth work and development	Members

### National Level

Sl. No	Designation	Position
1	Deputy Secretary (Youth Affairs), MoYAS	Chairperson
2	Joint Director (Programme), NYKS Hqr.	Member Secretary
3	Deputy Programme Advisor/ Asstt Programme Advisor	Member
4	Representative of NCC	Member
5 - 6	Social worker, activists and representative of Voluntary Organization working in the field of youth work and development	Members

### Mode of Evaluation

- ✓ The applicant members of Youth Clubs (from a District) affiliated with District NYK will fill up the form placed at **Annexure- 3** and submit it to the District Nodal Officer, Nehru Yuva Kendra.
- ✓ In the application form only the activities undertaken in between the period **1<sup>st</sup> May to 31<sup>st</sup> July 2018** should be mentioned.
- ✓ District Nodal Officer/NYVs should visit the Youth Clubs and verify the authenticity of statement given by applicant Youth Clubs w.r.t points mentioned in the proforma given at **Annexure-2**.
- ✓ It has been felt that quiet often the rural Youth Clubs are not capable enough to present their activities in a significant manner and, therefore, in order to make it

more presentable and in a systematic manner, the NYV of that Block should help the Youth Clubs and facilitate submission of their applications and other details in a presentable form.

- ✓ The applications received will be evaluated by a Committee. The process of evaluation in the selection of Youth / Team of Youth for the award, as per the guidelines, would be as under:
  - i. Each member of the committee will have one evaluation sheet for each Youth/ Team of Youth.
  - ii. There are four grading - Excellent / Very good / Good / Average. And Excellent grade will earn **4 points**, Very good will earn **3 points**, good will earn **2 points** and average will earn **1 point**. Criteria for grading will be determined by the committee, (i.e., a benchmark for qualification can be fixed by the committee).
  - iii. The clubs earning the highest number of points will be adjudged as winners. (The total will be based on the average points earned by each Youth/ Team of Youth for each individual item).
  - iv. In case of a tie, the Chairman of the committee will decide on the winner on the basis of the Write up, Action photographs, Videos & Press clippings which would be submitted along with the application

A brief note for the members of Selection Committee is given at **Annexure- 5**.

### **General Rules**

1. In case of any doubt and dispute, the decision of the concerned District, State and National Nehru Yuva Kendras / Sangathan, shall be final and binding.
2. District Nehru Yuva Kendra reserves the right to make any amendment in the award programme without giving any notice.
3. The awards would be received by winner individual/participants as the case may be. They will not entitle for TA/DA.
4. The award money should be utilized for community development projects and or for developing infrastructure of the Youth Clubs.
5. Progress Report w.r.t. Awards to best members of the Youth Clubs at District level should be submitted in **Annexure-4**.
6. Details of Shramdaan (voluntary labour) activities, beneficiaries and hours devoted may be furnished in **Annexure – 4**.



### **Coverage Both in Print and Electronic Media**

- Massive coverage both in print and electronic media as well as placing of Banners at prominent places should be ensured.
- District NYKs should ensure coverage both in print and electronic media for activities carried out by District NYKs at District level and affiliated Youth Clubs at village level.
- For this purpose, Press Conferences could be organized in advance on voluntary basis.
- Press release and photographs be given for media print, audio/ video (TV). The programme should be publicized and highlighted through Social Media e.g. Facebook, Whats App, Twitter, etc. .
- Activities to be undertaken by Youth Clubs be tied up with PIB, ANI, UNI, DD AIR and others as well as Electronic Media.

\*\*\*\*\*