

Rajeev Gupta, IAS
Secretary



भारत सरकार
युवा कार्यक्रम विभाग
युवा कार्यक्रम एवं खेल मंत्रालय
Government of India
Department of Youth Affairs
Ministry of Youth Affairs & Sports

D.O. No. 13-31/2013- NYKS

6th September, 2013

Dear District Magistrate,

Nehru Yuva Kendra Sangathan (NYKS) is an autonomous body under the Ministry of Youth Affairs and Sports, Govt. of India. It has offices in **623 districts** of the country. It has Zonal Offices in **all the State Capitals**.

2. The principal objective of NYKS is to mobilize, motivate and organize rural youth of the country and enhance their capacities in the form of village based Youth Clubs. It is also envisaged to further develop and empower the youth to become productive and responsible citizens, 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 voluntary action.

3. **The core strength of NYKS is a network of village level Youth Clubs (about 2.62 lakh)** in different districts/States with an enrolment of about eighty lakh volunteers in the age group of 13-35 years. NYKS has **permanent presence in each Block** of the Country by means of two NYC volunteers working at block level.

4. In order to achieve its set objectives through the established structures, networks, coordination, available young volunteers and trained human resource, NYKS undertakes different Programmes such as Regular Programs, Sponsored Programs and Convergence **Initiatives/ Programmes**.

5. NYKS offers a vast resource of manpower (youth power) at the district level. Given proper direction, encouragement and opportunity to perform, this youth power can achieve wonderful results for the community as a whole. As the leader of the district team of officers, I call upon you to lead NYKS and the associated rural youth clubs as well. You can use the district youth coordinator (DYC) of the NYKS as your extended arm to involve the youth clubs in various developmental and extension activities.

which could also be different from the regular NYKS programmes. In many States, projects relating to IEC campaigns about AADHAAR Card, NREGS, Prevention of drug abuse and alcoholism, water conservation and management, tree plantation, training to Anganwadi workers etc. have been entrusted to NYKS and the associated youth clubs besides involving them in organization of sports competitions and cultural celebrations. You can add to this list many more programmes involving youth participation, skill development, poverty alleviation and community development.

6. For the above extra activities, some financial resources would also be required by NYKS from the provisions of the concerned schemes/programs. The rural youth clubs shall also be acting with the spirit of volunteerism which shall not only produce greater physical outputs but also motivate the public at large for voluntary action.

7. I am asking the District youth coordinator of NYKS to be constantly in touch with you and seek your guidance and help in implementation of programs. Your support and patronage to NYKS will inspire the youth of your district and would lead to real youth mobilization. The NYKS has already notified the District Magistrate as head of its district level Advisory Committee, the Apex Advisory Body at district level for preparation and implementation of local programs of NYKS. I request you to hold a meeting of this committee in the present month and chalk out a detailed calendar of activities to be conducted through NYKS in the remaining part of this financial year. Besides, it is also requested to provide suitable office/residential accommodation for the DYC, one Accountant-cum-Typist and one Class-IV staff of NYKS. It is also requested to allocate an amount of Rs. 10 lakh to NYKS to take up IEC campaigns of various schemes being implemented in the District under your supervision.

I shall be glad to receive your feedback on the NYKS activities in your district.

With best wishes,

Yours sincerely,

Rajeev Gupta
(Rajeev Gupta)

To
All District Magistrates