



युवा कार्यक्रम
एवं खेल मंत्रालय
MINISTRY OF
YOUTH AFFAIRS
AND SPORTS
सत्यमेव जयते



SASHAKT YUVA-VIKSIT BHARAT ANNUAL ACTION PLAN 2025-26



MY BHARAT

Department of Youth Affairs

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Sashakt Yuva - Viksit Bharat

Annual Action Plan 2025-26

BACKGROUND

MY BHARAT conducts its programs and activities out of the Block Grants received from the Ministry of Youth Affairs and Sports. The Action Plan is prepared with feedback from field offices. The draft plan is then scrutinized and approved by the BOG.

This year, **MY BHARAT** is planning to conduct programs by taking inspiration from Hon'ble Prime Minister's vision of **Viksit Bharat- India @2047**. India's youth represent the country's greatest strength, with a vibrant and dynamic generation driving the vision of making India a developed nation by 2047.

The Viksit Bharat @2047 initiative envisions India as a developed nation by the centenary of its independence in 2047. This transformative roadmap emphasizes inclusive development, sustainable progress, and effective governance. At its heart lies the active participation of India's youth, regarded as the key drivers of this change. Prime Minister Narendra Modi underscored their role, stating, "Youth power is both the agent of change and also the beneficiaries of change".

This year's **Sashakt Yuva - Viksit Bharat Annual Action Plan 2025-26** aims to harness the collective potential of India's youth, empowering them to contribute holistically to the country's development. Through **platform like MY Bharat**, the initiative seeks to channel the creativity, energy, and ideas of the younger generation, aligning their aspirations with the nation's development goals and fostering a future of innovation, progress, and self-reliance.

ORGANIZATION OF DIFFERENT TYPES OF PROGRAMMES BY MY BHARAT

MY BHARAT conducts different type of programs through its field offices in a financial year as illustrated below:

1. Core Programs as part of Annual Action Plan

- Programs planned, designed and executed by MY BHARAT
- Funds allotted out of Union Budget's allocation for MY BHARAT
- Approved by BOG

2. Funded MoYAS Programs

- Schemes of Dept. of Youth Affairs like NPYAD, NYLP
- Implementation through MY BHARAT machinery
- Eg: Viksit Bharat Youth Parliament (National Youth Parliament Festival), Viksit Bharat Young Leader's Dialogue – National Youth Festival, Neighbourhood Youth Parliament

3. Funded Programs of Other Ministries

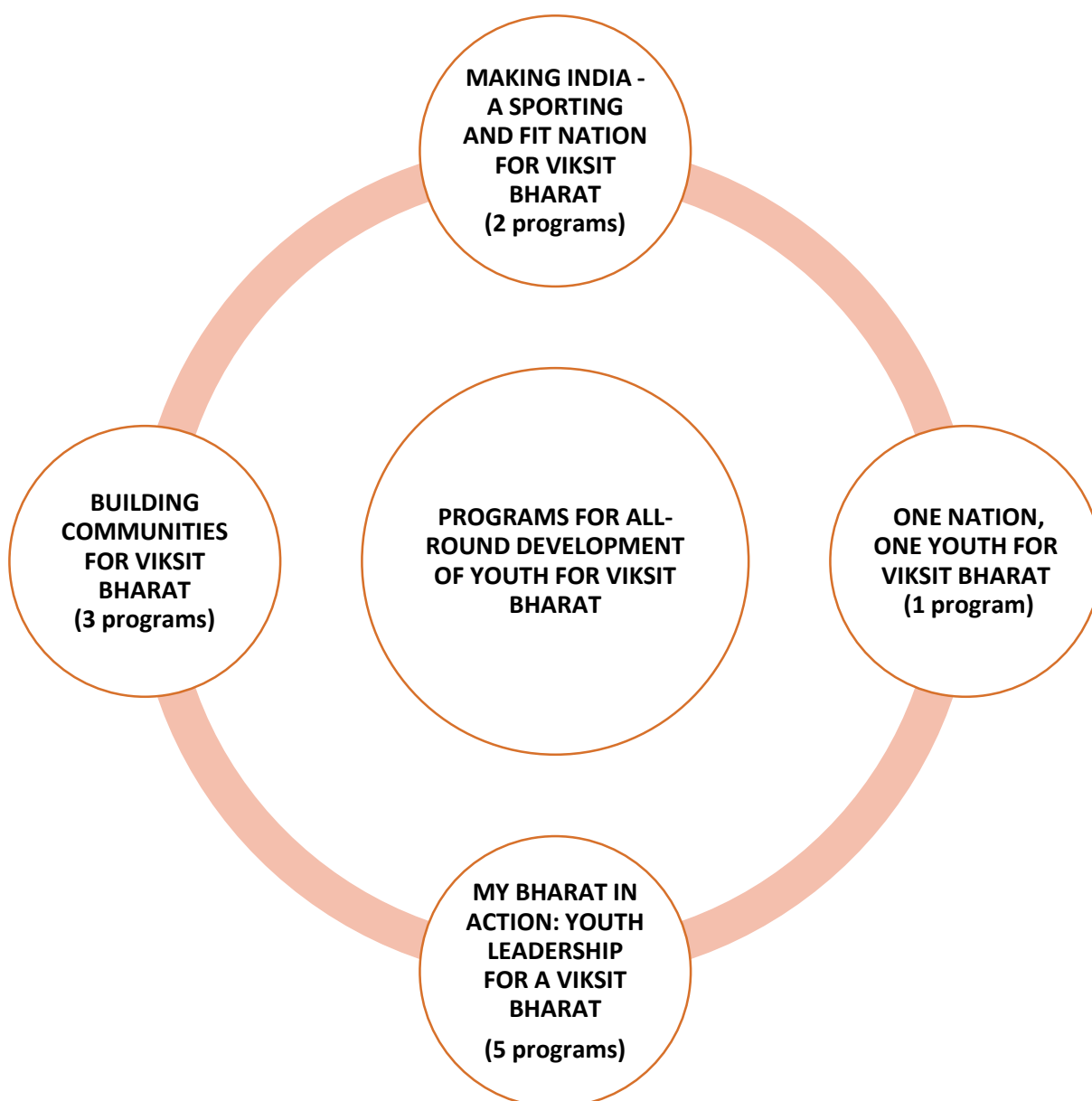
- Funded programs with defined guidelines.
- Eg: MHA funded Tribal Youth Exchange Program, Kashmiri Youth Exchange Program; NDMA funded Yuva Aapda Mitra Scheme

4. Voluntary Programs with Other Ministries

- Coordination programs – Blood Donation, TB awareness, Poshan Maah, Poshan Pakhwada, Voter awareness, Har Ghar Tiranga etc.

FOCUS AREAS OF ANNUAL ACTION PLAN 2025-26

The Core Programs outlined in the Annual Action Plan 2025–26 are centered around **four focus areas**, aiming to foster holistic youth development through meaningful engagement and align their aspirations with the vision of Viksit Bharat@2047. The four focus areas are given below:



CORE PROGRAMS

S.No.	Focus Areas	Core Programs
1.	One Nation, One Youth for Viksit Bharat	• Viksit Bharat Yuva Utsav
2.	MY Bharat in Action: Youth Leadership for a Viksit Bharat	• Viksit Bharat– Yuva Connect • Viksit Bharat Padyatras • MY Bharat Yuva Mandal Vikas Abhiyan • Swachhata Hi Seva Campaign • Future Youth Leaders Bootcamp
3.	Making India - A Sporting and Fit Nation for Viksit Bharat	• Cluster of Block Level Sports Meet • Distribution of Sports Kit
4.	Building Communities for Viksit Bharat	• Ek Ped Maa Ke Naam Campaign • Workshops on Flagship Schemes • Observance of Days of National and International Importance

1. “EK PED MAA KE NAAM” CAMPAIGN

Background:

Ek Ped Maa Ke Naam-Plant4Mother Campaign, a mass plantation drive is an initiative launched by Hon’ble Prime Minister Shri Narendra Modi on World Environment Day 2024 by planting a sapling of Peepal Tree at Budha Jayanti Park, New Delhi. On this occasion Prime Minister exhorted people to plant a tree as a mark of love, respect and honour for their own Mother and to take a pledge for protecting trees and Mother Earth.

The campaign is of paramount significance considering the dying need of environmental protection and conservation and the success of the campaign largely depends on creating awareness among the community and individuals and ensuring their participation in implementation of the campaign.

After successfully implementing the campaign in FY 2024-25, MY BHARAT plans to again undertake the campaign- “Ek Ped Maa Ke Naam” across the country. The campaign aims to raise awareness and inspire the public in general, particularly the youth, to plant saplings in the name of their mother. Additionally, it aims to motivate people to adopt simple actions in their daily lives as a responsibility to protect the Mother Earth.

Objectives

- To create awareness among the people in general and youth in particular on plantation, environmental protection and its conservation.
- To encourage and engage youth in widespread sapling plantation to enhance green cover and biodiversity.
- To highlight the health benefits of green spaces and trees, including air purification and mental well-being.
- Foster a sense of responsibility and commitment towards protecting and enhancing Mother Earth’s natural resources.

Coverage: 763 Districts

Duration: Throughout the year

Key Components of the program

A. Awareness Generation & Amplification of Ek Ped Maa Ke Naam Campaign:

Fortnight-long, various awareness generation and amplification activities such as Administering Pledge, Behavioral Change and Communication activities, Knowledge competitions etc. shall be organized across the country. These efforts are aimed at maintaining the momentum of the campaign through continuous youth engagement.

- **Campaign through MY Bharat portal:** Event for all the activities under the campaign shall be created on MY Bharat portal. It is essential to regularly post photos and videos of these activities on the portal.
- **Administering Pledge on MY Bharat portal:** A dedicated link/space to be created for taking pledge on My Bharat portal.

Plantation Drive:

- Nationwide plantation drive shall be carried out across the country. At the district level DDs and DYOs in coordination with the District Administration and Forest Department shall identify a common place for plantation of sapling.
- Similarly at the Block and Village level, Youth clubs shall be encouraged to undertake saplings of plantation at a common place.
- Coordination with the District Forest officer should be established to ensure that adequate no. of saplings be provided at the block and village level for the youth clubs undertaking the campaign.

Collaborating Agencies

- District Administration, Forest Department, PRI institutions, and other line departments and agencies.
- Liaisoning with DFOs for collection of sufficient number of saplings and support for plantation at Village and Block level.
- DPROs and officials of Panchayati Raj and Rural Development may be contacted to get help with identification of land in villages.
- Efforts should be made to coordinate with local NGOs and CBOs working for the defined cause.

Budget:

- An amount of **Rs. 15,000 per District** has been earmarked as seed money to carry out IECs activities under the program of “Ek Ped Maa Ke Naam” for all 763 districts.
- Efforts should be made to mobilize resources and support at local level.

Expected Outcome:

- **Plantation:** 33.08 lakh (500 per Block) sapling of plantations across the 763 District
- **Outreach:** 33.08 Lakh (500 youth per Block) across all Blocks throughout the campaign.

2. WORKSHOPS ON FLAGSHIP SCHEMES

Background

India is implementing several flagship schemes aimed at improving the socio-economic well-being of its citizens. However, lack of awareness, misinformation, and limited capacity to access these schemes often results in suboptimal utilization, particularly in rural and semi-urban areas. MY Bharat, with its grassroots presence, is uniquely positioned to bridge this gap through targeted awareness, outreach, and facilitation programs for youth and communities.

MY Bharat is launching a new initiative titled “Workshops on Flagship Schemes” as part of AAP 2025–26. This initiative will enable district MY Bharat Kendras to conduct structured, informative, and participatory workshops focusing on centrally sponsored flagship programs that have direct relevance to youth, families, and communities.

Objectives

- To generate awareness and understanding among youth regarding major flagship government schemes.
- To enable youth to become informed change agents and facilitators within their communities.
- To promote youth participation, and access to government benefits through informed engagement.

- To strengthen convergence between MY Bharat and line departments implementing flagship schemes.

Suggested Flagship Schemes for Focus

(Note: Districts may choose based on local needs and directives from MoYAS)

- Ayushman Bharat – PMJAY
- PM Mudra Yojana
- Digital India Initiatives
- Skill India Mission/PMKVY
- Swachh Bharat Mission (Urban/Rural)
- Jal Jeevan Mission
- PM Vishwakarma Yojana
- Stand-Up India Scheme
- PM Ujjwala Yojana
- Any other relevant centrally sponsored scheme

No. of Participants	: minimum 50 youth participant per program
Budget	: Rs. 15,000/- per program towards organisational expenditure.
Duration	: 1 Day

Implementation Strategy

1. Identification of Scheme & Focus Area

The DDs and DYOs shall identify the flagship scheme(s) most relevant to the district's needs, guided by:

- a. Local demand and relevance of the scheme to youth.
- b. Gaps in awareness or implementation identified through field visits.
- c. Feedback from:

- District Administration
- Line Departments
- Panchayati Raj Institutions (PRIs)
- Community Based organisations
- Youth Clubs

Note: Repetitive themes or schemes already well-covered by other departments in the district should be avoided unless a significant awareness gap exists.

2. Program Design and Pre-Event Report

The workshop should be designed as per the guidelines below:

- Must focus on explaining the scheme, eligibility, benefits, application procedures, and grievance redressal mechanisms.
- Resource persons from the implementing departments or trained experts must be involved.
- Interactive methods like presentations, Q&A sessions, testimonials, and group activities may be included.

Pre-event plan/report must include:

- a. Scheme selected and justification
- b. Objectives, structure and activities
- c. List of speakers/resource persons
- d. Coordination details with implementing departments
- e. Participant profile and beneficiary outreach plan
- f. Publicity strategy – social media, print/electronic media plan

3. Program Execution and Reporting

- Ensure minimum 50 participants.
- Use visual aids and printed materials for better retention.
- Collect feedback from participants.
- Capture best practices, testimonials, and highlights.
- Invite officials from the concerned implementing department, DM/DC, local MP/MLA, and PRIs.

4. Publicity & Social Media

- Pre-event press release highlighting the scheme and intended benefits.
- Post-event press note detailing participation, key messages, and expected outcomes.
- Use platforms like Twitter, Instagram, Facebook to generate local buzz.
- Tag @MYBharatIndia on all relevant posts.
- Encourage participants to share takeaways on social media.

Activity Models

1. **Workshop + Awareness Drive:** Including leaflets, expert talks, youth competitions (quiz/poster), street plays, etc.
2. **Scheme Facilitation Camps:** In collaboration with implementing departments for spot enrollment/registration (where possible).
3. **Youth as Info Ambassadors:** Select trained youth volunteers to continue spreading information in their villages post-event.

3. OBSERVANCE OF DAYS OF NATIONAL AND INTERNATIONAL IMPORTANCE

Background

India stands at a transformative juncture as it marches toward the centenary of its independence in 2047. The Hon'ble Prime Minister of India has envisioned **Viksit Bharat@2047**, a roadmap to build a self-reliant, inclusive, and globally leading nation. Central to this vision is the active participation and empowerment of youth, who represent both the present and the future of the country.

In this context, the **observance of days of national and international importance** – such as Independence Day, Republic Day, National Youth Day, Gandhi Jayanti, Constitution Day, and others—serves not merely as ceremonial occasions, but as opportunities to **educate, inspire, and mobilize the youth around the core values of patriotism, civic responsibility, innovation, and nation-building**.

Observing important days of significance is an effective strategy to raise awareness about key social, environmental, health, and cultural and other issues of significance. These programs also help to **connect youth with events & personalities of great national importance**. These observances serve as platforms to educate the public, engage stakeholders, and drive action toward addressing pressing global and local challenges.

By organizing awareness activities around specific dates, organizations can mobilize communities, amplify advocacy efforts, and foster collective responsibility. Observing significant days also presents an opportunity to draw attention, unite stakeholders, and foster synergy on specific themes of importance, ultimately driving collective action, progress, and tangible impact.

Objectives

By integrating these observances into structured youth engagement programs, the aim is to:

- Educate and generate awareness about the significance of the day, including its historical context, relevance, and ongoing issues of national and international importance (e.g., health, human rights, environment, or equality) associated with the particular day of observance.
- Commemorate the birth anniversary of great personalities of nation and honour their contribution and their values, vision, and achievements inspiring current and future generations.
- Foster a deeper understanding of India's historical journey and the sacrifices that shaped the nation.
- Encourage active participation of people particularly youth in activities and initiatives that foster a sense of responsibility and patriotism.
- Mobilize youth and communities to engage in social, cultural, and civic programs, promoting unity and solidarity.

Every year, a **minimum of 25 Days of national and international importance** is organised from a designated list of Important Days. Observance of **National Youth Day on 12th January** every year in commemoration of Swami Vivekananda, whose unwavering belief in potential of youth continues to resonate deeply with young citizens of the country.

Celebration of National Youth Day aims to generate awareness about the life and message of Swami Vivekananda to inspire and motivate youth to participate in nation building activities and promote spirit of service and volunteerism.

Duration: Day Long Program

Coverage: 763 Districts of the country

Participation: Minimum 100 per district per program

Budget: Rs. 5,000 per program (Rs. 1,25,000 per district for a min. of 25 Days)

Observance of Days and Week during 2024-25

- **My Bharat** shall organize a **minimum of 25 Days of National and International Importance** including National Youth Day across the 763 District of the country.
- Observance of Days and Week shall be organized **through MY Bharat Volunteers and Youth Clubs** and therefore DDs and DYOs shall invite and coordinate with the identified MY Bharat Volunteers and Youth Clubs to conduct the program effectively within the given budget.
- Interested MY Bharat Volunteers/ Youth Clubs will have to submit an application agreeing to conduct the program in the given budget and a detailed plan of activities to be carried out during the program.
- The program should be organized through MY Bharat Volunteers/ Youth Clubs on a reimbursement basis i.e., post completion of program and submission of program report and bills towards the expenditure incurred on conduct of the program.
- An **event of the program** is to be **created on the MY Bharat portal**.
- DDs and DYOs in coordination with Youth Clubs organizing the program shall ensure that all the youth and volunteers taking part in the program should register on MY Bharat portal.

Suggestive Activities

- **Prabhat-pheri, Rallies, Cylothones, etc.**
- **Garlanding of Statue/Portrait** and floral tribute to personality of significant importance
- **Community engagement** through Blood donation, Plantation, Cleanliness etc.
- **IECs activities** propagating the particular Day and its significance.
- Skits, Nukkad Natak, **Knowledge Competitions** - Quiz, Essay writing, Paintings etc.
- **Social Media Campaign/ Digital Campaign** through Hashtags
- **Interactive Sessions** like Talks, panel discussions, and webinars on themes related to the day.
- Reaffirming commitment to the nation through **administering of pledges**.

Buzz Creation and Social Media Activities

- Massive buzz creation and IECs activities shall be carried out through district MY Bharat social media handles and official handle of MY BHARAT.
- All the activities' photographs and videos shall be uploaded on MY Bharat portal under particular event.
- VIP and eminent personalities, public representatives- Hon'ble MP, MLA, PRI members shall be invited to amplify the visibility of program.

Each day of national and international importance should be celebrated in a way ensuring that **every event becomes a platform for youth empowerment** and a stepping stone towards building a **developed India by 2047**.

4. CLUSTER OF BLOCKS LEVEL SPORTS MEET

“Healthy man means healthy family which ultimately leads to healthy society. This is the only way to new India.”

Shri Narendra Modi
Hon'ble Prime Minister

Out of the five priority areas under Draft National Youth policy 2021 to catalyze widespread action on youth development, Health, Fitness and Sports is one area that aims to develop ‘a culture of fitness and sports among Youth and achieve National and International eminence’. To supplement the search of talented out-of-school youth/ youth in rural area and in the spirit of the Fit India Mission, Khelo India, all the district MY Bharat Kendas shall conduct Block level sports meet.

Sports serves as the perfect entry point activity for MY Bharat Volunteers and serves as a platform for facilitating interaction of volunteers from different villages under the banner of MY Bharat. With the inclusion of traditional and rural sports popular in the region, this program has the potential to mobilize youth in large numbers.

The energy and enthusiasm, display of sportsman spirit, as well as the experience of the event shall be in such a way that it binds the participating youth clubs and youth to MY Bharat, creating a lasting bond that may be translated into coordination and participation in other events and activities on the portal. Often held in high energy positive environment, Sports events breaks the ice and enables genuine, informal and warm interaction between volunteers and officials, laying foundation for a lasting engagement.

Today, the youth go through different level of stress and mental health issues, harnessing the power of sports is the best medium to overcome this in order to achieve sound health and mind. The programme aims to promote fitness as an accessible, enjoyable, and cost-free activity.

Objectives of the program

- To spread awareness about physical fitness and mental health through sports activities.
- To promote establishment of Fit India Fitness Clubs, especially specialized clubs such as Walking Fit India Club, Cycling Fit India Club, Women's Fit India Club, etc.
- To provide opportunity to rural youth to take part in sports meets to exhibit their talent.
- To promote sports culture, sportsmanship, fitness and competitive spirit among youth.
- To preserve, popularize and sustain the regional/local traditional sports& games across the country.
- To propagate the message of healthy body & healthy mind among the youth and adopt fitness as a way of life.

The sports meet shall be organized under the theme of **‘Swasth Rashtra - Samradh Rashtra’**.

Integration with SAI's "Come and Play" Scheme

To further enrich the sports ecosystem and encourage sustained participation among youth, the program may integrate and align with the *“Come and Play”* Scheme of the Sports Authority of India (SAI). The *Come and Play* initiative is designed to identify and nurture sports talent at the grassroots by opening up SAI stadiums and infrastructure to young individuals for regular training in selected sports disciplines. Through this linkage, youth identified during the Block Level Sports Meets who demonstrate exceptional skill and potential may be encouraged and guided to enroll in the *Come and Play* scheme for advanced coaching. This convergence will not only promote continuity in sports engagement beyond local meets but also provide a pathway for talented youth to transition to professional sports platforms under the guidance of expert coaches and institutional support.

Promotion of Fit India App and Fitness Test

Before organization of Cluster of Block Sports Meet, fitness tests for all participants may be conducted and the participants may be registered on the Fit India app.

No. of Programmes

Based on the no. of Blocks in a district as per criteria given in the following table:

Cluster of Block Sports Meet

Slab	No. of Sports Meet	Amount (in Rs.) @ Rs.25,000/- per Cluster of Block Sports Meet
District with 1-6 Block	3	75,000 (3 × 25,000)
District with 7 -11 Block	4	1,00,000
District with 12-16 Block	5	1,25,000
District with 17 & above Block	6	1,50,000

Duration

The sports meet would be a **minimum duration of two days**. However, if extended beyond 2 days, it may be noted that no additional funds shall be provided.

Geographical coverage: 763 districts (all blocks)

Budget Utilization Pattern

Cluster of Block Sports Meet

Sr. No.	Head	Amount (in Rs.)
1.	Sports equipment, track & field management and Prizes for the winners (as per actual requirement) (Prize for Individual Event only)	12,500
2.	Organizational and contingent expenses including Tea & Snacks and Refreshment for Participants and meet officials, Photography, PA System, Certificates, etc.	12,500
Total		25,000

NOTE: Inter head adjustments, if required, under exceptional justified reasons and for meeting the objective of the program may be made with the approval of concerned State Director recording the justifications on file.

Identification of Sports Disciplines:

A **total of six (6) sports events are to be organized**. Out of which, **two (2)** would be **group events** and **four (4)** would be **individual sports events**. Therefore, 6 sports disciplines have to be identified.

Further, one event under Group Event and two events under Individual Event to be conducted exclusively for women.

Out of the 6 events, 1 traditional sports game popular in the state may be conducted.

The sports and games may be selected among the following suggested sports disciplines:

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

- **Cluster of Block Sports Meet:**

- Cluster of Blocks to be selected and grouped together in such a way so as to cover the entire district.
- **Prizes to be given to the winners of 4 individual event only.**
- **Winners of 2 Group Event** at each Cluster of Block Sports Meet will be **rewarded with Sports Kit.**

No. of participants

- Minimum of 150 sports persons in both Cluster of Block Sports Meet.
- Women participants should be encouraged to participate in both types of mentioned events i.e. Individual and Group.

Implementation Strategy

- The DYO should invite teams and individual participants (MY Bharat Volunteers, youth clubs and youth club members) for participation under identified sports discipline.
- Suitable Venues, Referees, Judges, etc. should also be identified well in advance.
- Sports Meets would be organized on the knockout basis.
- Coordination should be established with various sports institutions, schools, colleges, NGOs to mobilize resources.
- Pre-event publicity should be ensured so as to ensure large no. of audience turnout.
- VIPs such as MP, MLAs/MLCs, Block Pramukh, Local Sports Personalities, Senior Officials of District Administration, etc. should be invited for the tournaments well in advance.
- The DYOs will disseminate the information amongst the MY bharat Volunteers, Youth Clubs of their areas to participate in the proposed Cluster of Block Sports Meet well in advance through the network of volunteers, district MY BHARAT social media platforms and event creation on MY Bharat portal.
- Participants will bear their own travel cost.
- Suitable First Aid facilities, necessary permissions and security arrangements with the help of local Police and Youth Club volunteers should be ensured.
- Certificates would be distributed to the participants and winners.
- Prizes would be given only in kind.
- **Event to be created on MY Bharat by concerned DYOs.**
- The team and individual participants shall be onboarded on MY Bharat platform and apply in the event created under Cluster of Block Sports Meet.
- **The logo of MY Bharat on the banners and other publicity material should be displayed prominently** for branding, promotion and popularization of MY Bharat portal.

Social Media Outreach and Media Outreach

- Wide publicity and extensive coverage of the program must be ensured through print, electronic and social media.
- Effective use of social media platforms such as Facebook, Twitter, Youtube, Instagram and others should be ensured.
- **#Swasth Rashtra, Samradh Rashtra #MYBharat** may be used for the social media posts to popularize the program.

5. DISTRIBUTION OF SPORTS MATERIAL TO ACTIVE YOUTH CLUBS

MY Bharat reaches to the grassroot level through its network of Youth Volunteers and Youth Clubs in order to disseminate, propagate various schemes of Govt. of India and undertake various social welfare activities on voluntary basis thereby contributing towards Nation building activities.

Sports activities witness maximum turnout of the Youth in particular and people in general. Sports activities are the gateway activities which interests the Youth and thus incentivizes Youth to connect with MY BHARAT. Such activities also promote Health and fitness and keep the Youth at bay from drugs and other nefarious activities.

Keeping this in view, the AAP 2025-26 makes a provision to distribute Sports Material to Active Youth Clubs.

Objective:

- To promote Sports, sports culture and Fitness among youth.
- To conduct sports activities by involving youth through the network of village-based Youth Clubs.
- To inspire young people to become active members of MY BHARAT/MY Bharat.

Selection of Beneficiaries:

Such Youth Clubs should be selected by the District Youth Officer that fulfil the following minimum criteria:

- Youth Clubs which were actively involved in the activities of MY BHARAT during FY2024-25 and regularly submitted various activity reports to MY BHARAT.
- The Youth Clubs should not have received any sports material from MY BHARAT during the last Financial year.
- The Youth Clubs which have regular sports activities and also organize sports competitions on their own.
- The Youth Club and all the members of the respective Youth Club must be registered on MY Bharat portal.

The Sports material should be distributed in such a manner that all the Youth Clubs may get sports material after an interval of 4-5 years or so.

Identification of Sports Material:

Sports material for promoting popular group sports such as Foot Ball, Volley Ball, Basket Ball, Hockey, Cricket etc. shall be identified in consultation with the local youth/ beneficiaries.

Inviting Applications:

The application may be invited from interested Youth Clubs in the prescribed formats, should be compiled in the prescribed format and list of selected Youth Clubs for Sports Material may be prepared in prescribed format.

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

Category	No. of Districts Covered	No. of Youth Clubs to be selected per District	Total no. of Youth Clubs to be selected in 763 Districts	Funds to be released @ Rs. 6000/- per Youth Club
Districts with 0-3 Blocks	89	20	1780	1,06,80,000
Districts with 4-5 Blocks	116	25	2900	1,74,00,000
Districts with 6-10 Blocks	338	30	10140	6,08,40,000
Districts with 11-15 Blocks	147	35	5145	3,08,70,000
Districts with 16 & above Blocks	73	40	2920	1,75,20,000
Total	763		22885	13,73,10,000

Purchase Committee:

A purchase committee in the District headed by concerned District Youth Officer, 01 sports person of the district and APA of MY BHARAT as Member Secretary is to be made.

- 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, would be retained in the District MY BHARAT.

- On the basis of the shortlisted Sports Material Firm, the District Youth Officer shall send Purchase order, as per allotment of budget and requirements.

Mode of Purchase:

As per practice, the purchase shall be done following General Financial Rules 2017 & amendments (if any) and all Codal formalities.

Quotations should be invited and such firms should be shortlisted who can deliver the material at District Office.

Distribution of Sports Material:

The sports material should be distributed to selected Youth Clubs during any important programme in the presence of VIPs, Public Representatives, Sports personalities.

Record:

Record of all sports materials purchased and distributed shall be maintained by district MY BHARAT Kendras and shall be open for perusal for audit and inspection as and when required.

6. VIKSIT BHARAT YUVA UTSAV**BACKGROUND**

I am talking about the strength of 130 crore countrymen, witnessing their dreams and feeling their resolutions from the ramparts of Red Fort, I believe we must focus our attention on the “Panch Pran” for the coming 25 years. We must concentrate on our resolves and strength, and we must take up the responsibility of fulfilling all the dreams of the freedom fighters by embracing those **Panch Pran by 2047** when the country celebrates 100 years of independence.

The Panch Pran of Amrit Kaal- Goal of developed India, to remove any trace of colonial mindset, take pride in our roots, unity and sense of duty among citizens.

Shri Narendra Modi,
Hon’ble Prime Minister of India

Hon'ble Prime Minister laid out five resolves (Panch Pran – पंच प्रण) for India as he emphasized that India was transitioning from 'Amrit Mahotsav' to 'Amrit Kaal' from the ramparts of the Red Fort on 15th August 2022.

Taking inspiration from the Panch Prans given by Hon'ble Prime Minister of India, MY BHARAT to conduct a Mega Program as a part of **India@2047** with expanded macro-outreach under MY BHARAT Annual Action Plan under the umbrella Program- - **Yuva Utsav: India@2047**.

This initiative aims to rekindle the spirit of patriotism and values of India's Freedom Struggle by engaging the youth in various events progressing from District level to State and National levels.

Science Mela, Young Artists, Writers, Photographers, practitioners of Traditional art forms, and young India as a whole shall lead this movement from the grass-root level to the national level, fostering youth interest in science and technology and bringing the rich heritage, culture and values of our nation to the central stage of public discourse with “**Yuva Shakti se Jan Bhagidari**” as driving force for this grand celebration.

OBJECTIVES

- To celebrate the Azadi Ka Amrit Mahotsav by disseminating the message of Panch Pran.
- To spread the ideals and values of India's Freedom Struggle during the Amrit Kaal of India's Independence (India @2047).
- To generate appreciation about the diverse spiritual and cultural heritage of country among the masses.
- To form a fraternity of young innovators, Artists, Writers, Photographers and Orators of the country under the mentorship of experts.
- To showcase the significant strides in various fields in recent years made by India.

VIKSIT BHARAT YUVA UTSAV- District level

1. Components of Yuva Utsav: India@2047

To ensure that a wide spectrum of talented youth is engaged in this Yuva Utsav, 6 program components to include young talents from the diverse fields like – Science and

Technology, Painting, Poetry, Oration, Photography, Folk/Traditional arts and forum for Youth Club members are made part of this program.

The participants shall be drawn from the diverse backgrounds so that the diversity of the district/state is captured adequately. The national level Utsav shall ensure that the State Cultural events and youth participants selected be the best possible representation of the inclusive heritage and culture of the country.

The Yuva Utsav is planned to be organized at District and State Levels with a uniform format to ensure progression from district to state under the following five components:

- A. Science Mela Exhibition- Team Event**
- B. Young Artists Camp- Painting**
- C. Young Writers Camp - Poetry**
- D. Photography Workshop**
- E. Declamation Contest**
- F. Cultural Festival- Group event**

The District Level Yuva Utsav has been planned in such a way to make it a celebration of Yuva Shakti during the nation's progression toward its centennial of independence in 2047 (India's Amrit Kaal). For the successful organization of the event, the DYU of the concerned district MY BHARAT shall form a **Yuva Utsav Organization Committee**. **A 3-member Sub Committee** to be formed for each of the 6 components of Yuva Utsav for screening, planning and coordination. **The theme for the Yuva Utsav will be Panch Prans as given by Hon'ble PM across all events at all levels.**

The 6 events shall take place in a total **4 adjacent venues/stages**- 2 venues for Artists, Poetry and Photography Contest and 1 venue for holding of Science Mela and 1 venue where Declamation and Cultural Festival will take place sequentially during forenoon, afternoon and evening sessions.

2. Target Group and Eligibility:

- **Youth in the Age group of 15-29 years (as on 30th September, 2025) for all the events.**
- **For Declamation Contest, Winners of the National youth Parliament Festival**

(NYPF) at national level and any Declamation Contest organized by district MY BHARAT during any of the previous years shall not be allowed for this year event.

3. Registration:

- **Creation of Event on My Bharat Portal:** all district MY BHARAT shall create an event for their district with detailed activities planned and schedule of the festival under the mega event Yuva Utsav on My Bharat portal.
- **Registration on My Bharat Portal:** registration of all the participants taking part in the event is mandatory therefore the participants taking part in any of the event of Yuva Utsav should be asked to register under the mega event of Yuva Utsav on My Bharat portal.
- One Youth to participate in only one Contest.

GENERAL GUIDELINES

4. VIP Involvement –

- Deputy Director and District Youth Officer should meet, apprise and ensure to extent invitation to VVIPs such as Hon'ble Governors, Hon'ble Ministers (Central/State) Hon'ble Chief Ministers, Deputy Chief Ministers during the District Level Yuva Utsav.
- Involvement of People's Representatives- **Hon'ble Cabinet Ministers. Minister of State of Govt of India, Hon'ble MPs/MLAs, District Panchayat Presidents, Mayors, and PRIs in the Organization Committee should be ensured** so that public ownership through broad-based stakeholders' participation be achieved.
- VIPs, Celebrities and other locally influential persons to be involved at each stage so that mass awareness and participation take place at all levels.

5. Event Guidelines-

- **The Yuva Utsav shall be hosted in an Educational Institute/ Colleges mandatorily.**
- The selection of the venue (Educational Institute/Colleges) at all levels should be

in such a way so that the public be able to enter and engage in the various activities as audience.

- Across all 6 components, no content shall include objectionable language, nor should it hurt any religious sentiments or create any unrest. DDs/DYO's shall screen the content for the same to ensure the above. In case of impromptu events like painting, poem, declamation and photography such content would lead to immediate disqualification.
- Participants should take care of their own belongings and should not leave it unattended at any time.
- Paintings/Poems should be unique and should not be a copy of any existing painting/poems and should be free from any plagiarism and copyright violation.
- All participants should dress properly and the costume of participants of Cultural Events should be traditional, elegant and presentable.
- All the plans for expenditure towards the conduct of Yuva Utsav must be placed before the committee and their approval obtained.

6. Media Plan

- Continuous social media activity through Live streaming of events, photo posts, Online polls, online short quizzes etc. for engagement maximum number of youths online to be ensured.
- Press Releases, pre and post Press Meet etc. shall be organized to ensure extensive Media publicity through TV Channels, Newspapers and Radio and regional media outlets.
- **Using the Hashtags-** #YuvaUtsav #YouthProgram #YuvaShakti #My Bharat
- **Twitter posts by Participants** – All Participants of YUVA UTSAV may be requested to post about YUVA UTSAV with taglines such as “I am excited to participate in YuvaUtsav”, selfies of participants, and tag above mentioned Twitter accounts with Hashtag #My Bharat.
- **Pique interest with teaser posts** – All State Offices /District MY Bharat may create teaser posts about YUVA UTSAV in form of short videos, creative, or short videos of local influencers with a message to youth to participate in Yuva Utsav.
- **Buzz Creation**– District MY Bharat may involve local social media influencers, and public representatives to create buzz about the Yuva Utsav.

7. Organization Committees

For the successful organization of the Yuva Utsav, an Organization Committee shall be formed for the District and State. Among other duties, the Organization Committee shall shortlist the panel of judges selected for each of the events.

- a) **State level Organization Committee:** Chief Secretary of the State/ Secretary of Youth Empowerment or representative of Secretaries - Chairperson, MY BHARAT State Director, Nodal Officers of NSS, BSG, Department of Education, Skill, Culture, Youth Welfare departments, Principal of schools/colleges hosting the event
- b) **District level Organization Committee:** DM/DC- Chairperson, DYO MY BHARAT, Nodal Officers of NSS, Navodaya Vidyalaya, Kendriya Vidyalaya, other leading Govt. Schools, BSG, Host Institutions, Skill, Culture, Youth Welfare and other Line departments.

8. Branding

- Branding shall be done to ensure uniformity of the events held across the country.
- Materials including standardized Hon'ble PM photos, Hon'ble MoYAS photo, Standees design, entrance gates design, arches and banners shall be prepared and circulated. The same design shall be used across all programs at all levels. Dedicated Music/Jingle for Yuva Utsav shall be prepared.

9. School/Educational Outreach

- District MY BHARAT should map the existing schools and educational institutes in the district and inform them well in advance about the upcoming District Yuva Utsav. Such an advance information and other relevant IEC materials (flyers/ one pager details) will be useful for onboarding of large number of school/colleges and thereby ensuring quality participants in all six events and footfalls also.
- Prior coordination with colleges and educational institution running courses like science and technology shall be established to involve maximum youth student under the component of Science Mela Exhibition competitive event under the Yuva Utsav.

10. The DD/DYO should make all the efforts to involve as many as education institutions possible to make the Yuva Utsav a grand event. **Collaborative Departments/Agencies**

In addition to the core components of Yuva Utsav the following allied programmes are planned to be organized to expand the scope and reach of the programme and to showcase the innovations, achievements and initiatives of Government Departments/Agencies/Organizations:

SI No.	Activity	Concerned Department
1.	Fit India Stalls & Games	Dept. of Sports, MoYAS
2.	Exhibition & Drone Demonstration	Ministry of Civil Aviation
3.	5G technology Demonstration	MeiTY, Dist. Chamber of Commerce
4.	COVID vaccination IEC	Ministry of Health, NHM
5.	Nano Urea Awareness	Dept. of Agriculture
6.	Skill Development Stalls	MSDE, PM-Kaushal Kendra, National Livelihood Mission
7.	DJ/ Cultural Performance/ Bands	Ministry of Culture
8.	Media Desk	MIB
9.	Veer Gatha	Public Relation Dept & Org. Committee
10.	Any other local department/ agency	State Government/ District Administration

The above list is only illustrative and not exhaustive. District Youth Officers may invite other such Departments/ Organizations which are suitable for the event.

During the Yuva Utsav, only stalls/exhibitions highlighting the successes and innovations of the government, innovations by the young and appropriate agency/department for the development of youth should be chosen for the event.

1. Duration and Budget of District Level Yuva Utsav

Duration – 1 Day

Budget – Rs. 2,00,000 (Rs Two Lakh Only)

Budget Bifurcation

Programme Name	Minimum Participation	Honorarium to Resource Person/Judges		Prizes/ Allowances		Organizational Expenses (for 1 Day)	Food and Refreshment s (Rs. 175 per Participants* 220 participants)	Total Budget (In Rs.)
		No. of Judges	Amount (Rs.)	Prize Money	Total Amount (Rs.)			
Science Mela (Team Event)	20	3	3000	1st -7000 2nd-5000 3rd –3000	15000	60,000	38,500	1,77,500
Young Writer's Contest	30	3	3000	1st -2500 2nd-1500 3rd –1000	5000			
Young Artist's Contest	30	3	3000	1st -2500 2nd-1500 3rd –1000	5000			
Photography Contest & Workshop	30	3	3000	1st -2500 2nd-1500 3rd –1000	5000			
Declamation Contest	10	3	3000	1st -5000 2nd-2500 3rd - 1500	9000			
District Cultural Fest (Group Event)	100	3	3000	1st -10000 2nd-7000 3rd - 5000	22000			
Contingency								22,500
Total	220	18	₹ 18,000		61,000	60,000	38,500	2,00,000

Component Wise Details

EXHIBITION OF SCIENCE MELA- TEAM EVENT

"The Science of today is the Technology of tomorrow."— Edward Teller

Background:

Science and technology encourage logical thinking, problem-solving, and innovation, essential for addressing modern-day challenges such as Environment and climate change, health crises etc.

The Exhibition Science Mela is a dynamic event aimed at fostering youth interest in science and technology by showcasing innovative projects developed by young minds. This event will provide an interactive platform where youth and students, educators, and the public can engage with breakthrough ideas and technological advancements that address both local and global challenges. By spotlighting the importance of innovation in science and technology in everyday life, the Exhibition of Science Mela seeks to inspire the next generation of innovators and encourage their active participation in the field of Science and Technology.

Objectives:

- To provide a platform for youth and students to present their innovative science and technology projects.
- To spark curiosity and interest in science and technology among youth
- build a community of young innovators who are passionate about using science for societal development.

Participation: Participation of minimum 10 team (maximum 02 person allowed in a team). 1st and 2nd Winner Team at the district level will advance to the state level competition.

Event Highlights:

- **Exhibition of Science & Technology Project:** Youth and students from schools, colleges, and technical institutions will present their innovative projects. These projects will focus on various fields including biotechnology, robotics, artificial intelligence, renewable energy, environmental conservation, healthcare technology, digital solutions etc.
- **Awards and Recognition:** Awards will be given to recognize youth who demonstrate exceptional innovation, creativity, and technical proficiency in their projects. awards will be given to the team

showcasing outstanding projects, recognizing creativity, innovation, and practical application.

Implementation Strategy:

- Science Mela will be organized in collaboration with Science and Technology Councils. The youth will participate in the Mela by showcasing their projects reflecting Innovation in Science and Technology. The Competition in this category will be for individual and group separately.
- The competitions shall be based on practical applications, frugal innovations, Presentation and Impact. To the extent possible, passive models/craftwork of existing systems (dams, solar system etc.) should be discouraged. Innovation shall occupy the center stage of the exhibition item. These are only indicative guidelines, and each district is free to expand on this theme.
- Wide publicity of the Science Mela exhibition may be ensured through social media posts, letters to institutions, Organizations and applications may be invited specifying the details of competition fixed for the district level Yuva Utsav.
- Representation from all Blocks of the District should be ensured as far as possible.
- **Interested youth or participating team shall have to registered on My Bharat portal and apply for their participation in the event-Exhibition of Science Mela under the Mega Event of Yuva Utsav on My Bharat portal.**
- Coordination with School, Colleges and University and educational institutions offering courses like science and technology shall be established so that maximum youth participation and a diverse science project of science and technology showcased at the Science Mela during Yuva Utsav.
- Coordination should be established with School, Colleges and University to encourage participation of youth and students having interest in technology driven innovative projects.
- **Screening of applicants:** The registered team will be asked to submit video/past project which would then be screened for final selection for their participation at District level. The decision of the sub-committee on Science Project under Science Mela Exhibition will be binding and final in the screening process.
- **Sub-Committee:** 03 members sub-committee shall be formed at District level. The principals of schools/colleges who are partnering for the conduct of Science Mela under the Yuva Utsav should be included as members of the committee.
- **Judges & Evaluation:** 03 Judges having the field expertise (Professors/ Innovators/experts etc.) would judge the participants on the criteria agreed upon by the panel so as to ensure that the best science-tech project that showcase the unique & distinct innovation and its relevance in dealing societal and environmental challenges should be selected for their sent to the state level program. The Projects will be

assessed on following parameters:

- Innovation in approach- 50 marks
- Quality of presentation- 20 marks
- Impact- 30 marks

Total- 100 marks

Additional Guidelines:

- DDs and DYOs shall ensure to identify adequate premises for effective organization of Science Mela as key component of Yuva Utsav.
- Coordination should be established with District Administration, Department of Science and Technology, Education Department, Science and Technology Councils and other line Departments.
- The District MY BHARAT to give wide publicity, inviting participation of youth and students from various schools/colleges and other educational institutions of the district.
- The entire program shall be video graphed and live streamed on the social media platforms.
- Winners at district level shall be awarded a certificate of Merit/prize money. 02 Winner Team (1st and 2nd) will participate in the State level event. Winners may also be given **Modi@20** book.

YOUNG ARTISTS CONTEST- PAINTING

"Art is the expression of the soul." - Rabindranath Tagore

The art of painting predates civilization and language. It is the earliest form of expression of human species. Painting as an art form has grown and taken roots in the various civilizations around the world. In India we have diverse painting traditions (Madhubani, Pattachitra, Kalamkari etc.) and a flourishing generation of artists talented in modern art- employing acrylic painting, oil pastels, murals and other media. These diverse traditions need to be propagated and preserved as part of our cultural heritage. Artistic expression and learning are an intrinsic component of overall development of an individual. In this backdrop, the youth talented in painting may be given a platform to express their talents, connect with fellow artists and learn from the maestros.

Objectives:

- To Promote local talents in painting and sculpture.
- To network the young artists of the district under MyBharat platform.

- To provide a platform for the young artists to learn from the maestros/experts. To preserve rich local painting traditions like Mural, Madhubani, Pahadi etc.

No. of Participants: Minimum 30 per programme

Implementation Strategy:

- The DD/DYO may consult with experts/judges and decide on the type of painting competition to be held in the district- Traditional painting, watercolour, acrylic, oil painting, pastels, charcoal, etc.
- Wide publicity to the contest may be ensured through social media posts, letters to institutions and applications may be invited specifying the mode of competition fixed for the district level competition.
- Screening of applicants: The registered applicants will be asked to submit the portfolio of their work which would then be screened for final selection of 30 participants at District level. The decision of the sub-committee on young artist contest will be binding and final in the screening process.
- Representation from all Blocks of the District should be ensured as far as possible.
- **Judges & Evaluation:** 03 Judges having the field expertise (Professors/ Artists etc.) would judge the participants on the criteria agreed upon by the panel. An indicative marking pattern is as follows:
 - Adherence to theme- 25 Marks
 - Colour Scheme- 25 Marks
 - Creativity and Uniqueness- 25 Marks
 - Quality of artistic composition (including neatness) and overall design- 25 Marks
- **Themes:** Panch Pran
- The Judges shall brief the participants on the marking pattern and expectation from the participants.

Additional Guidelines:

- Efforts shall be made to arrange an exhibition of the paintings by the participants at the Cultural venue in the afternoon.
- The District MY BHARAT to give wide publicity, inviting participation from the youth of the district.
- Winners at district level shall be awarded a certificate of Merit/prize money. 02 Winners (1st and 2nd)

will participate in the State level event. Winners may also be given **Modi@20** book.

- Social Media posts shall be made with the paintings tagging @MY BHARATIndia in Twitter, Facebook and Instagram. Live Streaming of participant briefing, and the competition may be done through official handle.

YOUNG WRITERS CONTEST-POETRY

"Poetry is the language of the soul." – Gulzar

Background:

Poetry, the highest form of literature, influences us because it shows different shades of human beings. Poetry is one of the most ancient arts and the product of human imagination, it can tap the emotions of humans and has the power to change the world.

During Freedom Struggle too, poets like Harivansh Rai Bachchan, Makhanlal Chaturvedi, Shyamlal Gupta, Ram Prasad Bismil, Rabindra Nath Tagore and many others whose words inspired the young guns of India to revolt and fight for “Swaraj”.

Objective:

- To provide a platform for young writers to showcase their talent.
- To provide an intellectual environment to young writers in the district.
- To bring out the creativity of young writers and to encourage them.
- To provide mentorship support to writers through expert insights from the established Writers.

Implementation Strategy:

- **Wide publicity to the poetry contest** may be ensured through social media posts, letters to institutions (Language and Culture Departments and concerned Organizations) and applications

may be invited specifying the details of the competition fixed for the district level competition

- **Screening of applicants:** The registered applicants will be asked to submit the portfolio of their work which would then be screened for final selection of 30 participants at District level.
- Representation from all Blocks of the District should be ensured as far as possible. **The decision of the sub-committee on young writers contest will be binding and final in the screening process.**
- **District level event:** On the given theme, the participants would be required to write and submit their work within the given time. The winners may be asked to recite their poem.
- **Themes:** Panch Pran.
- **Language of Poems:** Official Language of State/Hindi/English
- **Judges and Parameters of Evaluation:** 03 Judges having the field expertise (professors/leading writers/journalists/poets etc.) would judge the participants on the following criteria:
 - o Adherence to theme- 25 Marks
 - o Creativity and Originality- 25 Marks
 - o Coherence of form and structure (harmony of words, presentation)- 25 Marks
 - o Clarity of imagery/ facts and language- 25 Marks

Additional Guidelines:

- The District MY BHARAT to give wide publicity, inviting participation from the youth of the district.
- The District MY BHARAT should create buzz in local media and social media about the event/programme.
- Participants to be shortlisted based on previous experience in case of surplus application.
- A recital of winner's poems may be made at the end of the contest.
- Winners at district level shall be awarded a certificate of Merit/prize money. 02 Winners (1st and 2nd) will participate in the State level event. Winners may also be given **Modi@20** book.
- Excerpts from best poems may be published to Social Media handles of District MY BHARAT.

MOBILE PHOTOGRAPHY CONTEST

"Photography is not about the camera but about the eye behind the camera."

—Ansel Adams

Background:

Photography can be considered as a form of visual art. As a means of visual communication and expression, photography has distinct aesthetic capabilities. With photography we can document something and make it eternal. Photography lets us see something we may never have noticed otherwise. Photography is a way to express your ideas for others to see. Nowadays, one need not have a fancy Camera to capture good shots. Mobile phones are good enough for most photography suited for most people's needs. They are convenient to use, easy to handle and seamlessly integrate with social media.

Objective:

- To help amateur rural smartphone photographers to showcase their talent.
- To provide Youth an opportunity to learn the nuances of photography and help them evolve their skills.

Implementation Strategy:

- **Wide publicity of the contest** may be ensured through social media posts, letters to institutions, Organizations and applications may be invited specifying the details of competition fixed for the district level Yuva Utsav.
- **Screening of applicants:** The registered applicants will be asked to submit the portfolio of their work which would then be screened for final selection of 30 participants at District level.
- Representation from all Blocks of the District should be ensured as far as possible. **The decision of the sub-committee on photography contest will be binding and final in the screening process.**
- **District level event:** A brief session would be conducted during which the judge/ resource person is expected to give information on **techniques, tips & tricks angles, manual focus, lighting and other aspects of Mobile Photography.** The Youth participants should be informed about various photo editing apps that are available free of cost.
- After the session, the participants would be asked to submit 03 Best photographs on different themes as mentioned above in the next 2 hours.

- Judges and Parameters of Evaluation: 03 Judges having the field expertise would judge the participants on the following criteria:
 - o Creativity/Editing - 25 Marks
 - o Technical expertise (Lighting, Colour Balance, Sharpness, Exposure)- 25 Marks
 - o Aesthetic Value- 50 Marks
- **Themes:** Panch Prans

Additional Guidelines:

- The District MY BHARAT to give wide publicity, inviting participation from the youth of the district.
- Participants to be shortlisted based on previous work/experience in case of surplus application.
- A slide show of participant's submissions may be made live at the venue.
- Winners at district level shall be awarded a certificate of Merit/prize money. 02 Winners (1st and 2nd) will participate in the State level event. Winners may also be given **Modi@20** book.

DECLAMATION CONTEST

"The mind is everything. What you think you become." – Buddha

Background:

In order to encourage mass youth participation, creation of Nationwide Patriotic environment and vision for India @ 2047, Declamation Contest is one of the components of District Yuva Utsav.

Genesis:

The concept has its genesis in the vision of Hon'ble Prime Minister about engagement of youth in Nation Building and empowerment as leaders in all walks of life during Amrit Kaal.

It is to rekindle positivity, passion and leadership amongst the youth in India and at the same time give them an opportunity to engage in Nation Building activities, especially for social and financial inclusion at one hand and development of their personality through public speaking and presentation on the other hand.

Aim:

The aim of the Declamation Contest is to strengthen the spirit of Nationalism and Patriotic feeling amongst youth and masses for enhanced participation in nation building. In this process, youth are empowered with leadership qualities and communication skills for their overall personality development and to enable them to lead in all walks of life and contribute towards Nation Building during the period of Amrit Kaal.

Themes/Subject: Panch Pran**Objectives**

- a. To strengthen the spirit of Nationalism and Patriotic feeling amongst youth and masses for enhanced participation in nation building.
- b. To identify youth with leadership qualities and good communication skills for their further development and empowerment to enable them to take lead in understanding the functions and policies of the Govt. towards Nation Building & popularizing Flagship Schemes of Govt.

Target Group:

Youth in the age group of 15 - 29 years.

Prizes:

o **District Level** -1stPrize: - Rs. 5,000/-, 2nd Prize: - Rs. 2,500/-, 3rdPrize: - 1,500/-

Implementation Strategy:

- **Wide publicity of the contest** may be ensured through social media posts, and applications may be invited from Youth Clubs and cultural groups/institutions.
- **Screening of applicants:** The registered participants will be asked to submit video of their speeches which would then be screened for final selection of at least 10 participants at District level. As far as possible all blocks may be represented at the district level. **The decision of the sub- committee on declamation will be binding and final in the screening process.**
- The speech will be of **7 minutes duration (maximum) in Hindi or English only**. The time limit will be strictly enforced. A 30 second warning will be given.
- **Judges & Evaluation:** 03 Judges having the field expertise (Professors/ orators etc.) would judge the participants on the criteria as below:

S. No.	Marking Criteria	Marks
1.	Content and Substance - Amount of Factual Data Presented - Historical and authentic references - Analysis of current situation - Suggestions/recommendations for improvement - New ideas brought out	30
2.	Communication/Oratory skills	20
3.	Presentation skills	20
4.	Clarity of ideas and thoughts	20
5.	Confidence level	10
	Total	100

Expected Outcome of Declamation Contest:

- The event would provide opportunity to participating youth to exhibit their presentation skills, art of public speaking and engage in positive discussion so as to further ignite Nationalism and vision for India @2047.
- The programme will enhance capacities of MY BHARAT officials and youth volunteers to undertake alternate strategy for rural youth mobilization, development and empowerment
- The entire program shall be video graphed and live streamed on the social media platforms.
- It will set up a New Model with live demonstrations for youth led advocacy, sharing of suggestion and ideas of youth for inclusive growth and development for nation building.
- The 1st and 2nd prize-winner at the district level contest from each district will be eligible for participation in State Level Declamation Contest.

DISTRICT CULTURAL FESTIVAL- Group events

"To dance is to live, and to live is to dance." - Kavita Ramdya

All the great civilizations of the world have evolved through the expression of culture in their respective art forms. Performance arts- be it dance, music, theatre, martial, ritualistic or other traditional arts, signify the unique identity and heritage of human civilization. The story of our pasts- the values of our evolution and the memories of our forefathers are preserved through these cultural expressions in local communities.

In order to facilitate youth to understand and appreciate this art and cultural aspects of our country and to explore the fraternal links with one another's cultures, provision of Cultural Festival has been made under the Yuva Utsav.

Objectives:

- To promote the traditional art forms and save them for posterity.
- To inculcate appreciation for the cultural diversity among youth.
- To provide a platform for young traditional artists to showcase their talent.

No. of Participants: 100 per programme (10 teams)

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

Implementation Strategy

- **Only group folk dance will be allowed in the district cultural festival to ensure the uniformity across the country.**
- The DD/DYO may consult with experts/judges and **decide on the list of programs** to be held in the district- folk, classical dances, traditional instruments, theatre, music etc.
- **Wide publicity to the contest** may be ensured through social media posts, and applications may be invited from Youth Clubs and cultural groups/institutions.
- **Screening of applicants:** The registered teams will be asked to submit video/past achievements of their work which would then be screened for final selection of 10 teams at District level. The selection shall be based on the display of the local art & culture, diversity and quality of performance, traditional costumes etc. **The decision of the sub- committee on cultural festival will be binding and final in the screening process.**

- **Judges & Evaluation:** 03 Judges having the field expertise (Professors/ Artists/experts etc.) would judge the participants on the criteria agreed upon by the panel so as to ensure that the best performances that capture the unique & distinct identity of the district is sent to the state level program.

Additional Guidelines:

- Winners at district level shall be awarded a certificate of Merit/prize money. Only 1st Winner (maximum 10 persons) at district level event will participate in the State level event.
- Winners may also be given **Modi@20** book. The entire program shall be video graphed and live streamed on the social media platforms.

7. VIKSIT BHARAT - YUVA CONNECT

Introduction:

"Viksit Bharat 2047" is an initiative aimed at realizing India's aspiration of becoming a developed nation by its centennial year of independence. As India approaches its 100th year of independence in 2047, this initiative seeks to mobilize efforts across economic, environmental, and governance domains to achieve comprehensive and sustainable development. The concept envisions India as a leading global power with high standards of living, equitable growth, and environmental stewardship.

The **Viksit Bharat Yuva Connect Programme** is an initiative to engage youth with top policymakers through the **MY Bharat** platform. This program aims to foster meaningful dialogue, inspire action, and enhance youth participation in India's national development. These events are clubbed with youth parliament/ debate on national issues- university edition level. Winners of these rounds to get direct entry into the district nodal rounds of Viksit Bharat Youth Parliament.

Objectives:

- To raise awareness about the Viksit Bharat vision and MY Bharat platform.
- To encourage students to register on MY Bharat and actively participate in nation-building activities.

- To facilitate structured interactions between youth and decision-makers.

Duration: One Day

Coverage: 300 Districts

Implementation Strategy:

Viksit Bharat - Yuva Connect programme shall be organized in **300 District** across the country. In a program there should be a minimum participation of 300 youth.

Pre –Event

- Identify and coordinate with educational institutions for hosting events.
- Organize MY Bharat registration drives in universities and youth clubs.
- Event creation on MY Bharat Portal (select specialization: Viksit Bharat Ambassador Yuva Connect).
- Information about the program has to be shared with the Institutions regarding Program Venue Requirements along with Audio – Visual-Sound, Branding Requirements and other logistic arrangements
- District Youth Officer must ensure proper coordination with the Local MPs/MLAs & Youth icons/leaders.
- Media to be invited for wide coverage of the program. Pre and Post event press release should be issued.

During the event

- **Debate Competitions:** Hosted in educational institutions on topics like One Nation One Election, paving way for Viksit Bharat to encourage critical thinking.
- **Information Dissemination:** Distribution of pamphlets, infographics, and key insights about One Nation One Election.
- Ensuring smooth conduct of the program as per the format:
 - **Opening Session:**

- Program kicks off with initiative **Ek Ped Maa Ke Naam** where in planting trees as a symbolic commitment to sustainability.
- Plantation followed by an inspiring opening session, where esteemed speakers deliver remarks on the Viksit Bharat initiatives.
- screening of India's sports achievements and Padyatras, celebrating the nation's progress and resilience.
- Followed by an informative overview of the MY Bharat platform and its role in national development.
- Playing **Viksit Bharat Anthem**
- The next segment brings forth the much-anticipated **Townhall Discussion**, where students actively engage in thought-provoking debates on pressing topics such as One Nation One Election (ONOE), Constitution@75, Budget, and Youth Empowerment.

➤ **Interaction with Top Decision-Makers**

Q&A Session: -

- Students directly interact with policymakers, discussing ONOE's pros & cons, Empowering Youth, Constitution@75, budget etc.
- Responses and insights are provided by eminent guests, followed by a minister's final review.

➤ **Youth Icon/Leader Session:**

- A 10-minute talk by a youth icon from sports or entrepreneurship, inspiring students to contribute to national development.
- Summary presentation of key discussion insights

➤ **Recognition & Felicitation:** Award ceremony for winners of debate competitions

Post Event

- Track participation and MY Bharat registrations.

- Compile event feedback and key insights for policymakers.
- Influencer Campaign: Utilize digital content from influencers to further amplify MY Bharat's vision.
- Resource Sharing: Distribute Viksit Bharat PPTs to participants for continued learning.
- Establish MY Bharat Chapters in participating institutions.
- Integrate participants into MY BHARAT Youth Clubs.
- Proper documentation and reporting of the program has to be ensured.

Budget:

An amount of **Rs. 50,000 per programme** for organization of Viksit Bharat- Yuva Connect programmes. The budgetary details are as under:

Budget Breakup:

Sr. No.	Project Component	Per Programme (in Rs.)
1.	T Shirts for 50 MY Bharat Volunteers	12,500 (@250X50)
2.	Caps for 50 MY Bharat Volunteers/Participants	2,500 (@50X50)
3.	IEC material/ Publicity	10,000
4.	Organizational Expenses	12,500
5.	Videography, Photography & Documentation	7,500
6.	Miscellaneous Expenses	5,000
Total		50,000

8. VIKSIT BHARAT PADYATRAS

Background

As India marches towards the centenary of its independence, the vision of **Viksit Bharat 2047** embodies the aspirations of becoming a globally developed nation. India's journey toward becoming a developed nation by 2047 requires active participation from all sections of society, particularly the youth. The "Viksit Bharat Padyatras" is a grassroots initiative designed to mobilize young people through the traditional medium of Padyatras, creating direct community engagement and fostering a sense of ownership in the nation-building process.

The Padyatras are designed as a symbolic and practical initiative to foster youth participation in national development. These marches serve to promote civic awareness, ignite patriotic fervour, and encourage dialogue on inclusive development goals at the grassroots level.

These Padyatras will facilitate meaningful dialogue between youth and communities, promote developmental goals, and ignite a collective spirit of responsibility and patriotism toward building a progressive and inclusive India.

Objectives

- To engage youth in meaningful dialogue with communities about the vision of Viksit Bharat 2047
- To create awareness about government schemes, programs, and initiatives related to national development
- To foster community participation and ownership in the nation-building process
- To inspire patriotism and a sense of responsibility among youth toward nation-building
- To promote physical activity and a culture of fitness among youth participants
- To revive the traditional practice of padyatras as a medium of community engagement

Level: State Level implementation

No. of Padyatras per State: 23

No. of Participants: 750 – 1000

Duration: One Day per Padyatra

Key Components of the Program

A. Pre-Padyatra Activities

- **Finalisation of Padyatra Route:** Selection of strategic routes that cover diverse communities and areas with historical and geographical significance.
- Formation of various coordination committees.
- **Coordination with other departments:** District Administration, Department of Culture, Department of I&B/PIB/ Akashvani/ Doordarshan for media coverage and buzz creation, Department of education, Youth Clubs/ MY Bharat Volunteers, NSS, NCC, Bharat Scouts & Guides, Social Media Influencers, NGOs & CBOs, Cultural Artists etc.,
- **MY Bharat Registration Drives:** Registration of youth participants through MY Bharat portal
- **Outreach:** Prior notification to youth about the padyatra schedule and objectives
- Preparation of IEC Materials
- **Shramdaan & Swachhata Drives:** Community Service and Cleanliness Drive will be undertaken by volunteers
- Organising **Yoga Sessions/Charity Initiatives/Medical Awareness camps**

B. Padyatra Implementation

- **Inaugural Ceremony:** Youth Icons, local heroes are felicitated and involved in speeches and stage activities, Arrangement of MY Bharat Kiosks and exhibition stalls and A formal flag-off event with dignitaries
- **Halt Points** at key locations for cultural events and refreshment for participants
- Hon'ble Prime Minister Shri Narendra Modi introduced the "Panch Pran" (Five Pledges) i.e. Goal of developed India by 2047, to remove any trace of colonial mindset, take pride in our roots, unity and sense of duty among citizens, to guide India through the Amrit Kaal—leading up to the centenary of India's independence in 2047. Slogan of these Panch Pran to be chanted throughout the Padyatra.
- **Padyatra flow:**
 - a. DJ Van decorated with flowers and backdrops.
 - b. Camera & Video Van
 - c. Local Cultural, Traditional Dance Troupe
 - d. 05 Bharat Mata & 05 Mahatma Gandhi ji in traditional attire

- e. 200 National flag bearers
- f. MY Bharat volunteers in MY Bharat t-shirts, caps and badges with the Guests.
- g. 25 Service youth with One POC incharge at each point will help the rally with the water & refreshments (dry chana. Murmura, peanuts).
- h. Every institute to have a separate banner of MY Bharat & Group leader will lead the volunteers and maintain discipline
- i. 25 Swachhta Dev will also ensure a clean route/location as well as facilitate smooth movement of the rally.
- j. Grouping of 100-300 youth will have a speaker & mic for slogan chanting.

C. Post-Padyatra

- **Report Compilation:** Documentation of padyatra Videos and photos
- **Social Media Amplification:** Sharing of highlights and key moments
- **Feedback Integration:** Channeling community inputs to relevant government departments.

Budget:

S. No.	Particulars	Amount (in Rs.)
1.	Opening and closing ceremony organisational expenses	₹ 40,000
2.	Photography & Videography	₹ 15,000
3.	Branding and IEC Materials (Banner, Standee & Photo booth)	₹ 25,000
4.	DJ and Sound system	₹ 20,000
5.	T-Shirts & Caps (@₹ 350 for 100 participants)	₹ 35,000
6.	Documentation and Report Writing	₹ 5,000
7.	Other miscellaneous expenses	₹ 10,000
Total for each State and Union Territory capital		₹ 1,50,000/-

9. MY BHARAT YUVA MANDAL VIKAS ABHIYAN (An initiative to bring Youth from Margin to Mainstream)

Background:

MY BHARAT through its grass root level network of Youth Clubs and MY Bharat Volunteers has relentlessly pursued its twin objectives of Youth Development and engaging youth in nation building through promotion of volunteerism.

Youth Clubs form the steel frame of MY BHARAT machinery under the administrative control of a 4-tier Structure -District MY Bharat, State Offices, Regional Directorates and Headquarters at Delhi.

Youth Collectives and Youth-led Development:

The **Youth led Development Paradigm** places youth at the focus of development eco-system and MY BHARAT facilitates this by identifying, training and grooming youth through the platform of village-based Youth Clubs. Therefore, this necessitates the need to relook the Youth Club Architecture in terms of its genesis, youth footprint, and community on-boarding, ethos of self-help and voluntarism and self-sustainability.

Context:

Youth Clubs are the mainstay of MY BHARAT and therefore its (MY BHARAT) strength, field presence and youth empowerment initiatives are largely dependent mainly on two factors:

1. **The Strength of MY BHARAT-Youth Club relationship** marked through personal contacts and voluntary association in activities.
2. Organizational **strength and vigour of Youth Clubs** reflected in the robust membership, frequency of Club activities/meetings etc.

In this context, it is of utmost importance that District MY Bharat possess **updated and accurate information about affiliated Youth Clubs and their members**. Consolidation of such verified and accurate data at the state, regional and national level will further strengthen the MY BHARAT network towards development and empowerment of youth.

MY Bharat Yuva mandal Vikas Abhiyan

The initiative of **Youth Development Club Program** is in continuum with the data validation exercise undertaken by MY BHARAT to ensure that all blocks are covered with vibrant youth clubs

in the coming years (by forming more Youth Clubs and activating the dormant Youth Clubs). This also ensures that MY BHARAT possess a responsive, detailed and dynamic database of Youth Clubs and its members in the short to medium terms (1-3years). **This year, the initiative also includes registration of Youth Club Members on MY Bharat portal and taking them to the phygital platform.**

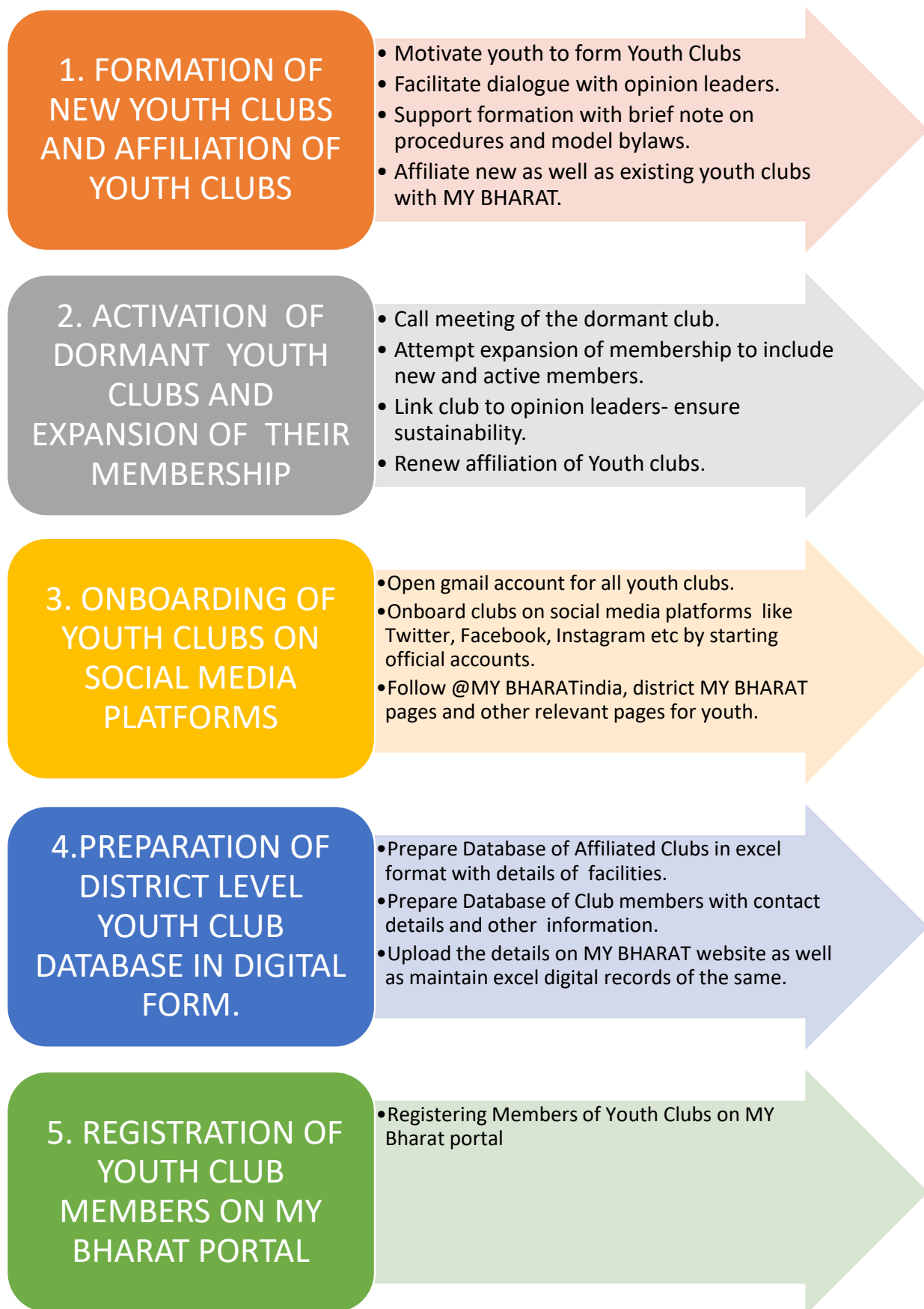
Objectives

- Expand and strengthen MY BHARAT Network through Formation of New Youth Clubs, Fresh Affiliation/Renewal of existing Youth Clubs and activation of Dormant Youth Clubs.
- Promote expansion of youth membership in Clubs through grass-root campaign.
- Uploading authentic and verified data of Youth Clubs and their membership on MY BHARAT Website.
- Orient the Youth Club Members on MY BHARAT Annual Action Plan Focus Areas, Core Programs and other priority programs of the Government.
- Facilitate starting of official email account & social media account for youth club- Twitter, Facebook, Instagram etc.

The program of MY Bharat YCDP shall have the following verticals.

MY Bharat Yuva Mandal Vikas Abhiyan

	Yuva mandal Vikas abhiyan			
1. FORMATION OF NEW YOUTH CLUBS AND AFFILIATION OF YOUTH CLUBS	2. ACTIVATION OF DORMANT YOUTH CLUBS AND EXPANSION OF THEIR MEMBERSHIP	3. ONBOARDING OF YOUTH CLUBS ON SOCIAL MEDIA PLATFORMS	4. REGISTRATION OF YOUTH CLUB MEMBERS ON MY BHARAT PORTAL	5. PREPARATION OF DISTRICT LEVEL YOUTH CLUB DATABASE IN DIGITAL FORM.



Duration of the Program: 5 days for each program and coverage of 75 Villages.

Pattern of Yuva Mandal Vikas Abhiyaan distribution in a district

Category	No. of Districts Covered	No. of Programs per District	Total Program	Amount Rs.45,000/- per program (in Rs.)	Total Amount	No. of Youth Clubs to be covered @ minimum 75 per Program
Districts with 0-3 Blocks	89	1	89	45,000	40,05,000	75
Districts with 4-5 Blocks	116	2	232	90,000	1,04,40,000	150
Districts with 6-10 Blocks	338	3	1014	1,35,000	4,56,30,000	225
Districts with 11-15 Blocks	147	4	588	1,80,000	2,64,60,000	300
Districts with 16 & above Blocks	73	6	438	2,70,000	1,97,10,000	450

Members of Spearhead Team per program: Implementation of **Yuva Mandal Vikas Abhiyaan** is based on the 10 members Spearhead Team which include MY Bharat Volunteers, active Members cum Youth Leaders associated with Youth Club and Ex-NYVs).

Consideration Points:

At the implementation level, the DDs/DYOs shall keep the following points in mind, in the spirit of the program:

- **Yuva Mandal Vikas Abhiyaan** coverage to be limited to a single block per program, keeping in mind the critical need for accurate data and focussed action to form more Youth Clubs and consequent increase in their membership.
- MY BHARAT aims to consolidate and validate its Youth Clubs and their Members data in an effort to ensure 100% accuracy of data through intensive campaign focused on a single block.

- **DDs/DYOs shall give priority to those blocks where there are least number of Youth Clubs in the District to conduct this intensive campaign.**
- **A target of 75 affiliated Youth Clubs (existing plus new affiliation) and data of 1500 Members of Youth Club (complete & accurate in the given format) from the covered block is the minimum target of Yuva Mandal Vikas Abhiyaan during the current financial year.**
- The district shall keep the data available in excel file, and also upload the same on the web site for ready availability, if need arises.
- **No Youth Clubs shall be denied affiliation on grounds that they do not possess Registration under the Society Registration Act.**
- Maintaining list of Youth Clubs based on infrastructure available (seating capacity, projector, playground etc.) shall enable planning of focussed activities like arranging sports meets, short film festivals/video shows and meetings etc. The data may serve as basis for discussions with other departments for planning coordination programs/Own initiatives by the DD/DYO.
- DDs/DYOs and the Spearhead (Campaign) Team members shall participate in this campaign with a view to establish lasting organic linkages with the Youth Clubs and thereby create symbiotic eco system for long term youth engagement.
- Keeping in mind the importance of this exercise in ensuring long term viability of data in the organization, DDs/DYOs may ensure that data collected and uploaded is accurate and that all fields are captured during the exercise. Besides, details of Youth Clubs are added/updated on the MY BHARAT portal as soon as the campaign gets completed.
- Ensure Presence of Youth Club in social media by starting e-mail accounts and official accounts on Twitter, Facebook, Instagram etc.

Implementation Blueprint and Strategy-

Part 1- Preparation and Orientation:

- The DDs/DYOs concerned shall select the blocks to be covered where there is minimum number of affiliated youth clubs.

- 10 members Spearhead Team shall be formed per campaign by the DD/DYO which include MY Bharat Volunteers, active Members cum Youth Leaders associated with Youth Club and Ex-NYVs).
- The Ten members will be divided into 5 teams comprising of 2 members in each team. This will be followed by pre- programme sensitization and orientation of Members of Spearhead Team by District Youth Officer on the issues which will be taken up during the campaign.
- The team wise campaign schedule including identification of villages and date and time of meeting in a particular village may be prepared after the sensitization. Once the schedule is ready, the same may be conveyed to the concerned President of the Youth Club (where Youth Club already exists) and to a village link person (Members of PRI/Village Elders, Retired Teachers/Officers/Village Spokespersons) where Youth Club is not formed as yet.

Part 2- Campaign and Data collection:

- Members of Spearhead Team will visit the Youth Clubs physically and interact with the Youth Club Members. During this meeting, Members of at least 5-6 surrounding Youth Clubs will also be invited. In the meeting, participating youth will be shared information and briefed about MY BHARAT and its Focus Areas, core programs and activities, opportunities for their development which District MY BHARAT will take up in coordination with other Departments and Agencies.
- **A District Level Database of profile of MY BHARAT affiliated Youth Clubs** complete with details of infrastructure and other facilities available at Youth Clubs shall be prepared during the campaign.
- As part of the campaign, the Spearhead Teams shall visit and meet the concerned Gram Panchayat Pradhans and others prominent Youth Leaders/ Opinion- Leaders in the villages and record their suggestions with regards to Formation of Youth Club, its activities and spirit of volunteerism.
- The Spearhead **Teams** will also encourage and motivate youth for the formation of New Youth Clubs in those villages, where they either do not exist or were formed long back but are currently not in existence by seeking the help and support of Youth leaders/Opinion-leaders in those villages.
- Similarly, the Youth Clubs which are in existence but are dormant should be contacted and inspired to restart their activities by the Members of Spearhead Team with the support and guidance of local-leader/PRI functionaries.
- Approaching as many Community Members (Village Elders, Members of PRIs, Mahila Mandals, SHGs, Opinion Makers- Teachers, Retirees etc.) by both the Members of Campaign Team and

concerned NYVs, discuss with them and request for their support in respect of both for the formation of Youth Clubs and activating the passive Youth Clubs will provide **Community Linkages and embed them in the wider social context** for the long-term sustainability of the Youth Club.

- In order to achieve the target of 75 Youth Clubs with total of 1500 Youth Clubs members in the campaign block, passive Youth Clubs and their Members be activated as well as more new Youth Clubs formed and their Members should be enrolled throughout the year with due representation of all sections of society including SC, ST, OBC, Minority and Physically Challenged. All MY Bharat kendras shall strive and encourage to enroll more female as members of Youth Clubs.

Part 3- Youth Clubs Representatives Meet:

- A **Youth Club Representative Meet** through hybrid mode of all Presidents/ Secretaries of Youth Clubs of the Villages covered under the Campaign should be organized after the 5 days of campaign. **Ideally, it should be done with two days of the completion of the campaign.** Any later, will diminish the built-up spirit.
- An invitation for the meeting should be sent through in-charge NYV of the Block at least well in advance so as to ensure maximum participation from all concerned.
- NYVs of the Campaign Block and adjoining blocks should also take part in the campaign.
- Line departments and other agencies may be invited to use the platform to the benefit of the participating youth.
- Issues to be discussed during the hybrid meeting- Data Finalization and consolidation, Formulation of Action Plan of Youth Club, Preparation of Directory of un-sung Heroes of the Block, Har Ghar Tiranga and sharing of best as well as next practices.

Part 4- Data Consolidation, Up-dation and Reporting:

- After the conclusion of the campaign and meeting, the District MY Bharat will upload each Youth Club updated Profile on online facility provided on MY BHARAT website [www.MY Bharat.gov.in](http://www.MYBharat.gov.in). It will automatically be displayed on MY BHARAT Website with date of updation.
- In addition, the Detailed profile of the Youth Clubs including infrastructural facilities (TV, Computer, Projector, Playground, Youth Club building Seating Capacity etc.) to be maintained at the district.

- Comprehensive report of the Campaign (qualitative) along with filled -in Annexures shall be sent to the State Office concerned for consolidation and onward submission to the HQ.

Part 5- Registration of Youth Club and Youth Club Members on MY Bharat portal immediately after formation or updation to be ensured.

Budget per Program utilization pattern

Particulars	Rate (in Rs.)	Budget (in Rs.)
Honorarium to team members including DA and travel expenses	750/- per day per head (750 Rs x10 persons x5 days)	37500
Paper, Photocopy, etc	--	2500
Meeting and Organizational expenses	--	5,000
Total		45,000

10. SWACHHTA HI SEVA CAMPAIGN

Our youth are leading the Swachh Bharat Abhiyan. Today, the youth of the country look forward to the removal of plastic from the surroundings, homes, neighborhood, city and beaches.

-Hon'ble Prime Minister of India

Background:

2nd October-the birth anniversary of Mahatma Gandhi ji is observed as Swachh Bharat Diwas every year. Also, this year India is celebrating the 10th anniversary of the Swachh Bharat Mission (SBM).

As a befitting tribute to Father of nation Mahatma Gandhi ji on his Jayanti and celebration 10th year of Swachh Bharat Mission, MY Bharat, an autonomous body under Department of Youth Affairs, Ministry of Youth Affair & Sports conducted nation-wide campaign “**Swachh Bharat Mission – Naya Sankalp**” with the theme of '**Swabhav Swachhata - Sanskar Swachhata**' from 17th September to 2nd October 2024 in a mission mode with the spirit of Jan Bhagidari se Jan Andolan. Keeping in view the popularity and seriousness of the issue, it has been decided to conduct the program in FY2025-26 also.

The campaign aims to educate and generate awareness about the environmental and health impacts of single-use plastics and encourage the adoption of reusable products through community involvement in

maintaining a cleaner and healthier environment. The campaign also aims to reaffirm our commitment to the future of sanitation and sustainable waste management through behavioural change and support broader environmental conservation efforts.

Objectives:

- Educate and generate awareness on the significance of sanitation, hygiene, and waste management, and share best practices for maintaining cleanliness.
- Educate and generate awareness about the environmental and health impacts of single-use plastics and to promote sustainable alternatives.
- Encourage communities and individuals to say No to Single Use Plastic and fostering a sense of ownership and collective commitment to keep local environment clean and green.
- Inspire and mobilize people particularly youth as active participants in the campaign for a cleaner India with the spirit of Jan Bhagidari se Jan Aandolan.
- To involve all segments of society, Government organizations including PRIs and CBOs to instill awareness and feeling of pride among citizens to keep their surroundings clean and waste free.

Collection & disposal of waste - through cleanliness and collection drives and door to door campaign.

Village Beautification- Removal of weed/grass and collection and disposal of waste focused on Single Use Plastics (SUP) etc.

Cleanliness drive at Key and iconic places: Historical monuments, Heritage sites/buildings, Public places and amenities etc.

Amrit Sarovar- Cleanliness of Amrit Sarovars surroundings.

Awareness Campaign like Door-to-door campaign, nukkad natak, Pledge, Marathon, Cyclothons, Youth Connect like nukkad natak, Pledge, Marathon, Cyclothons, Youth Connect, Meetings/ Workshops on waste processing and Social Media Campaign

Identification of neglected garbage points (with ULBs)

Swachh food- Clean food streets campaigns

Public Places- Bus Stations, Railway Stations, Waiting Sheds Public transport hubs, major roads & highways, railway tracks etc.

Historical and Iconic Places: Historical monuments, Heritage sites/buildings, Statue of Freedom fighters and Martyrs

Public Amenities and Community Spaces- Public Gardens, Parks, Grounds, Comfort Stations

Commerce – Markets, Sabzi mandis

Religious Places- Temples/Ashrams etc, places of pilgrimage

Urban Centers, Offices, Educational and institutional buildings

Sanctuaries, zoos, protected areas, trekking & camping sites

Tourist spots, religious & spiritual places

Legacy waste sites

Duration of Programme: 17th September to 2nd October, 2025

Geographical Coverage: 763 districts (6617 Block)

Budget: Rs. 30,000 per District to all 763 District

Key Activities of the Program:

- **Collection & disposal of waste** - through cleanliness and collection drives and door to door campaign.
- **Village Beautification-** Removal of weed/grass and collection and disposal of waste focused on Single Use Plastics (SUP) etc.
- **Cleanliness drive at Key and iconic places:** Historical monuments, Heritage sites/buildings, Public places and amenities etc.
- **Amrit Sarovar-** Cleanliness of Amrit Sarovars surroundings.
- **Symbolic Activities** - Flower to Waste creators- positivity campaign

- **Awareness Campaign** like Door-to-door campaign, nukkad natak, Pledge, Marathon, Cyclothons, Youth Connect like nukkad natak, Pledge, Marathon, Cyclothons, Youth Connect, Meetings/ Workshops on waste processing and Social Media Campaign
- Identification of neglected garbage points (with ULBs)

Implementation Plan:

- All the activities shall be carried out in coordination with Youth Clubs and for the same Application from Youth Clubs shall be invited for conducting Swachta Programs during the period- 17th Sept – 2nd October.
- DDs and DYO to coordinate and extend support for applications for conducting programs from **Youth clubs with 2 details:**
- Application outlining activities planned, dates of program proposed and expected no. of participants. A suggestive calendar of activities is placed **at annexure-2**
- Minutes of meeting of club agreeing to conduct the program
- DDs and DYO shall create minimum 10 Volunteer for Bharat Events on **MyBharat portal** under the Mega Program with each program carrying the name of corresponding youth club as partner -to be conducted during the period- 17th Sept – 2nd October
- **DDs and DYO will share the link of Event created on the portal with Youth clubs** which in turn will circulate the link among their member and local community and ensures application of minimum **30 persons** using apply now button on **MyBharat portal**.
- Kit with My Bharat logo: DYO will ensure to provide basic kit (Cap, Diary and Pen) with My Bharat logo to the registered participants. (@250 per Volunteers).
- A detailed paper trail record of the volunteers provided with Kit shall be kept as record at Kendra.
- DDs and DYO shall ensure regular monitoring that Youth Club organizes the program as per plan mentioned in application.
- Participants upload photos on the volunteer for Bharat event page.
- Reimbursement of expenses to youth clubs (max Rs. 3,000 per Program) to youth clubs by DYO after conduct of program, upload of photos and submission of report.

Three Phases of the Campaign:

- Preparatory Phase
- Launching Phase
- Collection of Waste and Disposal and concluding event.

Expected Outcome:

- Collection, Segregation & disposal of **75.00 lakh** kg of waste (plastic, e-waste and other waste) throughout the Country covering all districts and blocks and Villages.

Collaboration with:

- Swachh Bhart Mission (Rural & Urban), Department of Drinking water and Sanitation, Ministry of Rural Development, MOHUA and Panchayati Raj Department, Indian Coast Guard.
- State Governments
- District Administration and line Departments (Tourism, Health, Sanitation etc.)
- Urban Local Bodies (Municipalities/Corporation) and PRIs
- Educational Institutes, Health Workers, Religious Bodies, Professional groups, Civil Societies & Community Based Organizations, Self Help Group,
- National Sports Federations, IOA and other Sports Bodies
- Religious bodies i.e. Art of Living, Patanjali Yoga Peeth, Isha Foundation, Radha Swami Satsang, Brahmkumaris, Isckon etc.
- UNICEF and other UN Agencies for resource mobilization

Preparatoy Phase**Timeline: 11-16th September, 2025**

- Coordination at State and District level with State Departments of Youth Welfare, Urban Development, Panchayati Raj and line Departments.
- DDs and DYOs at district level shall coordinate with District Administration and Urban local Bodies, PRIs and Line departments
- Inviting application from
- Invitation to Public representative such as Hon'ble MPs and MLAs shall be invited
- Media both electronics and print and shall be engaged and extensive Social media campaign shall be ensure.

Launching Phase

Time Line- 17th September, 2025

- Programme to be launched by Hon'ble Minister of Youth Affairs & Sports on 17th September, 2024.
- Simultaneous functions in all Districts undertaking cleanliness at places of Historical importance.
- IECs campaign

Waste Collection & Disposal & concluding event

Time Line- 17th September to 2nd October, 2024

- **Youth Clubs** shall carry out cleanliness activities- Waste collection, Segregation and disposal from 17th September to 2nd October as per calendar of activities submitted at the time of application at Key Locations as suggested above.
- DDs and DYOs in coordination with Youth Clubs shall ensure to extend the outreach and engage all stakeholder and people particularly youth through out the campaign
- Awareness campaign on '**Swabhav Swachhata - Sanskaar Swachhata**' accompany all activities of cleanliness.
- Waste Collection in villages through door-to-door Campaign by Village based Youth Clubs/ Mahila Mandals/ SHGs and others
- Similar Waste Collection in town/urban areas by the students of schools and Educational Institutions, NSS, BS&G and HS&G.
- Continuous daily drives will be conducted to achieve the targets and weight of waste collected/disposed shall be maintained.
- For all cleaning activities, before and after photos shall be collected and stored as record for publicity with maximum impact.

Concluding event on 2nd October, 2025:

- Cleaning and Garlanding of Statue of Mahatma Gandhi
- Cleaning of surroundings of Amrit Sarovar (68,000) across the country.

Media and Publicity:

- All events and activities photographs and videos shall be uploaded on My Bharat portal.
- Pre and post event press release
- Extensive use of print, electronic and social media

- Extensive Media coverage during throughout the campaign. Collaboration with Doordarshan, Akashvaani, PIB.
- Optimum use of Social Media Platforms i.e. Twitter, Facebook, Instagram, YouTube, WhatsApp Groups
- Popularization of Hashtags i.e., #Swachhta Hi Seva and #**Swabhav Swachhata - Sanskaar Swachhata'**
- Theme based posts to be made.
- Use of Creatives (jingles, memes, e-posters) for the popularization of the campaign

Monitoring, Supervision and Follow up:

- A central command centre at HQ to coordinate with RDs and SDs for close monitoring of targets the progress of the campaign program.
- Director (prog.), Regional Directors , JD (prog.) and State Directors shall conduct field visits to monitor progress of the campaign in different parts of the country.
- HQ , RD offices and State offices shall ensure that the State as well as the district level committees are formed and coordination shall be made with other departments of state government/district administration.
- Daily Progress report and action photographs and videos be shared.

Budget: Head	Amount (in Rs.)
A. Budget per district for Swachhta Hi Seva	
Branding and Popularizing “Swachhta Hi Seva” through display of IEC materials	8000
Environment building including oath taking on Swachhta Hi Seva, Advocacy, Wall writing, Banners & E- posters	10,000
Bio degradable garbage collection bags (500 bags @8 rupees per bag)	4000
Disposable Gloves	3000
Miscellaneous Expenses (Hand wash, hand sanitizer, bucket, mugs etc.)	5000
Total Per District	30,000
Total Requirement for 763 Districts (Rs. 30,000 per district X 763 Districts)	2,28,90,000

11. Future Youth Leaders' Bootcamp

Background

India is on a transformative journey towards becoming a developed nation by the year 2047, when the country will celebrate 100 years of independence. This vision of **Viksit Bharat @2047** envisions an India that is not only economically strong but also socially inclusive, technologically advanced, environmentally sustainable, and led by a dynamic and empowered citizen. Central to this vision is the **active participation of youth**, who form the backbone of our nation.

In alignment with the Hon'ble Prime Minister Shri Narendra Modi ji's call to involve **1 lakh youth in shaping India's political future**, the program of **Future Youth Leaders Bootcamp** has been conceptualized as a structured platform to identify, train and nurture young leaders at the grassroots level. This initiative is designed to ignite a spirit of leadership, innovation, and social responsibility among youth, enabling them to become **agents of change** in their communities and beyond.

The Bootcamp seeks to provide youth with practical exposure to democratic functioning, leadership development, and career planning, thereby preparing them to meaningfully contribute to the **five resolves (Panch Pran)** of Amrit Kaal, particularly focusing on making India self-reliant, proud of its heritage, and united in purpose. Through leadership dialogues, mentorship, and skill-building sessions, the program aims to channel the energy of youth into nation-building activities, strengthening the foundations of **Viksit Bharat @2047** at the grassroot level.

By engaging youth in this mission, the Bootcamp not only prepares them for future roles in governance, policy-making, and entrepreneurship but also reinforces their commitment to a shared national vision – one where every young citizen becomes a leader in thought, action, and responsibility.

Objectives

- To develop leadership, decision-making, and communication skills among youth.
- To promote political awareness and public participation through direct engagement with elected representatives.
- To facilitate career readiness through sector-specific mentorship and guidance.
- To foster innovative thinking and community-oriented problem-solving.

- To create a pipeline of youth leaders for future roles in governance, development, and public service.

Target Group

Youth aged 15–29 years who are:

- Registered on the MY Bharat portal, Members of Youth Clubs registered on MY Bharat portal,
- Youth actively involved in community development and volunteering efforts,
- Youth demonstrating interest in leadership, politics, and civic engagement.

No. of Participants: 35

Duration of the Program: 3-days

Coverage of the Program: 763 Districts

Core Components of the Bootcamp

Component A: Leadership Dialogue

- **Format:** Interactive townhall or dialogue session
- **Speakers:** Member of Parliament, Member of Legislative Assembly, Chairman of Zila Panchayat, Members of PRIs, Municipal representatives or Knowledge Experts
- **Aim:**
 - To give youth firsthand exposure to leadership journeys
 - To promote awareness of democratic processes and public policy
 - To inspire youth to take up leadership roles in politics and governance
- **Suggested Topics:**
 - "Youth and Nation-Building"
 - "Public Policy and Your Role in It"
 - "Leadership Lessons from the Field"

Component B: Sector-Specific Sessions – Leadership, Communication, Career Guidance and Community Development

- **Format:** Thematic breakout sessions
- **Resource Persons:** Industry experts, career coaches, youth mentors, government officials, and startup founders
- **Key Focus Areas:**
 1. **Youth Parliaments**
 2. **Leadership & Communication Skills (including Public Speaking)**
 3. **Digital Literacy**
 4. **Financial Literacy**
 5. **Career Readiness & Guidance**
 6. **Community Mobilization & Engagement**
 7. **Flagship Government Schemes**
 8. **Volunteerism**

Output:

Each participant formulates a “Leadership Action Plan” on a specific issue to be implemented at local level over next 3 months.

Implementation Strategy

The **Deputy Director (DD)/ District Youth Officer (DYO)** will be responsible for the planning, coordination, execution, and monitoring of the **Future Youth Leaders Bootcamp** at the district level. The DD/ DYO will ensure seamless implementation of all activities in close collaboration with district administration, elected representatives, and other relevant stakeholders.

Step 1: Planning & Preparation

- **Event creation on MY Bharat portal**
- Identify suitable venue(s) with necessary facilities (audio-visual setup, seating, etc.).
- Prepare day wise schedule for the bootcamp.
- Liaise with district administration and other relevant stakeholders for arrangements.
- Personally approach and invite local Members of Parliament (MPs), Members of Legislative Assembly (MLAs), Chairman of Zila Panchayat and Members of PRIs or Municipal representatives.

- Identify and approach speakers, sectoral mentors, career counselors, and subject experts for **Sector- Specific Sessions.**

Step 2: Identification and Mobilization of Youth Participants

- Inviting applications through event created on MY Bharat portal
- Shortlist eligible youth (15–29 years) as per Target Group.
- Ensure representation from diverse backgrounds (urban, rural, tribal, marginalized, representation of women).
- Maintain proper database of participants.

Step 3: Execution of the Bootcamp

- Conduct a 3-day structured Bootcamp including both major components:

Leadership Dialogue with Elected Representatives

1. Sector-Specific Sessions – Leadership, Communication, Career Guidance and Community Development

- Facilitate group discussions, Q&A sessions, and “Leadership Action Plan” drafting by each participant.

Step 4: Post-Bootcamp Follow-Up and Reporting

- Collect feedback forms, participation data, and photographs.
- Submit a comprehensive report to the State Office within 10 days.
- Ensure that youth-developed “Leadership Action Plans” are followed up
- Track implementation of plans and highlight impact stories for documentation.

Expected Outcomes

- Empowered youth with enhanced leadership and communication skills.
- Increased youth participation in democratic and civic processes.
- Identification of potential youth leaders for higher responsibilities.
- Localised action plans and community projects led by youth.
- Progress toward involving 1 lakh youth in political and public life.

Media Coverage and Publicity

- Pre-event and Post-event press release
- Wide publicity and extensive coverage of the program must be ensured through print, electronic and social media.
- Effective use of social media platforms such as Facebook, Twitter, Youtube, Instagram and others should be ensured.
- # Future Youth Leaders #ViksitBharat@2047 #MYBharat may be used for the social media posts to popularize the program.

Budget per program and utilization pattern

An amount of **Rs. 2,07,000/-** has been earmarked for each program.

Head	Reappropriated Budget (in Rs.)
Boarding & Lodging (Per day Per Participant)	1,15,500 (@1100 x 35 x 3)
Travelling Allowance (to and fro) subject to actual (Rs. 200 per participant x 35)	7,000
Resource Material and stationery to participants	14,000 (Rs. 400 per participant x 35)
MY Bharat branded T-Shirts & Caps of high quality fabric {500 x 35 participants)	17,500
Organizational Expenses (Venue arrangements, Photography & Videography, Hiring of Projector, Sound System, Others)	13,000
Honorarium to Resource Persons	27,000 (@Rs. 3000 per resource person per day for taking minimum two sessions per day)
Miscellaneous Expenses (Local Mobility, Certificates, Branding, Photocopy, Documentation, Reporting, Others)	13,000
Total	2,07,000

Suggestive Day-wise Schedule

Day 1		
S. No.	Time	Sessions
1	08:30 AM to 09:30 AM	Registration and Kit Distribution
2	09:30 AM to 10:30 AM	Introduction and Orientation Program
3	10:30 AM to 11:00 AM	Tea Break
4	11:00 AM to 01:30 PM	Leadership & Communication Skills (including Public Speaking)
5	01:30 PM to 02:30 PM	Lunch Break
6	02:30 PM to 03:30 PM	Digital Literacy
	03:30 PM to 05:00 PM	Financial Literacy
7	05:00 PM to 05:30 PM	Tea Break
8	05:30 PM to 06:30 PM	Introduction to Governance
9	06:30 PM to 07:30 PM	Youth Parliament Session 1
10	08:00 PM Onwards	Dinner

Day 2		
S. No.	Time	Sessions
1	06:00 AM to 06:30 AM	Yoga & Meditation Session
2	07:30 AM to 08:00 AM	Breakfast
3	08:00 AM to 09:00 AM	Youth Parliament Session 2
4	09:00 AM to 10:00 AM	Flagship Government Schemes
5	10:00 AM to 10:30 AM	Tea Break
6	10:30 AM to 01:00 PM	Group Activity Session 1
7	01:00 PM to 02:00 PM	Lunch Break
8	02:00 PM to 03:30 PM	Group Activity Session 2
9	03:30 PM to 04:00 PM	Tea Break
10	04:00 PM to 05:00 PM	Career Readiness & Guidance
	05:00 PM to 06:00 PM	Personality Development
11	06:00 PM to 07:30 PM	Community Mobilization & Engagement
12	08:00 PM Onwards	Dinner

Day 3		
S. No.	Time	Sessions
1.	06:00 AM to 06:30 AM	Yoga & Meditation Session
2.	07:30 AM to 08:00 AM	Breakfast
3.	08:00 AM to 09:00 AM	Introduction to Democratic Leadership
4.	09:00 AM to 10:00 AM	MY Bharat Yuva Mandal – A platform for grooming of grassroot level young leaders
5.	10:00 AM to 11:00 AM	Voluntary Action through MY Bharat
6.	11:00 AM to 12:00 PM	Know your Country
7.	12:00 PM to 01:00 PM	Drafting of Leadership Action Plan & Submission of Feedback Forms
8.	01:00 PM to 02:00 PM	Lunch Break
9.	02:00 PM to 03:00 PM	Interaction with Youth Icon
10.	03:00 PM to 04:00 PM	Experience sharing and feedback
11.	04:00 PM to 05:00 PM	Valedictory Session (Certificate Distribution & Group Photo)