

Rashtriya Punarjagaran Yatra Programme

(2nd October,2014 to 25th September, 2015)

Implementing Organization: Nehru Yuva Kendra Sangathan, Ministry of Youth Affairs and Sports

1. **Concept and Genesis** - The concept of Punarjagaran Yatra 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.

2. **Aim** - The aim 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 on one hand and enhancement of civic standards through life skills on the other.

3. The Government of India introduces several schemes for the benefit and welfare of people. However, due to lack of proper awareness about these schemes and mechanism for active partnership of youth, the intended benefits do not reach the target audience as visualized and planned. Hence, a sizeable proportion of the population remains eluded from the mainstream of National Development. Vast gap between service delivery system and beneficiaries and youth severely affects the expected outcome of the schemes and programmes.

4. **Major Component** - In the conduct of the program major components were awareness generation on Prime Minister's Financial and Social Inclusion Schemes, Swachh Bharat Mission, Shramdaan, Construction of Toilets, Beti Bachao Beti Padhao, Skill Development, promoting spirit of volunteerism, nationalism and denouncing all kinds of social evils through relevant youth connect strategy/ pedagogy.

5. **Objectives.**

- (a) Create awareness among youth and motivate them for engagement in nation building.
- (b) Develop Youth Leaders, Action Groups and set up Neighborhood Youth Parliament that leads to vibrant village based rural need based solutions.

- (c) Promote People's Participation - from Representative democracy to Participatory Democracy.
- (d) Motivate youth to become partners in development process, promote the spirit of volunteerism & nationalism as well as denouncing all kinds of social evils. The need is also to reach and empower rural youth and common man in India.
- (e) Provide youth opportunities to act as planners and partners in decision making processes in the development of their villages.
- (f) Establish positive enabling environment and participatory democracy through alternate means and models for inclusive growth and development without discrimination of any kind.

6. **Duration of Punarjagaran Yatra.** One year (2nd October 2014 to 25th September 2015).

7. **Coverage by Punarjagaran Yatra**

(a) **Geographical.** The Punarjagaran Yatra covered **10,000 villages in 100 districts of 20 States in the country. 20,386 adjoining villages also joined the Punarjagaran Yatra.** The routes were planned in a manner that nearly all the regions of India are covered under the program.

(b) **Demographical** – The activities and messages of Punarjagaran Yatra reached to nearly 50 Lakh people from all cross sections of society through a variety of means and media.

8. **Modus Operandi.**

(a) **Preparatory Activities.**

(i) **Orientation and Planning Exercises.** For effective implementation of Yatra, one National and seven Regional level orientations, brainstorming and planning workshops with NYKS key implementers were organized. It also enhanced capacities of 120 NYKS officials to execute alternate Model for rural youth mobilization, development and empowerment.

(ii) **Advocacy and Sensitization Meetings.** Sharing of draft action plans, advocacy and partnership building meetings under the Chairpersonship of respective Chief Secretaries, Deputy Commissioners and Gram Panchayats Pradhan or their nominees were held. It facilitated in garnering resources and support of stakeholders for implementation of Yatra activities at different levels.

(iii) **Launching of Punarjagaran Yatra.** The Punarjagaran Yatra was Launched on **2nd October 2014** simultaneously from four places, situated at extreme tips of India i.e. **Kanyakumari, Leh, Okha and Roing.**

(iv) **Pre- Punarjagaran Yatra Environment Building Campaign.** Before actual execution of Yatra, environment building campaigns were organized in all 10,000 targeted villages. During this process, 43,695 youth leaders were developed to facilitate Yatra activities in their villages and follow up.

(v) **Training of Spearhead Campaigners Team.** 100 Spearhead Campaigners Teams, one each in 100 districts with 50 youth leaders in each Team were established. **6031** members were educated in thematic areas and trained for 07 days so as to enable them to address audiences and give Theme based performances in targeted villages.

(vi) **Uniform for Distinction and Motivation.** 30,000 T-Shirts and 30,000 Caps printed with logos of Punarjagaran Yatra and NYK were provided to youth leaders and Spearhead Team members during the yatra..

(b) **Technology/Aids.**

(i) **Development of Chariot / Rath.** To attract the attention of people, 374 Chariots / Rathes (Minimum 3 per district) highlighting the National Flagship Programs and Schemes through posters and audio visuals and equipped with facilities like Public Address System, Exhibition Panels, Audio Visual arrangements, Cultural Equipment, IEC Materials, banners, flags, etc. were developed and used during the Punarjagaran Yatra & Programme.

(ii) **Development of IEC and Publicity Material.** 10 lakh booklets (10,000 per district) in local languages, containing information on National Flagship Programs and local schemes were developed for 100 districts in 20 States and distributed among masses during the Punarjagaran Yatra & Programme.

(c) **Strategy and Activities.**

(i) **District level Launching and Flag off functions**

In each of the 100 districts in 20 States, massive district level launching of Punarjagaran Yatra Functions and Flagging off, of Chariots were organized in presence of dignitaries, stakeholders and thousands of local youth.

(ii) **Village level Punarjagaran Campaign Activities**

The Spearhead Campaigners Team, resource persons, Gram Panchayat Pradhan, service providers, public representatives, local and adjoining village's youth, and villagers, witnessed and participated in following activities for 6-7 hours.

- ✓ Theme Based Cultural presentation, screening of films and Nukkad Nataks
- ✓ Talk and interactive sessions on thematic areas
- ✓ Presentations by youth leaders
- ✓ Neighborhood Youth Parliament with participation of local village youth and key stakeholders

A total of 59,282 village level activities were organized.

(iii) **District Convention**

100 district conventions, one each in the selected districts for one day after the completion of Yatra in a district were held. It was to narrate the experiences by Youth Leaders and Spearhead Team Members on outcome, reaction of youth and presentation of consolidated Action Plan based on the 100 villages Action Plan for support and action by service providers and other stakeholders

9. **Documentation/Records** - in each village an Action Plan on key issues and problems confronting youth and village communities were developed and handed over to local administration and Gram Panchayat to address them. During these programs the experiences by youth leaders and reaction of youth were shared before public. In a way, 10,000 Village Neighborhood Youth Parliaments produced 100 District Action Plans with participation of more than **18 lakh** stakeholders. It would help in improvement of Schemes of various Departments and their implementation.

10. **Larger Gatherings, Mobilization and Social Audit** - in order to have greater impact, maintain transparency and mobilizing support for the benefit of target audiences, Hon'ble Governor, Chief Ministers, Union Govt. Ministers, State Govt. Ministers, MPs, MLAs, MLCs as well as Senior IAS/IPS/other officials were invited to attend the programmes of Punarjagaran programmes at different levels.

Hon'ble Governor of Kerala, Hon'ble Chief Ministers of Madhya Pradesh and Chhattisgarh, Hon'ble Dy. Chief Minister of Jammu & Kashmir, Hon'ble Speakers of Jammu & Kashmir and Rajasthan, 19 Hon'ble State Govt. Ministers, 15 Hon'ble Members of Parliament, 51 Hon'ble MLAs and 3 Hon'ble MLCs graced the Punarjagaran Programme at various places in 100 districts.

Besides, 108 state level officers, 53 Zilla Panchayat Chairman, 118 DM/DCs, 811 other heads of Distt Admn, 1334 Block level Officers, 7213 Gram Panchayat Pradhan, 3588 Principals of Colleges, 12,558 PRI members and 8,891 other officers attended the Punarjagaran Programme.

11. **Enhancing the Reach** - For wider coverage and dissemination of the messages to the places which are not physically covered by the Yatra were reached through Mass Media viz. National News Papers, Local News Papers, National and local TV Channels, Website and social networking sites viz. Face book, YouTube, etc.

The news of Punarjagaran Yatra and Programme appeared in more than 120 Newspapers which covered the news in 3-50 times during the Yatra. 82 TV News Channels covered the Punarjagaran Yatra and Programme in 3-17 times during the Punarjagaran Yatra and Programme.

12. **Planned Outcome of Punarjagaran Yatra**

(a) **Enhanced capacities of 1120 NYKS officials and Volunteers** in 100 districts from 20 States to execute alternate Model for rural youth mobilization, development and empowerment.

(b) **Developed 100 Spearhead Teams with 6031 trained and motivated Youth Leaders** in 100 districts who can take up such campaigns in future.

- (c) **Established a dedicated Cadre of 43,695 Rural Youth Leaders** from 10,000 Villages who would undertake follow up action in their respective villages.
- (d) **8 lakh Rural Youth, PRIs, Service Providers and stakeholders** collectively took part in **9872 Neighborhood Youth Parliaments in 10,000 villages** and developed 10,000 local need based Joint Action Plans for their development in equal number of villages.
- (e) Introduced the concept of **Neighborhood Youth Parliaments in 10,000 villages through 9872 activities with participation of 8,17,804 Youth Members** and others. **17,232** resource persons and **specialists** mentored the sessions.
- (f) **75,615** youth were registered for relevant skills training during the Punarjagaran Programme.
- (g) **59,282 Yatra's Theme Based village activities were organised** to create **awareness and motivate masses** to avail benefits and participate in **National Flagship Programs**.
- (h) **Sensitized and involved rural youth, key stakeholders, service providers** from **30,386** villages in 100 districts of 20 States towards the need and importance of **Participatory Rural Development**.
- (j) Endeavored to **ignite the spark for social, political and economic development through churning process with youth as catalytic agents for bringing positive change** required for sustainable holistic development for all, without any discrimination.
- (k) **Developed and distributed more than 10 lac Information, Educational and Communicational (IEC) Material in Regional Languages** in form of Booklets and Brochures of Schemes and Programs, Theme based Scripts, Training Schedules, Resource Kits, Banners, Slogans, Posters, Backdrops which were further replicated for use in campaigns.
- (l) **Promoted the spirit of Nationalism, Unity, Volunteerism** and created awareness on the need of denouncing **social evils** for comprehensive development.

(j) Facilitation in Financial Inclusion Scheme

- **3,42,304** persons were facilitated for opening their Accounts under Jan Dhan Yojana
- **1,49,854** persons were helped in getting PM Jeewan Jyoti Beema Yojana
- **2,50,993** persons were facilitated for opening their Accounts under PM Suraksha Beema Yojana
- **47,664** persons were helped in getting Atal Pension Yojana
- **7,984** Persons were helped in getting Vidhwa Pension Yojana

(k) Promotion of Swachh Bharat Mission

- No. of Toilets constructed- **1,03,742**
- No. of cleanliness drives-**7,767**
- No. of Awareness campaign-**9,215**
- No. of Programmes for Eradication of weeds- **3,676**

(l) Facilitating Development of Community Assets

- Facilitating construction/repair of roads- **280**
- Canals- **24**
- Bridges-**1**

(m) Promotion of Social inclusion programme

- No. of girls enrolled under Beti Padhao Beti Bachao Scheme- **75,770**
- No. of parents took oath for Beti Padhao Beti Bachao- **4,19,752**
- **17,924** children were enrolled under Mission Indradhanush (immunization)
- **2,96,506** youth were facilitated to avail the benefit of Distt./State specific schemes.

(n) Promotion of Voluntarism

- No. of Youth took oath for blood donation- **1,13,338**
- No. of youth donated blood- **2,677**
- No. of youth agreed to dedicate 100 hrs. for Shramdaan- **1,77,948**
- No. of saplings planted-**2,17,285**

13. Concluding function:-

The yearlong Punarjagan Programmen and Yatra which was started from **2nd Oct, 2014** on the birthday of Mahatma Gandhi, from four corner tips of the country viz. Leh (J&K), Kanyakumari (Tamil Nadu), Roing (Arunachal Pradesh) and Okha (Gujarat) culminated on **25th Sept, 2015** at Deen Dayal

Upadhyay Dham, Nagla Chandrabhan **Mathura** (UP) marking the birth centenary of Pandit Deen Dayal Uadhyay, the proponent of Integral humanism.

Sh. Rajnath Singh, Hon'ble Home Minister of India was the Chief Guest of the concluding function of Punarjagaran Yatra and programme. In his address to the youth participants, he said that poverty, education and unemployment are still challenges for the country, however, Indian youth possess the requisite talent and strength to take-up these challenges. He lauded the efforts of Nehru Yuva Kendra Sangathan for mobilising youth in community development and welfare activities. He emphasised on the philosophy of Pt. Deen Dayal Upadhyaya of Integral Humanism.

Sh. Sarbanand Sonowal, Hon'ble Minister of State (Independent Charge), Youth Affairs and Sports, Govt. of India said that, the youth need to gear up themselves before involving in development work. He stressed the need for positive outlook.

Sh. Rajeev Gupta, Secretary, Dept. of Youth Affairs, Ministry of Youth Affairs and Sports, Govt. Of India talked about the vision of Prime Minister which laid emphasis on youth led development.

Sh. Vinay Shasrabuddhe, Director, Shyama Prasad Centre for Public Policy Research, spoke on the ideals and principles of Pt. Deen Dayal Upadhyaya.

Shri V D Sharma, Vice-Chairperson, NYKS said that India's march to greatness in the comity of great nations can largely be attributed to the excellence and talents of Indian youth.

Sh. Sekher Rao Parela, Vice Chairman of NYKS expressed that India is rightly called as Young Nation because of its overwhelming youth population. The need of the hour is to develop proper framework and mechanism to utilize their potential optimally.

Major General Dilawar Singh, Director General NYKS while welcoming the guests, dignitaries and thousands of young participants during the concluding function also presented the report of the year long programmes and activities undertaken under the Punarjagaran Programme. He emphasised that this was unique initiative with massive coverage and most importantly, youth took the lead from upfront and ensured its success.

The concluding function also witnessed the views of two youth namely Ms. Akanksha of Muzaffarpur and Sh. Boliwal of Rajsamund who were part of the year long Punarjagaran Yatra. Both of them spoke at length about their empowering experiences of Punarjagaran Yatra which enabled in them leadership quality, self confidence and most importantly, a sensitivity to take –up social causes.

About 10,000 selected youth belonging to Youth Clubs affiliated with District NYKs across the country were part of the culminating function.

14. **Conclusion:-**

The yearlong Punarjagaran Yatra and programme started from four extreme tip corners of India on 2nd October 2014 and concluded on 25th Sept, 2015 at Deen Dayal Upadhyay Dham, Nagla Chandrabhan Mathura (UP) with the aim 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 on one hand and enhancement of civic standards through life skills on the other hand.

The Punarjagaran Yatra and Programme was successful in churning the young minds through real grassroots work which ignited the spirit of positivity, passion and leadership in them for actively participating in the nation building activities which will go a long way in shaping the future of the nation..