

Major Programmes/ Activities undertaken by NYKS during the year 2017-18

A. Core Programmes of NYKS

The performance of NYKS in organizing Core Programmes during 2017-18 has been as follows:

- 1. Youth Club Development Programme (YCDP):** The Programme aims at strengthening the existing network of youth clubs, forming new youth clubs and enrolling new members, with representation from all sections of society. This is a 5-day programme involving 10 campaigners who cover 50 Youth Clubs. The team members meet and interact with youth leaders, Gram Panchayat Pradhans & Members and other opinion leaders in the villages. Rs.15,000/- has been allocated for organising each Programme. **2819 Programmes** were organised, involving **2,47,389** youth.
- 2. Training on Youth Leadership and Community Development (TYLCD):** The Programme aims at enhancing capacities of young people to assume leadership to help others to live a meaningful life and contribute towards nation-building, inculcate strong character, self-discipline, integrity, positive attitude, commitment to the Nation and strong desire to spread messages for nation-building. This is a 5-day programme, involving 40 participants from a cluster of 20 Youth Clubs. Rs.88,000/- has been allotted for organising each Programme. **594 Programmes** were organised, involving **26,247** youth.
- 3. Promotion of Sports (Block & District Level Sports Meets):** The Programme aims at development of sports culture among the rural youth. The Programme has a provision to provide assistance for organisation of Block & District level Sports Meets @Rs.30,000 for each District level event and @Rs.18,000 for Block level event. **2965** Block level and **556** District level Sports Meets were organised, involving **5,47,062** youth.
- 4. Skill Up-gradation Training Programme (SUTP):** The Programme aims at (i) developing vocational skills of rural youth and enabling them to supplement their family income as well as enhancing their self-esteem in the Society and (ii) empowering youth to address issues and concerns confronting them in their day-to-day life. A variety of employable skill-based training courses are conducted with the support of Master Trainers and reputed/ recognized Skill Development Agencies. In each course, 25 youth are enrolled for skill training. The courses are identified as per local needs of the participants. The budget provision has been kept at Rs. 26,000/- for a 3-month course. **3,770** Programmes were organised, involving **1,03,718** youth.
- 5. Promotion of Folk Art and Culture:** The Programme aims at providing opportunity to rural youth to display their folk cultural talent and facilitate in preserving and promoting the same. This is a one-day programme, organised at District level, giving opportunity to minimum 120 youths to display their folk art and culture. The budget provision has been kept at Rs. 20,000/- for each District. **566** Programmes were organised, involving **1,01,829** youth.
- 6. Observance of Days of National and International importance:** The Programme aims at generation of awareness about critical issues of national and international importance. Each of 623 District NYKs is required to observe a minimum of 25 days of national and international importance, including National Youth Day. In each programme, at least 100 youth should participate. Rs. 75,000/-

is provided to each district NYK for the purpose. **14,402** Programmes were organised, involving **18,04,105** youth.

7. **District Youth Convention:** The Programme is organised annually by all District NYKs to provide opportunity and platform to youth leaders to discuss, express themselves, share experiences and suggest best practices for the youth empowerment programmes and participate in mass yoga demonstration. This is a one-day programme in which minimum 100 youths from equal number of Youth Clubs are involved. For organising the Programme, a budgetary support of Rs. 30,000/- per district has been provided. **580** Programmes were organised, involving **2,39,340** youth.
8. **Awards to Outstanding Youth Clubs:** The Programme aims at recognizing the voluntary services rendered by youth clubs and encouraging them to undertake community welfare and nation-building activities. Each of the 623 District NYKs and each State/ UTs confer an award on the best outstanding youth clubs. The Award comprises of a Certificate and the Award money (Rs. 25,000/- for District Level Award and Rs.1,00,000/- for State Level Award). In addition, 3 Awards are conferred at National Level (Rs.5,00,000/-, Rs.3,00,000/- and Rs.2,00,000/-). **317** District level Awards were conferred.
9. **Mahatma Gandhi Yuva Swachhta Abhiyan evam Shramdaan Karyakram:** The Programme aims at creating awareness among youth about need and importance of Swachhta and Water Conservation. This is a year-long programme to be organised in 150 selected Districts during 2017-18. A provision of Rs.1.00 lakh per District has been made for this purpose. **124** Programmes has been taken up in 19 Districts so far.
10. **Yuva Aadarsh Gram Vikas Karyakram:** The Programme aims at developing one village in selected Districts as model village by the youth for the youth. The activities would include making the villages open defecation free, 100% immunisation, 100% enrolment of children in primary school, cleanliness, preventive healthcare, popularisation of flagship programmes of the government, etc. This is a year-long programme to be organised in 200 selected Districts during 2017-18. A provision of Rs.50,000 per District has been made for this purpose. **139** Programmes has been taken up in 17 Districts/ Villages so far.

B. Implementation of NYLP during 2017-18

Neighbourhood Youth Parliament: NYKS has organised **5,807 Block level** Youth Parliament Programmes, in which **5.58** lakh members of NYK-affiliated Youth Clubs participated. In addition, NYKS has organised **48,967 village-level** neighbourhood youth parliament programmes involving 2.92 lakh youth. The Programmes organised during the first quarter of 2017-18 were effectively leveraged for Yoga Awareness and Training, in addition to other themes, which played a key role in effective participation of NYKS in Yoga programmes across the country on the 21.06.2017, i.e., the International Day of Yoga.

Youth for Development: IEC–Media and Publicity component of the Scheme has been implemented by NYKS to create awareness/ motivation about Shramadaan in **353 districts**. Shramadaan activities are going on. In order to reward outstanding work done under the programme, awards have been given to **977 Youth Clubs**.

C. Programmes/ Activities in coordination with Development Departments/ Agencies:

NYKS organises various Programmes in coordination with various Development Departments/ Agencies. District NYKs and the National Youth Volunteers (NYVs) closely work with other Development Departments/ Agencies and carry out the activities by actively involving the youth clubs. During 2017-18, major achievements were as follows:

S. No	Programme	Unit of Measurement	Achievement
1.	Linking Youth Club Members with Employable Skill Development Trainings	No. of Youth	94,317
2.	Promotion & Facilitating Villagers to get benefits under Prime Minister Financial Inclusion Schemes (Pradhan Mantri Jan Dhan Account, benefit under Pradhan Mantri Suraksha Beema Yojna, Pradhan Mantri Jeevan Jyoti Yojna, Atal Pension Yojna, MUDRA Bank (Micro Units Development and Re-finance Agency), Pradhan Mantri Fasal Bima Yojana, Digital India, Make in India - Skill India, Start up India, Stand up India and others	No. of villagers	28,1262
3.	Creation of new Water Bodies	No. of Water Bodies	10,100
4.	Maintenance/ repair/ improvement of existing Water Bodies	No. of water bodies	9,235
5.	Cleaning, Digging,, Maintenance , De-silting and repair of Ponds, natural drinking water resources, small irrigation channels, water tanks, etc.	Number	11,482
6.	Maintenance & repair of Cremation Grounds and Play Grounds	Number	8,323
7.	Recharging / De-silting of Wells	Number	3,103
8.	Water Harvesting in Villages	Number	4,836
9.	Construction of Bori Badas in a Village	Number	2,475
10.	Agriculture Land Soil Cards	Number	85,170
11.	Selection of Swachhta Ambassadors at Block, District & State level	No. of Ambassadors	8,988
12.	Cleanliness of School/College	No. of Schools/ Colleges	20,899
13.	Cleanliness of PHC/Sub Center/Hospitals	Number	13,251
14.	Cleanliness Drive to clean streets and common places	Number	16,682
15.	Cleaning of office complex, toilets and garbage places of district & State offices	Number	7,432

S. No	Programme	Unit of Measurement	Achievement
16.	Cleanliness Public Statues	Number	32,629
17.	Motivation resulting into Construction of Toilets for Open Defecation Free (ODF)	No. of Toilets	62947
18.	Sapling Plantation and their survival	No. of Plants	9,41,803
19.	Collection of Polythene Bags to generate awareness and facilitate in protecting environment	No. of Villages	28,495
20.	Eradication of weeds e.g. (Gajar Ghas, Lantana, Water Hyacinth) in villages	No. of Villages	11,991
21.	Blood Donation	No. of Youth donated blood	33,614
22.	Enrolment of Voluntary Blood Donors and their Blood Grouping	No. of Youth	45,277
23.	Providing access of Iron Folic Acid Tablet to Adolescent Girls	No. of Adolescent Girls	1,16,799
24.	Motivated Girls and their Parents to postpone her marriage till attaining 18 yrs.	No. of Girls	56,145
25.	Motivated and Facilitated Institutionalized Deliveries	No. of Women	54,416
26.	Immunization of Pregnant Mothers	No. of Pregnant Mothers	57,567
27.	Motivate and Immunization of Children (0-5 yrs)	No. of Children	2,63,914
28.	Cataract (Eye) operations	No. of Persons	16,220
29.	Health Check-up Camps (DOTs, Hypertension, Diabetics and others)	No. of Camps	12,465
30.	Enrolment of children in schools	No. of Children	75480
31.	Beti Bachao - Beti Padhao	Number	71,985
32.	Facilitating into getting Voters ID Cards	No. of Persons	1,03,268
33.	Other Programmes as per local need and priority may please be added in the Plan with targets		10,825

D. Other Significant Initiatives

i. Organization of 'Swachhta Hi Sewa' campaign (September 15 to October 2, 2017)

Hon'ble Prime Minister, Shri Narendra Modi had in his recent 'Mann ki Baat' programme urged the people to hold a **sanitation campaign** from September 15 to October 2, the birth anniversary of Mahatma Gandhi.

In view of the above, NYKS organized a nation-wide intensive campaign under **Swachhta Hi Sewa' Campaign** through district Nehru Yuva Kendras by involving National Youth Volunteers, affiliated Youth Clubs, local youth and other key stakeholders in the districts. They were involved and motivated to devote some hours out of their daily works towards cleanliness of their surroundings.

Jagrukta Abhiyan along with **Swachhta Hi Sewa' Campaign Activities** were conducted in all States and UTs of India during which 15066 Banners to highlight the core issues of cleanliness, sanitation and hygiene were displayed. 6453 Meetings with eminent citizens were organized for active support and guidance for effective implementation of Swachhta Hi Sewa campaign in which 58,925 persons from all walks of life took part. 906 Rallies and Nataks were conducted to educate people on the importance of cleanliness with a participation of 7395 youth. 3973 Lectures, Seminars, discussions by resource persons and Swachhta Shapaths conducted in which 1,18,450 youth participated. 20,384 Youth Clubs carried out cleanliness drives in their villages involving villagers from all sections of the society. Created Awareness and motivated youth & villagers in 20,384 villages across India on ODF and Swachhta as well as Distribution of IEC material were undertaken. As part of the campaign Hand Washing was promoted among villagers. 6,779 Programs were conducted to clean Schools, Anganwadis, Public Statues, Market Places and Historical Places.

ii. Swachh Sankalp Se Swachh Siddhi (Essay Writing and Short Film making Competitions)

In order to generate mass involvement in Swachh Bharat Mission and related issues and making swachhta a people's movement and to test the knowledge of the participants beyond academics, essay writing and short film making competitions were organized at district, state and national level. "What will I do for Cleanliness" and "My contribution to make my country clean" were the topics of Essay writing and Short Film Making competitions respectively. These competitions helped a great deal in creating awareness about the Swachh Bharat Mission in accelerating the Youth led movement for Freedom from Dirt and Filthiness across India.

It was the first time that NYKS allowed entries in the Regional Languages also keeping in view the Mega vision of the Hon'ble Prime Minister of **Ek Bharat - Shreshtha Bharat**.

For both above mentioned competitions, the first position holder at District level qualified for State level competition. Similarly, the winners at State level qualified for National level competitions. At each level, there were 03 awards and the selection of best 03 contestants was made by a panel of Judges in a transparent manner.

First, Second and Third prize winners of both the competitions were honoured by **Col. Rajyavardhan Singh Rathore, AVSM, Hon'ble Minister of State (I/C) MoYAS.**

Hon'ble Prime Minister honoured Ms. Ramandeep Kaur and Shri Sangethlal P.S., First Prize Winners of Essay writing and Short Film Making Competitions on 2nd October, 2017 at Vigyan Bhawan, New Delhi
