

**BRIEF on**  
**NYKS Schemes/ Programmes/ Activities**  
**(As on 30.09.2016)**

## **Introduction**

The Youth represent the most dynamic and vibrant segment of the population. India is one of the youngest nations in the World, with about 65% of the population under 35 years of age. The youth in the age group of 15-29 years comprise 27.5% of the population. India is expected to become the 4th largest economy by 2025, only after the United States, China and Japan, contributing about 5.5%-6% to the world GDP. While most of these developed countries face the risk of an ageing workforce, India is expected to have a very favourable demographic profile. It is estimated that by the year 2020, the population of India would have a median age of 28 years only as against 38 years for US, 42 years for China and 48 years for Japan. This 'demographic dividend' offers a great opportunity.

In order to capture this demographic dividend, it is essential that the economy has the ability to support the increase in the labour force and the youth have the appropriate education, skills, health awareness and other enablers to productively contribute to the economy.

The Government of India makes significant investment on programmes for the youth, through various Ministries/ Departments. In addition, the State Governments and a number of other stakeholders are also working to support youth development and to enable productive youth participation.

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# **Nehru Yuva Kendra Sangathan**

## **Introduction**

Nehru Yuva Kendra Sangathan (NYKS), launched in 1972, is one of the largest youth organisations in the world. NYKS currently has about 8.43 million youth enrolled through 2.98 lakh Youth Clubs/ Mahila Mandals. However, in order to ascertain the exact current position with respect to the existing clubs, an exercise has been initiated to update, delete and add new clubs in the revised format, on line at NYKS website. NYKS has presence in 623 Districts through Nehru Yuva Kendras (NYKs). The Objective of the Programme is *to develop the personality and leadership qualities of the youth and to engage them in nation-building activities.*

The areas of focus of the NYKS activities include literacy and education, health and family welfare, sanitation and cleanliness, environment conservation, awareness on social issues, women empowerment, rural development, skill development and self-employment, entrepreneurship development, civic education, disaster relief and rehabilitation, etc. The youth associated with Nehru Yuva Kendras are not only socially aware and motivated but are also inclined towards social development work through voluntary efforts

## **Administrative Set-up**

NYKS, an autonomous organisation under the Department, is a Society registered under the Societies Registration Act, 1860. NYKS has a General Body and a Board of Governors (BoG). The Board of Governors is chaired by the Minister in-charge of Youth Affairs and Sports, with the Director General, NYKS acting as the Member-Secretary. The Board of Governors has official as well as non-officials members from relevant fields. The Director General, NYKS acts as the Chief Executive Officer (CEO) of the Organisation.

The activities of NYKS are carried out through a District Youth Coordinator in each District (who is in-charge of the Nehru Yuva Kendra in the District) and 2 National Youth Corps (NYC) volunteers in each Block. In addition, NYKS has 29 Zonal Offices at State Level besides its National Headquarter at New Delhi. The total sanctioned staff strength of NYKS is 2,273, against which the actual strength was ..... as on 30.09.2016.

In addition to the above, there are Advisory Committees at District and State levels, comprising of official and non-official members, to advise NYKS in carrying out their activities in a desired manner. The Advisory Committee at the District is headed by the District Collector or the Dy. Commissioner of the District and the Advisory

Committee at the State level is headed by the State Minister in-charge of Youth Affairs.

### **Programmes/ Activities of NYKS**

The Programmes/ activities carried out can be broadly classified in the following categories, namely,

- a) Core Programmes implemented by NYKS, with its own budgetary resources (Block Grants released by the Department).
- b) Programmes organised with funding from NPYAD (National Programme for Youth and Adolescent Development).
- c) Programmes organised in collaboration with/ funding from other Ministries/ Organisations.
- d) Programmes/ Activities in coordination with various Development Departments/ Agencies.

All the Programmes of NYKS are implemented in close coordination with/ active involvement of State Governments, elected local bodies and various Development Departments/ Agencies.

#### **A. Core Programmes of NYKS**

The performance of NYKS in organising Core Programmes during 2016-17 (upto 30.09.2016) 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. During 2016-17 (up to 30.09.2016), 188 Programmes were organised, involving 15757 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. During 2016-17 (up to 30.09.2016), nil Programmes were organised, involving nil youth.

- 3. Promotion of Sports (Sports Material to Youth Clubs):** The Programme aims at development of sports culture among the rural youth. The Programme has two components, namely, (i) providing sports material to youth clubs, valued at about Rs.3,000 per club (including Rs.1,000 for a football) and (ii) assistance for organisation of Inter Youth Clubs Sports Meets @Rs.30,000 for each District level event and @Rs.18,000 for Block level event. During 2016-17 (up to 30.09.2016), 1361 youth clubs were provided with the sports material. Further, nil Sports Meets were organised during the year, involving nil 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. 30,000/- for a 4-month course and Rs. 15,500/- for a 2-month course. During 2016-17 (upto 30.09.2016), 332 Programmes were organised, involving 8759 youth.
- 5. Promotion of Folk Art and Culture and Yuva Kriti:** The Programme aims at providing opportunity to rural youth to display their folk cultural talent and facilitate in preserving and promoting the same. It also provides an opportunity to youth to display their products during Yuva Kriti. 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. During 2016-17 (up to 30.09.2016), nil Programmes were organised, involving nil 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. During 2016-17 (upto 30.09.2016), 1108 Programmes were organised, involving 2,58,295 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. During 2016-17 (up to 30.09.2016), 381 Programmes were organised, involving 2,21,811 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/-). During 2016-17 (upto 30.09.2016), nil State level and nil 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 2016-17. A provision of Rs.1.00 lakh per District has been made for this purpose. During 2016-17 (upto 30.09.2016), nil Programmes has been taken up in nil 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 2016-17. A provision of Rs.50,000 per District has been made for this purpose. During 2016-17 (upto 30.09.2016), nil Programmes has been taken up in nil Districts/ Villages so far.

## **B. Programmes organised with funding from NPYAD**

During 2016-17 (upto 30.09.2016), NYKS organised the following programmes with funding from National Programme for Youth and Adolescent Development (NPYAD) of the Department of Youth Affairs:

- 1. National Integration Camps (NICs):** The objectives of the Programme are to promote national integration by bringing together youth from different parts of the country on common platform, giving them opportunity to understand cultural heritage of the country and enabling them to recognize threads of unity in diversity which bind all Indians together. This is a 5-day residential programme, in which 250 participants are provided opportunity to take part. During 2016-17 (upto 30.09.2016), 3 NICs, involving 828 youth were organised.

2. **Youth Leadership and Personality Development Programme (YLPDP):** The objective of the Programme is to train the youth leaders and to equip them with necessary qualities to assume responsibility for the village and the youth clubs and to act as catalysts for socio-economic and political-cultural development of the villages. The Programme creates awareness on social, economic, cultural and political aspects of the rural communities. This is a 30-day residential programme, with 30 youth participating in each programme. During 2016-17 (upto 30.09.2016), 4 programmes, involving 127 youth, were organised
3. **Life Skill Training for Adolescents (Empowerment of Adolescents):** The objective of the Programmes is to develop among adolescents the behaviour which will empower them to make healthy choices, to strengthen their Life Skills to cope up with the risky situations that they encounter in their lives, to enhance knowledge to protect them from HIV, to manage adolescent reproductive sexual health issues and concerns and to mobilise their collective potential to solve their issues. During 2016-17 (upto 30.09.2016), 4 programmes, involving 186 adolescents, were organised.
4. **Adventure Camps (Promotion of Adventure):** The Programme aims at encouraging spirit of adventure and risk-taking amongst youth, building capacity of the youth to tackle situations during national calamities & other emergencies and inculcating spirit of appreciation of nature with emphasis on ecology and conservation of natural resources. This is a 7-day residential camp for 25 participants in each batch. During 2016-17 (upto 30.09.2016), one Adventure Camps involving 25 youth was organised.

**C. Programmes organised in collaboration with/ funding from other Ministries/ Organisations:**

1. **Tribal Youth Exchange Programme (TYEP):** The Programme is being organised every year in collaboration with and funding from the Ministry of Home Affairs. In this Programme, tribal youth drawn from areas affected by Left-wing extremist activities in the States of Chhattisgarh, Jharkhand and Odisha are taken to other parts of the country to sensitize them to rich cultural heritage of the Country and to enable them to appreciate the concept of unity in diversity, to expose them to development activities and technological/ industrial advancement in other parts of the country, to enable them to develop emotional linkage with the people in other parts of the country and to develop their personality by enhancing their understanding of the core life skills, identifying their skill development needs and providing them necessary career counselling. For the year 2016-17 (upto 30.09.2016), the Ministry of Home Affairs has sanctioned Rs 2.12 crores for organising 10 Programmes covering 2000 tribal youth from 28 focused LWE-affected districts from the States of Chhattisgarh, Maharashtra, Bihar, Andhra Pradesh, Telangana, Odisha &

Jharkhand State under the 9<sup>th</sup> Tribal Youth Exchange Programme. Steps have been initiated for organising the programmes.

- 2. Projects on Awareness and Education for Prevention of Drug Abuse and Alcoholism in Punjab:** The Ministry of Social Justice and Empowerment, Government of India, has sanctioned two Projects, namely, (i) Project for sustaining the Pilot Project of Awareness and Education for the Prevention of Drug Abuse and Alcoholism in 10 districts of Punjab (at a cost of Rs. 2.91 crores) and (ii) Project for Awareness and Education for Prevention of Drug Abuse and Alcoholism in remaining 11 districts of Punjab (at a cost of Rs. 3.27 crores), for implementation through NYKS. 75% of the approved budget has been received from Ministry of Social Justice and Empowerment, Govt. of India and accordingly programme were organised till 31<sup>st</sup> March 2016. Nonetheless, proposal has been submitted to Ministry of Social Justice and Empowerment for providing balance of funds for the organization of activities under both the projects.

**D. 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/ mahila mandals. During 2016-17 (upto 30.09.2016), major achievements were as follows:

<b>S. No</b>	<b>Programme</b>	<b>Unit of Measurement</b>	<b>Achieve-ment</b>
1.	Linking Youth Club Members with Employable Skill Development Trainings	No. of Youth	9910
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	12220
3.	Creation of new Water Bodies	No. of Water Bodies	313
4.	Maintenance/ repair/ improvement of	No. of water bodies	622



<b>S. No</b>	<b>Programme</b>	<b>Unit of Measurement</b>	<b>Achieve-ment</b>
	existing Water Bodies		
5.	Cleaning, Digging,, Maintenance , De-silting and repair of Ponds, natural drinking water resources, small irrigation channels, water tanks, etc.	Number	643
6.	Maintenance & repair of Cremation Grounds and Play Grounds	Number	248
7.	Recharging / De-silting of Wells	Number	482
8.	Water Harvesting in Villages	Number	551
9.	Construction of Bori Badas in a Village	Number	46
10.	Agriculture Land Soil Cards	Number	1870
11.	Selection of Swachhta Ambassadors at Block, District & State level	No. of Ambassadors	371
12.	Cleanliness of School/College	No. of Schools/ Colleges	1189
13.	Cleanliness PHC/Sub Center/Hospitals	Number	1293
14.	Cleanliness Drive to clean streets and common places	Number	1271
15.	Cleaning of office complex, toilets and garbage places of district & State offices	Number	458
16.	Cleanliness Public Statues	Number	817
17.	Motivation resulting into Construction of Toilets for Open Defecation Free (ODF)	No. of Toilets	6509
18.	Sapling Plantation and their survival	No. of Plants	285625
19.	Collection of Polythene Bags to generate awareness and facilitate in protecting environment	No. of Villages	57676
20.	Eradication of weeds e.g. (Gajar Ghas, Lantana, Water Hyacinth) in villages	No. of Villages	617
21.	Blood Donation	No. of Youth donated blood	5460
22.	Enrolment of Voluntary Blood Donors and their Blood Grouping	No. of Youth	6427
23.	Providing access of Iron Folic Acid Tablet to Adolescent Girls	No. of Adolescent Girls	24858
24.	Motivated Girls and their Parents to postpone her marriage till attaining 18 yrs.	No. of Girls	9872

<b>S. No</b>	<b>Programme</b>	<b>Unit of Measurement</b>	<b>Achieve-ment</b>
25.	Motivated and Facilitated Institutionalized Deliveries	No. of Women	2470
26.	Immunization of Pregnant Mothers	No. of Pregnant Mothers	6140
27.	Motivate and Immunization of Children (0-5 yrs)	No. of Children	13168
28.	Cataract (Eye) operations	No. of Persons	5206
29.	Health Check-up Camps (DOTs, Hypertension, Diabetics and others)	No. of Camps	1483
30.	Enrolment of children in schools	No. of Children	12767
31.	Beti Bachao - Beti Padhao	Number	2854
32.	Facilitating into getting Voters ID Cards	No. of Persons	7278
33.	Other Programmes as per local need and priority may please be added in the Plan with targets		962

## **E. Other Significant Initiatives**

### **1. Celebration of International Day of Yoga on 21<sup>st</sup> June 2016 at State, District, Block and Village Levels across India**

Nehru Yuva Kendra Sangathan observed International Day of Yoga on 21<sup>st</sup> June, 2016 at State, District, Block and Village Levels across India in a befitting manner. For this purpose, a Video Conference with 29 States Zonal Directors and Deputy Directors was conducted by the DG, NYKS and Secretary, Youth Affairs. Director General, NYKS visited and reviewed the progress and preparations at Jammu and Punjab.

The services of NGOs and their experts, identified by M/o AYUSH and other organizations were utilized. The Booklet (both Hindi and English) and DVD provided by M/o AYUSH were circulated to all NYKs Youth Clubs and Yuvati Mandals and placed on NYKS website: [www.nyks.org](http://www.nyks.org), for necessary guidance. NSS, NCC, Bharat Scouts & Guides, Hindustan Scouts & Guides and SAI were coordinated for joint mobilization of volunteers and infrastructure support.

The activities organized at various levels were widely covered by print and electronic media. Action photographs were placed on NYKS Face book and URL of Ministry of AYUSH.

#### **a) State Level Functions**

Nehru Yuva Kendra Sangathan organized State level events on the International Day of Yoga on 21<sup>st</sup> June 2016 at 17 State Capitals i.e. Jammu (Jammu &

Kashmir), Lucknow & Varanasi (Uttar Pradesh), Hoshiarpur (Punjab), Bangalore (Karnataka), Imphal (Manipur), Vijyawada (Andhra Pradesh), Bhubneshwar (Odisha), Shimla (Himachal Pradesh), Vadodara (Gujarat), Kohima (Nagaland), Aizwal (Mizoram), Agartala (Tripura), Gangtok (Sikkim), Ernakulam (Kerala) and Jaipur (Rajasthan) besides large functions at District, Block and Village Levels across the entire nation. In **Mega programs, 55,705** trained youth demonstrated Yoga as per Common Yoga Protocol.

During the program at State Capitals eminent 50 Yoga Gurus were honored. 03 Hon'ble Governors, 08 Central Ministers, Hon'ble MPs, MLAs, Mayors and other dignitaries attended these programmes.

#### **b) District Level Functions and Exhibitions**

Trainings on Common Yoga Protocol and preparatory activities were organized in 381 District NYKs for successful organization of mass Yoga practice and demonstration as per Common Yoga Protocol. District NYKs organized mass Yoga Demonstration as per Common Yoga Protocol. Besides this, Exhibition on Yoga, Youth Convention, Lectures by Experts on different subjects of Yoga were arranged in which **2,21,811** members of Youth Clubs took part.

During **District Youth Conventions**, subjects experts delivered lectures on the topics like: what schemes and programmes of New Government have reached to the youth and whether they are useful /beneficial to them, Youth personal physical and sports development, Yoga- Indian Culture and Heritage (Yoga not only develop a person's body but also the mind as well as it is key for coordination and Yoga and its importance and usefulness in treatment of ailments) and other issues of youths' concern.

Hon'ble Central and State Govt. Ministers, MPs, MLAs, Public Representatives, DM/DCs and other Dignitaries attended the activities.

#### **c) Village Level Functions**

Nearly 40,903 NYKs Youth Clubs carried out Mass Yoga Demonstration, Honouring of Yoga Experts, talk by subject experts on Yoga and other activities in their villages by mobilizing local resources. During the Yoga Day Celebration, Gram Panchayat Pradhans, officials of Development Departments, NGOs, Social organizations and local citizens attended the activities. During this activities, **9,75,040** youth took part.

#### **d) Block Neighbourhood Youth Parliament - 10<sup>th</sup> to 19<sup>th</sup> June, 2016**

For motivating NYKs Youth Clubs, District Nehru Yuva Kendras organized **3,879 Block level Neighbourhood Youth Parliaments** for which @ Rs. 12,000/- were provided. 3,39,887 members of **Youth Clubs and Yuvati Mandals**

**participated** in the programmes. One hour session was devoted on Yoga and Training. During these programmes, lecturers on benefits of Yoga, Demonstration of Yoga Practices as per Common Yoga Protocol, Documentary (DVD) show on Yoga followed by discussion were conducted.

Trained members of Youth Clubs participating in the Parliaments were motivated to organize Yoga Camps/ Demonstrations in their villages by mobilizing local resources and Yoga experts.

The purpose for organization of Neighbourhood Youth Parliament was to educate the members of Youth Clubs about contemporary socio-economic development issues confronting local communities in general and the youth in particular and to involve them in debate/ discussions on such issues.

During these programmes, eminent Speakers delivered talk on contemporary issues like: Good Governance, Youth Participation in Govt Schemes including Prime Minister Jan Dhan Yojna, Swachh Bharat Mission, Construction of Toilets, etc.

Youth Leaders from different clubs were motivated that after return to their respective areas, they will arrange similar discussion/ debate involving their club members. These Programmes were broadly structured on the pattern of 'Block Youth Parliament'.

After each Programme, the recommendations were drawn up and the same were submitted to concerned Government functionaries as well as the Gram Panchayat for their consideration.

## **2. Tiranga Yatra - Yaad Karo Qurbani (*Celebration of 70<sup>th</sup> year of Aazadi*)**

### **Genesis**

The genesis of program lies with the **Hon'ble Prime Minister, Shri Narendra Modi Ji** flagging off the **Tiranga Yatra** to mark the launch of 70<sup>th</sup> Freedom Year Celebrations, in Bhabra village (the birth place of great freedom fighter Chandra Shekhar Azad), Alirajpur district, Madhya Pradesh on August 09, 2016.

Hon'ble Prime Minister recalled that **Mahatma Gandhi** had given the call for the **British to Quit India** – this very day. He urged to people to remember those who gave their lives so that we could breathe the air of freedom.

### **Aim**

- To rekindle the spirit of Nationalism, generate enthusiasm and infuse patriotism among youth and people in general

- Tiranga as a symbol of inspiration for development, social harmony and unity
- Tiranga Yatra as a measure to spread harmony
- Publicize initiatives of the Government of India

## Focus

The focus of the Tiranga Yatra was to celebrate the attainment of Independence from colonial British Yolk; remember and pay respect to our freedom fighters as well as work together with a common resolve and live for the nation.

## Coverage and Activities

- Tiranga Yatra was organized in **113 districts** covering 100% States and UTs in the country with participation of youth from all walks of life.
- The **venues** of the programs were preferable the site identified with freedom fighter or at memorials associated with the martyrs. **Programs started** with hoisting of National Flag and singing of National Anthem.
- Thereafter, reputed speakers spoke on protocol of National Flag and its hoisting as well as Tiranga as a symbol of inspiration for development, social harmony and unity. They also motivated participants to surge ahead in their lives with the true spirit of nationalism and patriotism.
- It was followed by on an average of **4.5 km Tiranga Yatra** which traversed through the main lanes and bazaars of district Headquarters. During the Yatra a large number of National Flags, banners and posters were carried by Youth Leaders and Volunteers and they chanted Patriotic Slogans and Songs, which created a *Tiranga Mae* environment.
- Tiranga Yatra **culminated** at a pre-decided venue - preferably the site identified with freedom fighter or at memorials associated with the martyrs. Here, **following theme based activities** were conducted, which created awareness and motivated youth and others who attended the program.
  - Talk on recent initiatives of Government of India
  - Cultural programme, One Act Play on the theme of Freedom struggle
  - Film on Freedom Movement
  - Discussions on the lives of freedom fighters, martyrs and inspiration drawn
  - Felicitation - Kith and kin of Martyrs, Freedom Fighters and ex-servicemen who have been conferred with gallantry /bravery awards

- f) On an average **4 to 7 activities were organized at each of the venues** which were attended by **69,640 female and male youth** who directly received and disseminated the messages of the program through a variety of activities.

### **Dignitaries and Resource Persons attended Programs**

Dignitaries such as Hon'ble Chief Minister of Madhya Pradesh, Haryana and Maharashtra, 02 Hon'ble Central Ministers, 11 Hon'ble Members of Parliament, 02 Hon'ble Speakers, State Legislative Assemblies, 06 Hon'ble Ministers of State Governments, 37 Hon'ble MLAs/MLCs, 13 Mayors/Dy Mayors, Secretary (Youth Affairs), Ministry of Youth Affairs and Sports, Director General, NYKS, Executive Director, NYKS and 17 DM/ DCs graced different activities undertaken during Tiranga Yatra Programme.

The dignitaries and resource persons presented their thoughts on life and works of Freedom Fighters, inspiration one can draw from them and Tiranga as well as motivated them to further disseminate the gained knowledge among their peers.

## **3. Celebration of Swachhta Fortnight from 16<sup>th</sup> to 31<sup>st</sup> August, 2016**

### **Background**

**Hon'ble Prime Minister, Shri Narendra Modi** during his first address to the Nation from the ramparts of the Red Fort on 68<sup>th</sup> Independence Day, urged the people to keep their surroundings clean and green. **Mahatma Gandhi Ji** had cleanliness and sanitation closest to his heart and for him Cleanliness is next to **Godliness**. It will be a great tribute to Bapu on his 150<sup>th</sup> Birth Anniversary by accelerating the Youth led movement for **Freedom From Filthiness** across India.

**Ministry of Youth Affairs and Sports, Govt. of India**, called upon all the Youth Organizations to observe the **Swachhta Pakhwada** from **16<sup>th</sup> to 31<sup>st</sup> August, 2016** in a befitting manner.

### **Swachhta Pakhwada (16<sup>th</sup> to 31<sup>st</sup> August, 2016)**

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

As directed by the Ministry, **following activities** as well as **environment building activities** were conducted across the country. All activities were organized through voluntary effort of NYKS Youth Clubs, local youth from different walk of

life and National Youth Volunteers. Nonetheless, more and more villagers were motivated to participate to make Swachhta a peoples' movement.

- **Environment Building** along with **Swachhta Activities** were conducted in all States and UTs of India during which
  - **Logo** of Swachh Bharat Mission was adopted and popularized at all levels
  - **Banners** to highlight the core issues of cleanliness, sanitation and hygiene were displayed at prominent places
  - **Meetings with eminent citizens** were organized for active support and guidance for effective implementation of Swachhta campaigns
- **9,780 Lectures, Seminars and Swachhta Shapaths** were conducted in which **1,57,821 youth** participated
- **2,214 Youth Clubs** carried out **cleanliness drives** in their villages in which **47,126 youth** took part
- **In 10,594 villages Door to door campaigns on ODF and Swachhta** as well as Distribution of IEC material were undertaken during which **1,22,468 persons** were reached
- **3,495 Schools, Anganwadis, Public Statues** and Panchayats Bhawans were cleaned with the involvement of **51,026 youth**
- **2,618** programs were conducted to clean **Public Institutions, Health Sub Centers, PHCs**, etc with the participation of **54,978 youth**
- **209 Rallies** were organized with the involvement of **6,269 youth** for dissemination messages on Swachhta
- **Besides above 1,980** local need based **activities** viz. Quiz Competition, Painting, Poster Making, Essay and Slogan, Writing, Street Plays of interest of youth were also conducted in which **69,213 youth** took part
- **MoU signed - Youth Led Mass Awareness Campaign for making Swachh Cities - an Initiative of NYKS -**
  - **MoU signed** on 30.08.2016 between MoUD and NYKS in august presence of **Shri M. Venkaiah Naidu, Hon'ble Minister of Urban Development, Govt. of India & Shri Rao Inderjit Singh, Hon'ble State Minister of Urban Development.**

- **NYKS will** mobilize youth to undertake awareness generation campaigns, physical Swachhta activities, social media campaign and other cleanliness activities to bring about behavioral change regarding healthy sanitation & waste management under Swachh Bharat Mission.
- Project would be in **9 pilot Urban Local Bodies of the National Capital Region** with a budget of Rs. 4.70 Crore
- **Special Cleanliness Awareness Drive in Delhi**
  - Organised in **Delhi** on **Ist September 2016** to mark the successful completion of the nationwide ‘Swachhta Pakhwara’
  - More than **30,000 students and youth** were out on the streets to convey the message of Swachhta to general public through placards and action on ground.

The entire Swachhta Fortnight Activities were given wide coverage by the Press and Media.

#### **4. Special Service Camp at Simhastha Kumbh Mahaparv, Ujjain**

Nehru Yuva Kendra Sangathan has organised Special Service Camp at Simhastha Kumbh Mahaparv, Ujjain w.e.f. 22<sup>nd</sup> April 2016 to 21<sup>st</sup> May, 2016. In the Special Service Camp the programmes included Youth Seminar, Exhibition, Cultural programme, Cleanliness drive and helping the devotees.

A total of 879 participants participated in the Special Service Camp which included selected District Youth Coordinators, ACTs, National Youth Corps Volunteers and other youth volunteers of NYKS across the country.

#### **5. Run for Peace and Unity for international Yoga Day- an initiative of Brahma Kumaris, Delhi Zone in collaboration of AYUSH, Ministry of Youth Affairs and Sports and UNIC**

Nehru Yuva Kendra Sangathan, Alipur participated in Run for Peace and Unity on the eve of International Yoga Day. The programme was organised by Brahma Kumaris, Delhi Zone in collaboration with AYUSH, Ministry of Youth Affairs and Sports and UNIC on 18<sup>th</sup> June 2016 at India Gate, New Delhi. Around 4000 participants including Youth from NYKS, NSS, Bharat Scouts and Guides and Various Schools of Delhi participated in the Run.



A total of 300 youth from Youth Clubs and Yuvati Mandals of North Delhi, South Delhi, East Delhi, Central Delhi, North East Delhi and West Delhi districts have participated in the Run for Unity and Peace programme.

## **6. NYKS participation in Run for Rio Programme**

Nehru Yuva Kendra Sangathan participated in Run for Rio Programme organised by Ministry of Youth Affairs & Sports, Govt. of India through the Sports Authority of India (SAI) has on 31st July 2016 in the morning from Major Dhyan Chand National Stadium, New Delhi.

The “Run for Rio” was flagged off by Shri Narendra Modi, Hon’ble Prime Minister of India from Major Dhyan Chand National Stadium, New Delhi. About 20,000 youth participated in the Run for Rio Programme. Hon’ble Prime Minister on the occasion has said, “I am sure our athletes will win hearts of the world and will show the world what India is about”.

The objective of the run was to not only demonstrate to the athletes that the whole country is proud of them and wishes them all the best in the forthcoming Rio Olympics competitions, but also to connect public at large, especially children and youth, with the Olympic spirit and power of sports.

A total of 2419 youth (Male-1383 and Female-1036) from youth clubs of 9 Districts, Nehru Yuva Kendras of Delhi participated in the Run for Rio programme.

## **7. NYKS participation in Launching of Namami Gange Programme**

Nehru Yuva Kendra Sangathan is collaborating with National Mission for Clean Ganga, Ministry of Water Resources, River Development & Ganga Rejuvenation for contribution towards abatement of pollution and conservation of Ganga through youth and public participation.

NYKS role to support the cause would primarily be through Youth mobilization, training and participation in Creating Awareness; Undertake Cleanliness activities and Plantation Drives for medicinal plants and native tree species; Shramdaan and motivation for Construction of Toilets. Youth would also be involved in monitoring of illegal activities along the banks of River Ganga.

The Namami Gange Project was launched on 7th July 2016 by National Mission for Clean Ganga, Ministry of Water Resources, River Development & Ganga Rejuvenation, Govt. of India.

NYKS mobilized 7935 youth Volunteers from District NYKs Youth Clubs who participated in launching function of Namami Gange programme at 24 allocated locations/Ghats on 7th July 2016 in the States of Uttar Pradesh, Uttarakhand, Bihar, West Bengal and Haryana.

#### **8. Signing of MoU for Mobilization of Youth for Swachh Bharat Mission (Urban)**

A Memorandum of Understanding (MoU) has been signed on 30.08.2016 between Ministry of Urban Development, Govt. of India and Nehru Yuva Kendra Sangathan in august presence of Shri M. Venkaiah Naidu, Hon'ble Minister of Urban Development, Govt. of India & Shri Rao Inderjit Singh, Hon'ble State Minister of Urban Development.

As per the MoU NYKS will undertake awareness generation activities campaign to mobilise youth to undertake in 9 pilot ULBs of the National Capital Region with a budget of Rs. 4.70 Crore to bring behavioral change regarding healthy sanitation & waste management under Swachh Bharat Mission.

#### **9. HIV/AIDs Sensitization & Training Programme**

Nehru Yuva Kendra, Kathua (Jammu and Kashmir) in collaboration with State AIDS Control Society, Jammu and Kashmir and health department organised 4 one day programme during the month of Sept 2016 at various places in the district for out the school Youth programmes on HIV/AIDs sensitization/training with active participation of Youth Clubs, Mahila Mandals and Rural Community. A total of 630 adolescent & youth participated in 4 one day HIV/AIDs sensitization & Training programme during the month.

## **National Young Leaders Programme**

### **Background**

In pursuance to the 2014-15 Budget announcement, a new Central Sector Scheme, namely, 'National Young Leaders Programme (NYLP)' was formulated with a view to develop leadership qualities among the youth to enable them to realise their full potential and in the process, to contribute to the nation-building process. After obtaining necessary approvals, the Scheme was launched in December, 2014. The salient feature of the new Scheme are given below.

### **Objective of the Programme**

National Young Leaders Programme (NYLP) aims at developing leadership qualities among the youth to enable them to realise their full potential and in the process, to contribute to the nation-building process. The Programme aims at motivating the youth to strive for excellence in their respective fields and to bring them to the forefront of the development process. It seeks to harness the immense youth energy for national-building.

### **Programme Beneficiaries**

The Programme beneficiaries are the youth in the age-group of 15-29 years, in line with the definition of 'youth' in the National Youth Policy, 2014.

### **Programme Components**

The National Young Leaders Programme is a Central Sector Scheme. The Programme has the following components:

1. Neighbourhood Youth Parliament (NYP).
2. Youth for Development Programme (YFDP).
3. National Young Leaders Awards (NYLA).
4. National Youth Advisory Council (NYAC).
5. National Youth Development Fund (NYDF)

The objective and scope, implementing strategy and the financial norms in respect the each of the above components are as follows.

#### **1. Neighbourhood Youth Parliament (NYP)**

- **Objective:** Under this Programme, the platform of youth clubs of NYKS is being developed further in the shape of vibrant 'neighbourhood youth parliament' is to educate the youth club members about contemporary socio-economic development issues confronting village communities in general and the youth in particular and to involve them in debate/discussions on such issues.
- **Subjects to be taken up in 'Neighbourhood Youth Parliament':** 'Neighbourhood Youth Parliament' can take up any issues of concern to the local community. Some examples are: Education and Literacy, Health, Family Welfare and Nutrition, Social Issues like female feticide, dowry, drug abuse and alcoholism etc., Environment Conservation, Women Empowerment, Rural Development, Economic Development issues, Skill Development and Entrepreneurship, Volunteerism, Civic Education, etc.
- **Implementation Strategy:** In order to enable the 'youth clubs' to function as vibrant 'neighbourhood youth parliament', capacity building of the youth club leaders is necessary on continuing basis. This is in the nature of

‘Block Youth Parliament’. In this context, one ‘Block Youth Parliament’ are being organised in every Block every quarter. In each ‘Block Youth Parliament’ Programme, some of the issues listed above are taken up for discussion/ debate. The ‘Block Youth Parliament’ is a one-day programme organised, with participation of youth leaders from the Block. Two representatives from each youth club (President and Secretary of youth club or any other representative as the club may decide) participate in the Block Youth Parliament. The Programmes are broadly structured in such a manner that in the Morning Session, eminent speakers deliver talk on selected issues and in the Afternoon Session, the participants deliberate on these issues. At the end of the Session, the Minutes of the deliberations and the recommendations, are be drawn up. These recommendations are sent to concerned Government Departments as well as the elected local bodies for their consideration. The youth leaders from different clubs, after return to their respective areas, arrange similar discussion/ debate involving their club members. At least one programme is to be held by each youth club every month. This has kick-started the process of effectively involving the youth in the governance process.

- **Pattern of Financial Assistance:** For organising the ‘Block Youth Parliament’, financial assistance is provided @Rs. Rs.12,000 per Programme involving 80 youth, i.e., Rs.150 per youth participant. For organising the ‘Neighbourhood Youth Parliament’, each youth club is provided financial assistance of Rs.1,200 per youth club per year.

## 2. Youth for Development Programme (YFDP)

- **Objective:** The objective of the Programme is to channelise the immense youth energy towards the nation-building, by involving them in *Shramadaan* (voluntary labour) on a large-scale all over the country. This develops the personality and leadership qualities of the youth and promotes the spirit of ‘dignity of labour’.
- **Nature of Activities to be taken up under the Programme:** Under the Programme, any activities that involves voluntary labour and is useful for the local area or community, can be taken up. Some examples are: cleaning of water bodies/ rivers, plantation of saplings, cleaning/ painting/ maintenance of public buildings, construction/ repair of village roads, development/ maintenance of playgrounds, cleaning of school/ college premises, etc.
- **Implementation Strategy:** This is to be implemented through (i) Nehru Yuva Kendra Sangathan (NYKS) (ii) National Service Scheme (NSS) (iii) National Cadet Corps (NCC) and (iv) National Green Corps (NGC). These programmes are being suitably re-structured to provide for at least 100 hours of ‘Shramadaan’ by every youth per year. The elected

representatives of the area would also be requested to associate with such programmes. Proper publicity would be given for such programmes. Efforts are being made to incentivise the programme in various other ways. For instance, Awards are being introduced for the youth groups doing exemplary work. In fact, efforts are being made to glorify Shramadaan by associating prominent personalities with the programme.

- **Pattern of Financial Assistance:** There would be no financial assistance for 'Shramadaan', *ipso facto*, since the activity, by its very nature, is expected to be completely voluntary. However, funds would be required for IEC activities, for motivating/ mobilising the youth for such programmes and for giving awards for outstanding work. The financial assistance is provided @Rs.20 per youth involved in Shramadaan per year.

### **Status of Implementation of NYLP during 2016-17 (upto 30.09.2016)**

During 2016-17 (upto 30.09.2016), a total amount of Rs. 5.49 crores has been released to NYKS during for implementation of components (a) Neighbourhood Youth Parliament at Block Level and (b) Youth for Development, of the Scheme.

**Neighbourhood Youth Parliament:** During current year, NYKS has organised 5149 Youth Parliament Programmes at Block level, in which 4.46 lakh members of NYK-affiliated Youth Clubs participated. In addition, NYKS has organised 3296 village-level neighbourhood youth parliament programmes. The Programmes organised during the first quarter of 2016-17 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 21.06.2016, 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. Shramadaan activities are going on. In order to reward outstanding work done under the programme, awards have been given to 65 youth clubs.

**National Youth Advisory Council:** The composition of the Council is being finalised.

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