

Operational Guidelines for Implementation of Punarjagaran - Mass Awakening Campaign for Youth Participation in Nation Development across India

Youth Profile

India has the largest ever cohort of young people making transition to adulthood. In the National Youth Policy-2003, 'youth' was defined as a person of age between 13-35 years, but in the current **National Youth Policy Document 2014, the youth age-group is defined as 15-29 years**. It is with a view to have a more focused approach, as far as various policy interventions are concerned. Youth in the age group of 15-29 years comprise 27.5% of the population. At present, about 34% of India's Gross National Income (GNI) is contributed by the youth, aged 15-29 years.

Youth being the most vibrant and resourceful segment of the country's population, they have a vital role to play in fostering and strengthening socio-economic development. The challenge is to unleash their innate capabilities to come out of poverty, generate development and livelihoods outcomes, which could enable them to live a healthy and meaningful life.

Background

The Governments at National, State and Administrations at District levels have several schemes and programmes which are being implemented throughout the country for the benefit and welfare of people of the country. However, due to lack of proper awareness and education about the schemes and programmes of the government meant for the welfare of its citizen do not reach to the target audience as desired and planned. As a result a vast gap is created in the service delivery system and utilization. Hence a sizeable proportion of the population remained unable to get the benefit of the schemes and programmes meant for them. It also affects the expected outcome of the schemes and programmes and the scenario invariably breeds and promotes corruption and discontent in the society.

Context

Pandit Deendayal Upadhyaya (September 25, 1916 - February 11, 1968) was an Indian philosopher, economist, sociologist, historian, journalist, and political activist. He was an ideologue and a guiding force for an alternative model of governance and politics.

He advocated the philosophy of Integral Humanism, which is synthesis of the material and the spiritual, the individual and the collective humanism with promotion of timeless traditions of India's ancient culture. He welcomed modern technology which suits Indian requirements and visualized for India a decentralized polity and self-reliant economy with the village as the base. These in other words are the fundamental principles which could facilitate **sustainable development** for the people of India. When we propose sustainable development we address pressing needs like youth skilling for employment, self-employment and entrepreneurship and issues confronting young people.

In order to pay true tributes and commemorate the **145 birth anniversary** (Oct, 2, 1869) of Mahatma Gandhi - the proponent of Satya & Ahimsa and sustainable development for all; it has been planned to undertake **yearlong Punarjagaran** - Mass Awakening Campaign for Youth Participation in Nation Development across India, **starting from 2nd October 2014 and culminating on 25th September 2015 at Mathura** the birth place of Pandit Deendayal Upadhyaya Ji and thereby commemorating his 100th Birth Anniversary.

Emphasis of the Campaign

Encourage and empower youth of India for employment and self-employment; Integrating the Nation - its Vastness and Voices; Decentralization and People's Participation - from Representative to Participatory Democracy; Youth Leaders - Making India Unstoppable and set up Neighborhood Youth Parliament that leads to vibrant youth committees with focus on rural areas.

Theme - Punarjagaran

Objectives of Campaign

- **Make aware and educate youth leaders** from NYKs Youth Clubs and Mahila Mandals on national, state, contemporary local issues confronting village communities and youth in particular as well as the opportunities available to address them
- **Provide information on the avenues for getting training for Skill Development** for gainful employment and self-employment for livelihood in the organized and un-organized sector
- **Encourage** and prepare youth for highest standards and level of **volunteerism** and selfless service for humanity and society
- **Empower youth** to assume lead role and act as catalytic agent for socio-cultural, political and governance change towards inclusive growth
- Promote the **spirit of Nationalism**, proud to be Indian, equity, universal brotherhood and national unity
- **Share their experiences and ideas**; debate various issues concerning the society and youth in particular by means of **neighborhood youth Parliament** in presence of representatives of PRIs, village communities and local administration.
- Strengthen and enhance existing **network of Youth Clubs and Mahila Madals** with representation from all sections of society.
- To publicize, promote and participate in the **National Flagship Programmes** viz. Pradhan Mantri Jan Dhan Yojna, Swachh Bharat Mission and motivation for and facilitate construction of Toilets under Nirmal Bharat Abhiyan, Participation in Saansad Adarsh Gram Yojana, Practice and promote Good Governance and Shraamdan

Punarjagaran Thematic Areas

- ✓ **Nationalism, Patriotism and Pride in being Indian**, Peace and Universal Brotherhood
- ✓ Denouncing all kinds of acts of **Atrocities on Women**, advocate and proactively participate to stop such happenings
- ✓ Promoting spirit of volunteerism: organizing **Shram Daan** activities; Plantation, Voluntary Blood Donation and enrolment of volunteer blood donors
- ✓ Eradicate Poverty: **Skills Development** for self employment and employment generation among youth; Self Help Groups (**SHG**) formation and link employment opportunities with emphasis on village, block and district based opportunities to check migration
- ✓ **Social Issues**: Campaigns against female feticide, dowry, **Drug Abuse** and alcoholism, Tobacco Cessation, child marriage and any other local issue which youth want to take up and address
- ✓ **Corruption Free Society** and introduction of work culture
- ✓ To publicize, promote and participate in the **National Flagship Programmes** viz.
 - Pradhan Mantri Jan Dhan Yojna
 - Swachh Bharat Mission - Clean India' Campaign
 - Motivation for and facilitate construction of Toilets under Nirmal Bharat Abhiyan
 - Participation in Saansad Adarsh Gram Yojana
 - Practice and promote Good Governance
 - Shraamdan

Punarjagaran Implementing Agency

Nehru Yuva Kendra Sangathan (NYKS) - The scheme of Nehru Yuva Kendra (NYK) for each district was started by Government of India in the year 1972. The Nehru Yuva Kendra Sangathan came into existence in 1987 as an autonomous body of the Central Government which is presently functioning under Department of Youth Affairs, Ministry of Youth Affairs & Sports. Since 1972, there has been a phenomenal growth in the existing number of Nehru Yuva Kendras which are functional to-day in as many as 623 districts of the country. Further, in order to manage, administer and run the 623 district based Nehru Yuva Kendras, Zonal Offices in 29 States of India have been established by NYKS.

Further, District Advisory Committee for Youth Programmes (DACYP) with the District Collector as the Chairman helps in linking NYKS activities with the District plan. Similarly, State Advisory Committee with the Minister of Youth Affairs in the state as Chairman helps in dovetailing NYKS programmes with the state's priorities.

The principal objective of NYKS is to mobilize, motivate, organize rural youth of the country and enhance their capacities to develop democratic institutional mechanisms in the form of village based Youth Clubs. It is to further develop and empower them to become productive and responsible citizens, assume local

leadership to act as active partners in the process of community development and nation building activities with the spirit of equity, secularism and voluntarism.

The core strength of NYKS is a net work of 2.81 Lakh village level Youth Clubs across India with an enrolment of about 8 million volunteers in the age group of 13-35 years. Besides, there are 9717 Mentor Youth Clubs. Between these Youth Clubs, Centres and district NYKSs there is volunteer force of 12000 National Youth Corps with whose assistance and participation, NYKS aims to achieve its objectives.

The Government of India through its rural youth based flagship organization the Nehru Yuva Kendra Sangathan achieve the set objectives through Core Programmes which are uniformly distributed amongst the district kendras in the country; implement Schemes of Ministry of Youth Affairs & Sports; undertake Special Programmes and Projects in coordination and support of other development Agencies, Ministries and Departments of Centre and State Governments and UNO meant for youth development and empowerment.

A paradigm shift in the utilization of the vast network of NYKS and its field units has commenced. One such role which NYKS has recently taken as a major initiative has been synergy and convergence of efforts with the Government of India as well as State Governments. Youth Clubs and NYC volunteers now provide ample opportunities and a suitable platform for outreaching various programs and schemes of the Government of India and the State Governments.

The youth associated with Nehru Yuva Kendras are not only socially aware, motivated but are also inclined towards social development work through voluntary efforts. For all these years, NYKS activities remained focused both on economic and non-economic development and welfare activities including poverty alleviation programmes with active involvement of Youth Clubs, Mahila Mandals and village communities. However, a lot more remains to be done.

Target Audience

General Public with special focus on Adolescents, youth and their peer groups as well as teachers, parents, local political and religious leaders, women groups, members of the village communities, PRIs and others stakeholders as well as service providers at different levels.

Duration of Campaign - 2nd October 2014 to 25th September 2015.

Funding Agency

Department of Youth Affairs, Ministry of Youth Affairs & Sports, Govt. of India

Coordinating and Support Agencies

In the process of implementation National Youth Organizations viz. National Service Scheme (NSS), National Cadet Corps (NCC), Bharat Scouts and Guides (BSG) in your State and District should be involved

for their active participation and contribution towards achieving the objectives of Punarjagaran campaign. Keeping in view the levels of implementation of field activities and required support for the success of the campaign the stakeholders as mentioned below should be coordinated. It should be the endeavour of DYC/NYC to youth leaders that, the support agencies should be coordinated for mobilization of funds & resource from village, district, follow up programmes.

Village Level: Gram Panchayats through Village Advisory Committee, Youth Clubs, Mahila Mandals, Mentor Youth Clubs, Women Groups, Village spokespersons, Local Religious & Political Leaders, NGOs, ASHA, Anganwadi worker, Gram Sevak etc.

District level: DM/DC through District Advisory Committee on Youth Programme which encompasses nearly all the heads of the development departments and others such as District Public Relation Office, Song and Drama Division, Govt. of India, Chief Medical Officer, District Mass Media and Education Officer, District Health and Family Welfare Units, Water and Sanitation, Field Publicity Officer and Zilla Parishad as well as various UN Agencies (working in the districts), NGO and Industry Sector

State and National level: Various Ministries and Departments dealing with selected Thematic Areas and Issues, UN Agencies, Corporate Sector, National NGOs and others.

Implementation Strategy, Activities and Time Line

See **Time Line** given at **Annexure - 1**

1. Identification of Districts, Blocks and Villages on Punarjagaran Four Routes

In order to mark **100th birth anniversary** of Pandit Deendayal Upadhyaya a total of **100 districts** from 20 States and Union Territory in India would be covered directly. The programme has been launched simultaneously on 2nd October 2014 (Gandhi Jayanti) from four districts which are situated at extreme tips of India i.e. Kanyakumari in Tamil Nadu, (South), Leh in Jammu and Kashmir (North), Okha in Gujarat (West) and Roing in Arunachal Pradesh (North East) and will culminate on 25th September 2015 at Mathura (U.P). **State wise name of the districts on each of the four routes are given in Annexure -2.**

To begin with, a **route map** has been developed to cover 100 districts from four different corners of the country **culminating at Mathura**. The en-route districts have been identified and mapped. **In each district, 100 villages** having NYKs Youth Clubs and Mahila Mandals will be identified, mapped and covered for undertaking programs, campaigns and activities to achieve the set objectives under the mentioned Thematic Areas.

It may be noted that the districts, blocks and villages selected should be contiguous i.e. having boundaries attached to each other. Moreover, the culminating village in a district should link with the village of next district on the drawn route.

In each district, targeted number of blocks and their 100 Villages should be selected in a manner that it gives reflection of coverage of different parts and corners of the district. Before this, the Youth Coordinator should go through district NYK Youth Clubs survey and Mahila Mandals data and records on the number of active and existing Youth Clubs and Mahila Mandals in the identified block of the district. Strategically the selection of villages and their spread would be made where NYK has active Youth Clubs or a village in which youth with the spirit of voluntarism, cooperation and self-help can help in the smooth implementation of the project in their respective villages.

Besides this, preference should be given to such Villages who are backward and the level of awareness about thematic areas is low and where such programmes have not reached with full strength and force.

The **district and block wise names and addresses of the Youth Clubs and Mahila Mandals and villages finally selected** after this process and their allocation to NYCs be prepared in **Annexure – 3**. Zonal Director should in turn submit the consolidated State wise district and block wise names and addresses of the Youth Clubs and Mahila Mandals and villages under this project as well as **village wise name of contact persons for organizing activities, resource persons confirmed to facilitate activities** and key stakeholders identified and invited to attend program to NYKS Hqs. New Delhi. This exercise should be completed by **10th Jan 2015**.

During the process of implementation of Punarjagaran the services of all NYCs be availed. Depending upon the number of NYCs in a district accordingly the number of villages be allotted to them and made them in-charge of the assigned villages. NYC should be briefed and educated about the project, its objectives, implementation plan, strategies and activities. They should be encouraged and motivated to own responsibility for implementation of village level project activities under guidance and supervision of Youth Coordinator and with the support of the targeted village based Youth Clubs / Mahila Mandals.

2. Brainstorming Workshop for establishing Strategies and developing Action Plan for Implementation

It is utmost important that the implementers at all levels should be well versed with and be active responsible partners in the whole process of planning, implementation, supervision and monitoring. Therefore, on the pattern of National level workshop held at Delhi on 10 & 11 November 2014, two day Brainstorming Workshop for establishing Strategies and developing Action Plan with time line for Implementation of Punarjagaran Yatra in a district be organized by concerned Zonal Directors between **15th to 16th January 2015**. The opportunity should also be used for reviewing the progress of the programmes. The Zonal Directors of HOST State venue will invite, arrange and organize the workshop as per following details.

1. Assam and Arunachal Pradesh at Guwahati
2. Andhra Pradesh, Telengana, Karnataka, Tamil Nadu and Kerala at Bangalore
3. Bihar and West Bengal at Patna

4. Gujarat and Rajasthan at Gandhinagar
5. Delhi, Haryana, Himachal Pradesh, Jammu and Kashmir and Punjab at Chandigarh
6. Madhya Pradesh, Chattisgarh and Maharashtra at Bhopal
7. Uttar Pradesh at Lucknow

One of the major outcomes of the workshop would be finalization of **State and District Action Plans** in the prescribed format given at **Annexure -4**. It will be the responsibility of concerned Zonal Director. They would also ensure to submit the copies of the finalized State and District Action Plans to NYKS hqs with in week from the date of completion of workshop.

During the workshop following points and other aspects mentioned in the guidelines should be discussed and finalized for the successful implementation of the programme within the given time line.

- Well in advance, the Youth Coordinators should be briefed before this workshop by sharing the Punarjagaran Proposal and Guidelines. They should come prepared and with the list of 100 villages to be covered and other details in the prescribed format given as Annexure -3
- Orienting the concerned DYCs on Punarjagaran project and the Yatra
- Finalization of villages and establishing the route in each district and ensuring the last village link with next district village on the route of Punarjagaran Yatra
- Strategy and Timeline to be adopted for successful implementation of the programmes in the identified villages in a district.
- Types of activities to be undertaken in this programme (Launching of campaign, Pre- Campaign environment building, Media and publicity activities, Awareness and Neighborhood Parliament, District convention) duration of activities and implementation strategy at village and district level. For this purpose a programme schedule for village activities be developed which can be replicated for other villages with modification as per the need.
- Collection of schemes and programmes being implemented by State Government and District Administration and preparing **Compendium** of such Schemes in local language and printing for distribution during campaign activities
- Budgetary implications and mobilization of funds from other sources
- Advocacy meetings at State, District and Panchayat Level
- Pre- Campaign Launching and Environment Building and collection of data and information in the prescribed formats
- Training to selected Youth for undertaking campaign
- Participants, types and numbers of programmes.
- IEC activities, Media and Publicity activities
- Planning, logistics and modalities of implementation.
- Coordination and strategies for mobilizing funds, resources and support from other Departments, agencies, PSUs, Industries, NGOs, Youth Clubs, NSS, NCC and others
- Defining roles and responsibilities at different levels
- Developing consolidated District Action Plan based on 100 Villages Action Plans

- Culmination of Yatra in a district by organizing District Youth Convention
- Monitoring and supervision
- Reporting and documentation
- Follow up measures
- Other important directions mentioned in the guidelines

For implementing of this activity, the budget earmarked for State level meetings head of the Core Programmes may be used for incurring organizational expenses. This opportunity should also be used for reviewing NYKS programmes, schemes and other matters. The TA/DA of officers be booked as per the rules and regulations of NYKS.

3. State, District and Panchayat level Advocacy and Sensitization Meetings

Before the actual implementation of the programme, Organizing Committees at State, District and Panchayat level should be formed. The basic objective is to mobilize resources and support on one hand and to ensure proper programme planning, coordination, implementation, transparency and monitoring for effective implementation to achieve set objectives of Punarjagaran on the other hand with expected outcomes. This strategy would also facilitate to bridge the missing link between the State, District and Panchayat level development agencies and NYKS besides playing a key role for convergence among all the stakeholders at different levels. **The first meeting of the State and District Committees be organized during the last week of January 2015.**

a. State Organizing Committees

State Organizing Committee should be formed in each State for planning and implementing the Punarjagarn Project in the selected States. The State Organizing Committee should be formed by Zonal Director in consultation with the Chief Secretary of the State. The members of the State level committee may include the Secretaries of relevant Departments who can be of direct help in the successful organization of the Punarjagaran project activities and follow up processes in future e.g. implementation of District Action Plans. The members may be selected in consultation with the Chief Secretary of the State by the Zonal Director as per the preference and needs. The committee may consist of 12-15 members from various departments of the State Government and leading NGOs. The Committee may meet once in two months or as per the need to monitor, provide resources, support and guide the Punarjagaran project in the State. Please see **Annexure - 5 (i)** for reporting on State Organising Committee.

b. District Organizing Committee / District Advisory Committee on Youth Programmes

In each district NYK, District Advisory Committee on Youth Programme (DACYP) is already been functioning and its meetings are convened on regular basis. The District Youth Coordinator may refer to the Guidelines of DACYP under the Core Programme for organization of special DACYP for the purpose of organization of Punarjagaran Campaign in the District. For this purpose, besides DACYP members, other

heads of departments like District Public Relation Officer, Field Publicity Officer, District Mass Media Officer, Correspondent of All India Radio, District Sports Officer, Public Health, Water and Sanitation Officer, Social Welfare Officer, Heads of the NGOs and others who can practically help in the successful implementation of the project may be inducted in consultation with DM/DC.

After the above exercise, the Youth Coordinator should apprise the Deputy Commissioner (who is also the Chairperson of the District Advisory Committee on Youth Programmes) about the Punarjagaran project and also provide the copy of these guidelines. The Youth Coordinator should request the Chairperson of the DACYP to convene a special meeting for this project.

During the meeting, the DACYP be apprised about the Punarjagaran project and also provide the copy of these guidelines and project summary. Also the project details, work plan its broad plan of implementation, selection of blocks and villages as well as future strategies should be discussed. During the meeting, discuss and identify the departments and agencies that would coordinate and provide support for the achievement of set objectives with concrete outcome and sustainability.

In order to save time, the Youth Coordinator before the organization of DACYP meeting may share the List of villages and associated details (**Annexure – 3**) and Plan of Action finalized during the brainstorming workshop (**Annexure – 4**) and discuss the same as well as ensure mobilizing resources, support and implementation of future Action Plan developed on the basis of 100 villages Action Plans. Please see **Annexure - 5 (ii)** for reporting on District Organizing Committee.

c. Panchayat/ Village Organizing Committees:

For grass root level supervision, monitoring, guidance and support, Village Level Committees named **Village Advisory Committee on Punarjagaran** should be formed under the Chairmanship of Gram Panchayat Pradhan in each of the selected Panchayat/ villages. The members of the organizing committee may consist of Youth Club President, local religious leaders, School/College Teacher, one Representative each from NSS, NCC, Bharat Scout & Guides in the Village, Gram Sevak/Sevika, ASHA and Anganwari worker, representative of Youth Club and Local NGO working for Youth Development, Social worker/activist, Women activist. National Youth Corps Volunteer of NYK will be the Member Secretary of Village Organizing Committee.

Besides the proposed members of the committee, other persons and officials who can practically help in the successful implementation of the project can also be inducted in the Committee in consultation with the Chairperson of the committee. It should be followed by the organization of first meeting of each committee. During the meeting, the current situation, project details, work plan, its broad plan of implementation and future strategies should be discussed. The minutes of the meeting should be recorded by NYC and kept in the records of District NYK.

The Village Organizing Committee will be helpful in mobilization of village communities, pre-campaign environment building, collection of authentic data on non existence of household toilets, organization of Punarjagaran Yatra activities like rally, group discussion, cultural programme, skits , play, nukkad natak

and awareness generation programme, and implementation of Action Plan developed during the neighborhood parliament. Please see **Annexure- 5 (iii)** for reporting on Village Advisory Committee. The District wise details of village advisory committee meeting may be reported at **Annexure - 5 (iv)**

4. Training of Spearhead Campaigners Team

In each of the 100 districts, **50** enthusiastic, motivated and educated youth with leadership qualities and those who can dedicate 60 days should be selected and imparted **7 days** training in a batch. They should be thoroughly oriented, educated on the Punarjagaran thematic areas and should be equipped with requisite skills to perform in the village level Punarjagaran Yatra activities. The reporting format for selected Spearhead team is at **annexure- 6 (i)**. The participation ratio should ideally be 1:1 male and female. During this training NYCs should also be involved.

The training should be completed by first week of February for first slot of districts as per the timeline and the report be submitted as in Annexure – 6 (ii).

- The District Youth Coordinators should identify the training providing agencies and or group of experts and resource persons who can impart training and provide IEC material and or guide and help in procuring the same on the topics and subjects mentioned in the contents of the Training, on Thematic Areas and further improve in consultation with local experts. Also it can be mix of both these options for a meaningful and effective capacity building exercise.
- District Youth Coordinators should select the venue for organizing this programme where successful training activities could be undertaken. For example, venues where facilities like boarding and lodging for male and female participants, training infrastructure, teaching aid and equipments, electricity with power back up, water, sanitation and other facilities are available.
- Well in advance, the identified training agency and or the group of resource persons, training providers be briefed about the objectives, expectations of Punarjagaran Village and District level activities and their outcome.
- Each District Youth Coordinator has to inform the participants and resource persons well in advance, the dates, venues and other details so as to enable them to attend the programme with full preparedness.
- Training schedule with contents of training topics and subjects be prepared in consultation with identified experts and resource persons of the programme. **The suggested training contents are given below:**
 - Details about Punarjagaran Yatra, activities and programmes
 - Route of the Yatra, infrastructure and deliverables.
 - Roles & responsibilities of selected youths.
 - Youth leadership
 - How to conduct a meeting, group discussion,
 - Delivering Public lectures and responding to question and giving answers
 - Communication Skills

- Imparting detailed knowledge and information on Thematic Areas of Punarjagaran viz. Nationalism, women empowerment, skill development, Swachh Bharat, Jan dhan Yojana, Nationalism, Patriotism and Pride in being Indian, Promoting spirit of volunteerism: organizing Shram Daan, Social issues like Drug Abuse prevention, Skills Development for self employment and employment generation among youth; Corruption Free Society and introduction of work culture
- How to conduct Village meeting
- Formulation of village action plan.
- Reporting & Documentation

The District Youth Coordinator will endeavor for the organization of training for selected youth along with NYCs in the district for conducting theme based Cultural programme like Nukkad Natak, Skits and Plays, Dance and Group Song with the help of artistes from Song and Drama Division, All India Radio, Field Publicity Office and Local Cultural Organizations

Methodology

The approach of the Training should be participatory. The following suggestive methodologies should be adopted while undertaking the Training Programmes:

- Ice Breaking exercise
- Lectures on the subjects by the experts
- Group discussion
- Group Report writing and Presentation
- Role Play
- Open House Discussion
- Question Answer Session
- Mock Neighborhood Parliament practice
- Sample Action Plan development exercise
- Home Assignments

Resource Material

The resource material on the subjects may be collected and compiled in Booklet form in advance with the help of resource persons and experts on the subjects to be covered during the training(s) as well as the copies of the schemes and projects of development departments and agencies. A copy of the Booklet and training schedule may be distributed amongst the participants before their arrival so that they may go through it in advance on the given topics and subjects.

5. Press and Media Campaign

In order to popularize the campaign and also the benefit of the same should reach to all sections of society, it is utmost important to organize Press Conferences to brief the Press and Media persons at National, State and District levels. A brief of the project Punarjagaran (preferably printed pamphlets), should be made available at least one day in advance to all invited for the press conference. Proper arrangements should be ensured well before hand. **The first Press meet should be organized by tenth**

Feb 2015 and may be followed after a gap of two months and before the culmination of Yatra in a district. Further, Press and Media persons should be engaged for daily coverage of the campaign in the villages.

District wise Press Conference: Before the starting of Punarjagaran Yatra programmes and activities in a particular District a press conference may be convened under the Chairmanship of District Magistrate for briefing the Press and Media about the Programmes and Activities under Punarjagaran Project in the district. This will be facilitated by concerned District Youth Coordinator in coordination with the District Organizing Committee. The District Youth Coordinator, NYKS will organize the press conference involving District Administration officials like District Magistrate/Collector, District Public Relations Officer, Mass Media Officer, Local press and media and other related agencies. Please see **Annexure - 7 (i)** for reporting of District level media & publicity campaign.

Similarly **at State level**, press conference may be convened under the Chairmanship of State Minister of Youth Affairs & Sports of the concerned State Govt. for briefing the Press and Media about the Programmes and Activities under Punarjagaran Project in the state. This will be facilitated by concerned Zonal Director in coordination with the State Organizing Committee. Zonal Director will organize the press conference involving the Chief Secretary of the State, State Public Relations Officer, State Mass Media Officers, representatives of electronic and print media representatives and other related agencies. Please see **Annexure - 7 (ii)** for reporting of State Level Media & Publicity campaign.

At National level, the press conference on Punarjagaran will be organized with the involvement of Dept of Youth Affairs, Ministry of Youth Affairs and Sports, Govt. of India, Press Information Bureau, National level electronic and print media representatives. The press conference may be convened under the Chairmanship of Minister of State (Independent Charge) Youth Affairs & Sports, Govt. of India for briefing the Press and Media about the Programmes and Activities under Punarjagaran Project in the state.

Media and Publicity

Logo and Mascot: As discussed in the 2 days workshop of respective Zonal Directors on finalizing the strategy for 'Punarjagaran' project on 10-11 Nov 2014 at NYKS Hqrs, New Delhi, it came forward to develop the logo of Punarjagaran Project by assimilating the NYKS logo. The same should be adapted for print and publicity material, banners, backdrops, etc.

Advertisement and Publicity Campaign: Arrangements should be made for wide publicity and advertising of the Punarjagaran programme through print and electronic media, TV Channels Doordarshan and other free channels, news channels, AIR/FM Radio, Cinema Theatres.

Publicity materials like Posters, Banners, pamphlets, brochures, stickers, badges, film show and documentaries, wall writing, painting competition, exhibition, cultural programmes should be organized in coordination with Field Publicity Office and Song & Drama division. Govt. of India at various levels.

Caps & T- Shirts: Caps and T-shirts with logo of Punarjagaran project will be provided to all selected volunteers at the District level under this project.

Preparation of Documentary and Videography on the route of Punarjagaran Yatra:

A comprehensive videography of the Punarjagaran yatra should be conducted on all the 4 routes of the yatra so that a complete documentary film on Punarjagaran is prepared and is screened at District and National level Punarjagaran programme at **Mathura**.

6. Pre- Punarjagaran Environment Building Campaign

A. Launching of the Campaign at District level

In order to sensitize all category of partners and stakeholders about the proposed initiative of NYKS in the form of Punarjagaran, in each of the selected 100 districts, **a one day District level Launching Function** with participation of **Chairman, Zilla Parishad, District Magistrate/Collector**, leading youth leaders, PRI members, Press and Media persons, Heads of Development Departments in the district, DACY members, Political & Religious Leaders, NGO representatives, and others who can extend support and contribute towards the cause should be organized at district level. **The activity should be completed before the start of the campaign and the report should be submitted in the format given at Annexure – 8. First slot districts from 15th Jan to 15th Feb 2015.**

During the function, the participants and stakeholders should be briefed about the project, its objectives, programmes and activities, work plan, help and cooperation expected from them and Panchayats at large. The basic idea is to involve the key stakeholders and youth to accept the project, help, support and made them aware of the objectives, strategies, current situation of development in the district, and the need to collectively resolve the problems and issues in a planned manner. They should be motivated and develop a sense of belongingness to the project by providing them an opportunity to come out with their own ideas for undertaking the activities of Punarjagaran in the district and targeted 100 villages. They may be made aware of their roles and responsibilities and should be motivated to come forward and take active part in the project activities for the benefit and the village community and youth at large.

B. Environment Building in 100 villages in selected Districts

This activity should begin with an Environment Building exercise with advocacy for mobilizing Local Youth Leaders, Political Leadership, Religious and Community Leaders - Will, Support, Partnership, Action and Sustainability of the Punarjagaran activities at village level. Further, as a part of this exercise the stakeholders should be briefed about the project, its objectives, programmes and activities, work plan, help and cooperation expected from them and village communities at large. The basic idea is to involve the local youth and village population to accept the project, help, support and encourage the affected and their families. It may go a long way in the successful implementation of the project in the identified villages with visible expected outcome. **The activity should be completed before the start of Punajagran Yatra in a village.**

It is also to assess the opportunities with regard to the level of education, existence of schools and colleges for the activities as well as those to whom the communities listen to and obey and accordingly

drawing & prioritizing set of activities, services required, coordinating agencies and partners at different levels with focus on targeted villages. In light of this, the evidence base would enable more targeted programming and to analyze the impact of current programming.

During the process of Pre-Environment Building in **100 targeted villages** in each of the selected districts activities such as Personal contact and Networking, village meetings, collection of authentic data, awareness generation, Building team of youth leaders and coordinating agencies etc will be organized prior to the coming of Punarjagaran Rath in the village. There will be 2-3 Cluster level pre-environment building programmes under Punarjagaran Project. Please follow the **revised guidelines of Youth Club Development Programme**. The Expected Outcome of the pre-environment building programme will have the following important aspects:

- Further strengthened existing Youth Clubs and Mahila Mandals in the cluster.
- Formation of new Youth Clubs and Mahila Madals in remaining villages and encouraged them to apply online for affiliation with NYKS
- Encourage and activate existing Youth Clubs and Mahila Mandals.
- Enrolled new members and activated existing members in existing Youth Clubs and Mahila Madals leading to increase in the membership of rural youth in targeted Youth Clubs and Mahila Madals.
- Encouraged due representation of all sections of society i.e.SC, ST, OBC, Minority, Physically Challenged and women.
- Members of the Youth Club, Mahila Mandal and others in the village should be surveyed and reported about the following aspects in the format given with the revised guidelines of **Youth Club Development Programme** under NYKS Core Programmes as **Annexure – 9 (a) to 9 (d)**.
 - Youth Club Members who do not have toilets in their homes
 - Youth Club Members who are yet to open bank account
 - Youth Clubs who do not have their bank accounts
- Besides above and the data, the opportunity should also be used for collecting information on the situation pertaining to **Thematic Areas given on Page 3** of this document as well as **problems, expectations, aspirations pertaining to development, social issues and other felt local needs which Youth and Villagers want to addresses and solve for their development and welfare. For this purpose village wise Notes should be prepared which should be used as base paper and presentation before the conduct of Neighborhood Parliament in respective villages.**
- The youth and other people of the village should be motivated and mobilized to take part in Punarjagaran activities in the village including the Punarjagaran Yatra and neighborhood parliament

The budget and implementation of this activity should be as per the **Guidelines of Youth Club Development Programme of Core Programme**, which may include collection of authentic statistical data

& information as mentioned above. **(Annexure 9 (a) to 9 (c) should be used for reporting under this activity)**

7. Campaign Preparatory Activities

Preparation of State specific compendium of Schemes being implemented at District level: The Zonal Director shall prepare a compendium in local language containing the Schemes and Programmes being implemented by development departments and agencies in the districts for the development of youth and village communities. It should be printed in the form of booklet for distribution during Punarjagaran Campaign activities. It should be developed and completed by the **30th January 2015 for 1st Slot States.**

Development of Chariot and Route of Chariot: **Three Chariots** should be developed in a district by District NYK with all the facilities like Public Address System, Exhibition Panel, Audio Visual arrangements, Cultural Equipments, IEC Materials, banners, flags, etc. It should be developed by **the 15st Feb- 25th Feb 2015 (first slot districts) others will develop the chariots after getting funds. However they will finalize the design of the chariot etc.** Please see **Annexure-15** for Proto Type for Chariot for Punarjagaran Yatra received from Zonal Director, Madhya Pradesh, Nehru Yuva Kendra Sangathan.

You are requested to follow the district wise timeline and detailed guidelines of the Yatra for planning the district wise Punarjagaran Yatra in each district for successful completion of yatra in prescribed timeline (Please refer to Page 16, 17 & 18 of guidelines).

It should be noted that there should **be three chariots with all the facilities for the Punarjagaran Yatra in a District to cover the Yatra in 100 villages in 60 days from three sites in a district.**

As per the timeline the last village in the district should be covered in the last date mentioned in each timeline slot above. Similarly, the first village of the yatra in next Slot district should start as per the start date mentioned in the time slot above for respective districts in the country. **Under any circumstances neither the yatra be delayed or preponed so as to avoid the break.**

Establishing Pool of Resource Persons and Experts: Well in advance, resource persons, training providers be mobilized, identified and listed for providing services during the Campaign period. They should be briefed about the objectives, expectations of this programme and their role for expected outcome.

A letter from District Magistrate/District Collector, President of Zila Panchayat and Chief Executive of Zila Panchayat should be sent to all Sarpanches of Gram Panchayats, Heads of the Development Departments and other Agencies/NGOs working in the above mentioned development and welfare areas for deputing their officials and experts as resource persons, provide copies of their schemes, IEC material and support in organizing the programmes.

Proposed District wise timeline of the Punarjagaran Yatra

Sl ot N o.	60 days slots of dates (Yatra Timeline)	Route No. 1 (Leh to Mathura)		Route No. 2 (Okha to Mathura)		Route No.3 (Kanyakumari to Mathura)		Route No. 4 (Roing to Mathura)		Total District s to be covered in each slot
		Name of Districts	No. of Dist ricts	Name of Districts	No. of Distr icts	Name of Districts	No. of Distr icts	Name of Districts	No. of Distr icts	
1.	1st March 2015 to 29 th April 2015	1.Udhampur 2.Jammu, 3.Kathua 4.Pathankot	4	1. Okha 2. Porban dar 3. Rajkot	3	1. Kanyakumari 2. Thiruvananthap uram 3. Kollam 4. Virudhunagar 5. Madurai, 6. Dindigul	6	1. Roing, 2. Tezu, 3. Itanagar 4. Tinsukia, 5. Lakhimpur, 6. Kamrup, 7. Kokrajhar	7	20
2.	30 th April 2015 – 28 th June 2015	1. Chamba 2. Dharamsala 3. Una, 4. Ropar	4	1. Surende rnagar 2. Ahmeda bad, 3. Gandhi nagar	3	1. Karur, 2. Namakkal 3. Salem, 4. Dharamapuri, 5. Bangaluru 6. Tumkur	6	1. Jalpaiguri, 2. Darjeeling, 3. Kishanganj, 4. Purnea, 5. Madhepura, 6. Saharsa, 7. Darbhanga	7	40
		1. Leh 2. Kargil 3. Shrinagar 4. Badgam 5. Pulwama 6. Anantnag	6	1. Himmat nagar 2. Dungar pur, 3. Udaipur	3	1. Anantapur 2. Kurnool 3. Mahaboobnagar 4. Gulbarga 5. Sholapur	5	1. Muzaffarpur 2. Vaishali 3. Saran 4. Balia 5. Ghazipur 6. Varanasi	6	
3.	29 th June 2015- 27 th August 2015	1. Mohali & Chandigarh 2. Ambala 3. Kaithal 4. Jind	4	1. Rajasam and 2. Ajmer 3. Jaipur	3	1.Latur 2.Nanded 3.Wardha 4.Akola 5.Nagpur 6.Rajnandgaon	6	1. Bhadoi 2. Allahabad 3. Pratapgarh 4. Sultanpur 5. Amethi 6. Raibareilly 7. Barabanki	7	40
		1. Sonipat 2. Alipur 3. Faridabad	3	1. Dausa 2. Bharatp ur 3. Mathura	3	1. Mandla 2. Narsinghpur 3. Bhopal 4. Vidisha 5. Shivpuri 6. Gwalior 7. Dhoulpur 8. Morena	7	1. Kanpur 2. Lucknow 3. Auriya 4. Etawah 5. Ferozabad 6. Agra	7	

Detailed Guidelines for commencement of Punarjagaran Yatra in 60 days slot timeline for group of districts under all the four routes of the Yatra

The total districts to be covered under the Punarjagaran Yatra are 100. There are 4 routes of 3 slots each of timeline of 60 days each. The details are as follows which should strictly be observed.

Timeline Slot No. 1 with name of districts and timeline (1st March, 2015 to 29th April, 2015)

As per Yatra Timeline chart mentioned above, in the first slot of timeline of 60 days 4 districts (Udhampur, Jammu, Kathua, Pathankot) of Route No.1 **(Leh to Mathura)**, 3 district (Okha, Porbandar, Rajkot) in Route 2 **(Okha to Mathura)**, 6 districts (Kanyakumari, Thiruvananthapuram, Kollam, Virudhunagar, Madurai, Dindigul) in Route 3 **(Kanyakumari to Mathura)** and 7 districts (Roing, Tezu, Itanagar, Tinsukia **(Border Village of Sadiya should be covered under district Tinsukia of Assam State)**, Lakhimpur, Kamrup, Kokrajhar) in Route 4 **(Roing to Mathura)** should be covered, which will start from 1st March, 2015 to 29th April, 2015. Total districts are 20.

Timeline Slot No. 2 with name of districts and timeline (30th April 2015 to 28th June, 2015)

In the Second slot of timeline of 60 days 4 districts (Chamba, Dharamsala, Una, Ropar) of Route No.1 **(Leh to Mathura)**, 3 district (Surendernagar, Ahmedabad, Gandhinagar) in Route 2 **(Okha to Mathura)**, 6 districts (Karur, Namakkal, Salem, Dharamapuri, Bangaluru, Tumkur) in Route 3 **(Kanyakumari to Mathura)** and 7 districts (Jalpaiguri, Darjeeling, Kishanganj, Purnea, Madhepura, Saharsa, Darbhanga) in Route 4 **(Roing to Mathura)** should be covered, which will start from 30th April 2015 to 28th June, 2015.

In the Second slot of timeline of 60 days 6 districts (Leh, Kargil, Shrinagar, Badgam, Pulwama, Anantnag) of Route No.1 **(Leh to Mathura)**, 3 district (Himmatnagar, Dungarpur, Udaipur) in Route 2 **(Okha to Mathura)**, 5 districts (Anantapur, Kurnool, Mahaboobnagar, Gulbarga, Sholapur) in Route 3 **(Kanyakumari to Mathura)** and 6 districts (Muzaffarpur, Vaishali, Saran, Balia, Ghazipur, Varanasi) in Route No. 4 **(Roing to Mathura)** should be covered, which will start from 30th April 2015 to 28th June, 2015. Total districts are 40.

Timeline Slot No. 3 with name of districts and timeline (29th June 2015 to 27th August 2015)

In the Third slot of timeline of 60 days 4 districts (Mohali & Chandigarh, Ambala, Kaithal, Jind) of Route No.1 **(Leh to Mathura)**, 3 district (Rajasamand, Ajmer, Jaipur) in Route 2 **(Okha to Mathura)**, 6 districts (Latur, Nanded, Wardha, Akola, Nagpur, Rajnandgaon) in Route 3 **(Kanyakumari to Mathura)** and 7 districts (Bhadoi, Allahabad, Pratapgarh, Sultanpur, Amethi, Raibareilly, Barabanki) in Route 4 **(Roing to Mathura)** should be covered, which will start from 29th June 2015 to 27th August 2015.

In the Third slot of timeline of 60 days 3 districts (Sonipat, Alipur, Faridabad) of Route No.1 **(Leh to Mathura)**, 3 district (Dausa, Bharatpur, Mathura) in Route 2 **(Okha to Mathura)**, 7 districts (Mandla, Narsinghpur, Bhopal, Vidisha, Shivpuri, Gwalior, Dhoulpur and Morena) in Route 3 **(Kanyakumari to Mathura)** and 7 districts (Kanpur, Lucknow, Auriya, Etawah, Ferozabad, Agra) in Route 4 **(Roing to Mathura)** should be covered, which will start from 29th June 2015 to 27th August 2015. Total districts are 40.

It should be noted that there should **be three chariots with all the facilities for the Punarjagaran Yatra in a District**. As per the timeline the last village in the district should be covered in the last date mentioned in each timeline slot above. Similarly, the first village of the yatra in next Slot district should start as per the start date mentioned in the time slot above for respective districts in the country.

8. Organizing Punarjagaran Campaign Activities

In each of the identified District, three Chariots with Banners, Posters, PA System and compendium of schemes, etc. highlighting the schemes and programmes of the Govt. should be used for awareness and education. Public address system, audio visuals and groups of trained youth as resource team shall be the part of the Chariot. The Chariot will visit and cover 100 villages in a district. In each village the programme of education and awareness through public speaking and interaction will be conducted. In each village they will stay for six hours and organizes following **activities based on the identified themes, data collected and outcome notes of Environment Building Campaign**.

- Nukkad Nataks, Skits on thematic areas
- Films on development schemes and Flagship Programmes introduced by the Government
- Theme Based Culture Programmes
- Distribution of IEC Material and Compendium of Schemes
- Conduct of Neighborhood Parliament two sessions
- Lectures by experts and Spearhead Team
- Group Meetings
- Open House Discussion
- Question & Answer Session

The Spearhead Team shall organize the programme in a village preferably during evening time or any time when maximum number of villagers and youth can attend and participate. The opportunity can also be utilized for Cleanliness Drives also. The concerned District Youth Coordinator will have flexibility to maximize the impact by bringing additional resources and inputs. **Neighborhood Parliament: There would be two sessions under this activity.**

Session 1

- It will have 50 team members and 200 local youths from host and neighboring villages at each location.
- Out of six hours activities in a village, two-three hours will be devoted for this activity which would primarily be participatory and interactive in nature.
- In the beginning the speakers will give lectures on contemporary local issues including the problem of poverty, un-employment and issues confronting village communities and youth in particular.
- The issues may revolve around the above mentioned thematic areas.
- However, they are only suggestive in nature, it would depend upon the local youth leaders and experts to decide which local contemporary issues they wish to take up for deliberations.

- It has been felt that in between the brainstorming and deliberation, popular cultural mediums shall be utilized to engage general public.

Session 2

- In this session the participants will deliberate on these issues, the speakers will do moderating.
- At the end, the minutes of the deliberations, key decisions taken and recommendations made for future course of action at the level of Youth Clubs, Youth Leaders and expectations from Government Departments, Agencies and Service Providers at various levels as well as from Gram Panchayats will be drawn
- It would be handed over to the concerned Gram Panchayat Pradhans for action with the support of local administration i.e. Collector, District Magistrate, Concerned District & Block Departments, District & Block Panchayat.
- The programme will culminate with the formation of draft action plan by each village group of 5 office bearers and presentation.

It must be ensured that Public Representatives viz. Hon'ble Ministers, MPs, MLAs, MLCs as well as Heads of Development Departments, NGOs, Agencies and others who have supported the Punarjagaran programme should be invited to attend the programme. Please see **Annexure -10** for reporting on Village activities and Neighborhood Parliament Programme; Report of Village level Neighborhood Parliament Discussion, Recommendation and Action Plan **Annexure – 10 (A)** and Attendance Sheet of Neighborhood Parliament **Annexure – 10 (B)**.

This activity should start from 1st March, 2015 to 29th April 2015 for the (1st slot districts for 20 districts). In other districts it should start by 30th April -28th June 2015 (for 2nd Slot of 40 districts). And from 29th June to 27th August 2015 (for 3rd slot for 40 districts) as per slot duration mentioned on page 17 and should be completed by 27th August, 2015.

9. District Convention and Finalization of District Action Plan:

After the completion of activities in 100 villages, a One day District level Convention should be organized in each selected districts. The programme in each district will culminate at **district level** where a bigger programme on the same lines of village level activities will be organized with participation of a minimum of 2000 youth should be conducted. The summary of the minutes of the deliberations, key decisions taken and recommendations made for future course of action by 100 villages should be presented to Collector, District Magistrate and to Chairman Zilla Parishad for necessary action.

The participants in the District level Convention will be primarily the Members of the Trained Spearhead Team, Youth Club Leaders who supported the campaign in their villages, PRI members, political and religious leaders, DACYP, NGO representatives, Heads of various district level offices, Press, Media and others who supported in the process of implementation of Punarjagaran Campaign.

In the District Convention the authentic baseline collated data from village level collected at the time of pre-environment building programme as well the consolidated Action Plan based on individual 100 villages Action Plan will be presented and discussed in the form of **Neighborhood Parliament format** as mentioned above. The district level Action Plan of the Punarjagaran project will be developed & finalized in district level convention.

The **Programme should include** Display of Film, banners and Standees, Presentation of Recommendation of village Yuva Sansad, Deliberations and other activities as organized at village level.

The participants, stakeholders and service providers will be motivated for developing a sense of belongingness to the project by providing them an opportunity to come out with their own ideas for undertaking the activities under the project. They will also be made aware about their role and responsibilities. The Budget and guidelines under the core programme for District Convention can be used for this programme. **This activity should be completed as per the implementation plan & timeline at Annexure-1.**

It must be ensured that Public Representatives viz. Hon'ble Ministers, MPs, MLAs, MLCs as well as Heads of Development Departments, NGOs, Agencies and others who have supported the Punarjagaran programme should be invited to attend the programme. Report of District level Consolidated Action Plan based on 100 village level Neighborhood Parliament Discussion, Recommendation be submitted as in **Annexure – 11 and** for reporting of District Level Convention use format given at **Annexure – 12.**

10. Documentation, Reporting, Supervision and Monitoring

The project will be monitored and supervised by Director General at NYKS Hq level whereas in the field it would be monitored and supervised by Zonal Director, Dy. Directors, and District Youth Coordinators. The progress of the project and the attainment of set objectives and expected outcomes would be tracked through MIS **formats**, reports, and visits to project sites, interaction with the implementers, stakeholders and beneficiaries from time to time and follow up. Reporting of the programme including uploading the video clippings, photographs and reports in the NYKS website www.nyks.org. For consolidated District and State level reports use **Annexure – 13. Reporting on district wise achievement on completion of Punarjagaran Yatra Programme is at annexure-14. The Prototype of the Rath is at Annexure-15.**

National Level Programme

- ✓ **National Level Programme:** The yearlong culmination of the programmes from four corners of India will be organized on 25th September 2015 at Mathura with participation of **10,000 youth leaders and volunteers**. Out of these youth **4,000** would be drawn from 100 participating districts whereas the remaining **6,000** would be from adjoining states.

Budget Details

Total District Level Programme Budget

Sl. No.	Particulars	Amount (in Rupees)
1	Village level programmes(100 programmes in equal number of villages in a district + Neighborhood parliament (100 programmes x 2500)	250000
2	Training of Youth leaders for 7 days for 50 in a district (@ Rs. 5000 per youth x 50)	250000
3	B&L for 50 youth leaders for 100 days @ Rs. 125 per day (50 x 100x 125)	625000
4	Mini Chariot for 100 days in a district (Rs. 3000 per day x 100)	300000
5	Launching of District Level Punarjagaran Programme @ Rs. 50,000 and District Level Convention Programme @ Rs. 1,00,000 per district	150000
Total per district		15,75,000

Budget for District wise launching of Punarjagaran Campaign

Sl. No.	Particulars	Amount (in Rs.)
1.	Refreshment to the participants @ Rs. 30 per participant for 1000 persons	30000
2.	Launching function and organization of Rally expenses including Public Address system, Setting up of the stage, venue arrangements for the function, Printing of Banners, Backdrop for the stage, refreshment to VIPs, Photography & Videography and documentation.	10000
4.	Organizational and Miscellaneous Expenses	10000
Total budget per district		50,000

Budget for District Convention and finalization of District Action Plan

Sl. No.	Particulars	Amount (in Rs.)
1.	Refreshment to the participants @ Rs. 30 per participant for 2000 persons	60000
2.	Hiring of projector and screen, Printing of Banners, Backdrop for the stage, sound system, refreshment to VIPs, Photography & Videography, and documentation	15000
3	Hiring of Venue for 1 day	10000
4.	Organizational and Miscellaneous Expenses (transportation, sitting arrangement and media & publicity etc).	15000
Total budget per district		1,00,000

District level budget for the Training of Spearhead Team of Youth Leaders for 7 days

Sl. No.	Particulars of Budget Head	Total Cost
1	B&L Expenses of 50 persons for 7 days @ Rs. 350 per person per day (50 x 7 x 350)	122500
2	Resource material/kit bag for 50 persons @ Rs. 350 per person (350 x 50)	17500
3	Hiring of training hall/venue @ Rs. 3000 per day for 7 days (7 x 3000)	21000
	To & Fro TA/DA of 50 participants @ Rs. 500 per participant subject to actual (50 x 500)	25000
4	To & Fro TA/DA of 10 resource persons @ Rs. 2000 per person subject to actual (10 x 2000)	20000
5	Honorarium of 3 resource persons @ Rs. 1000 per person per day for 7 days (3 x 7 x 1000)	21000
6	Hiring of 1 taxi/vehicle @ Rs. 1000 per day for 8 days (inclusive of POL expenses) (8 x 1000)	8000
7	Report Writing/documentation, costumes, equipments	10000
8	organizational/contingent expenses	5000
	Total	250000

State wise Budget for Printing of compendium of schemes, T-Shirts & Caps

Sl. No	States/ Zones	district wise calculation of printing of compendium	T-Shirts & Caps to 300 Youth Leaders for the a per district in 9 districts	Total (Amt. in Rs.)
1	Jammu and Kashmir	Printing of compendium of schemes in each district @ Rs. 10 for each compendium (Leh, Kargil, Srinagar, Badgam, Pulwama, Anantnag, Udhampur, Jammu and Kathua) for printing of 10,000 compendium per district for 9 district= 100000 x 9 =900000	T-Shirts & Caps to 300 Youth Leaders per district in 9 districts (300 x 9 x Rs. 200)= 5,40 ,000/-	1440000
2	Punjab	Printing of compendium of schemes in each district @ Rs. 10 for each compendium (Pathankot, Ropar and Mohali & Chandigarh) for printing of 10,000 compendium per district for 3 district =3 x100000 = 300000	T-Shirts & Caps to 300 Youth Leaders per district in 3 districts (300 x 3 x Rs. 200)= 1,80,000/-	480000
3	Himachal Pradesh	Printing of compendium of schemes in each district @ Rs. 10 for each compendium (Una, Dharamsala, Chamba) for printing of 10,000 compendium per district for 3 district= 3 x 100000 = 300000	T-Shirts & Caps to 300 Youth Leaders per district in 3 districts (300 x 3 x Rs. 200)= 1,80,000/-	480000
4	Haryana	Printing of compendium of schemes in each district @ Rs. 10 for each compendium (Ambala, Kaithal, Jind, Sonipat and Faridabad) for printing of 10,000 compendium per district for 5 district =5 x 100000 = 500000	T-Shirts & Caps to 300 Youth Leaders per district in 5 districts (300 x 5 x Rs. 200)= 3,00,000/-	800000
5	Delhi	Printing of compendium of schemes in each district @ Rs. 10 for each compendium (Alipur) for printing of 10,000 compendium per district for 1 district= 1 x 100000= 100000	T-Shirts & Caps to 300 Youth Leaders per district in 1 districts (300 x 1 x Rs. 200)= 60,000/-	160000
6	Gujarat	Printing of compendium of schemes in each district @ Rs. 10 for each compendium (Okha, Porbandar, Rajkot, Surendernagar, Ahmedabad, Gandhinagar and Himmatnagar) for printing of 10,000 compendium per district for 7 district = 100000 x 7 = 700000	T-Shirts & Caps to 300 Youth Leaders per district in 7 districts (300 x 7 x Rs. 200)= 4, 20,000	1120000
7	Rajasthan	Printing of compendium of schemes in each district @ Rs. 10 for each compendium (Dungarpur, Udaipur, Rajasamand, Ajmer, Jaipur, Dausa, Bharatpur and Dhoulpur) for printing of 10,000 compendium per district for 8 district = 8 x 100000 = 800000	T-Shirts & Caps to 300 Youth Leaders per district in 8 districts (300 x 8 x Rs. 200)= 4, 80,000/-	1280000

Sl. No	States/ Zones	district wise calculation of printing of compendium	T-Shirts & Caps to 300 Youth Leaders for the a per district in 9 districts	Total (Amt. in Rs.)
8	Tamil Nadu	Printing of compendium of schemes in each district @ Rs. 10 for each compendium (Kanyakumari, Virudhunagar, Madurai, Dindigul, Karur, Namakkal, Salem and Dharamapuri) for printing of 10,000 compendium per district for 8 district = 8 x 100000 = 800000	T-Shirts & Caps to 300 Youth Leaders per district in 8 districts (300 x 8 x Rs. 200)= 4, 80,000/-	1280000
9	Kerala	Printing of compendium of schemes in each district @ Rs. 10 for each compendium (Thiruvananthapuram and Kollam) for printing of 10,000 compendium per district for 2 district = 2 x 100000 = 200000/-	T-Shirts & Caps to 300 Youth Leaders per district in 2 districts (300 x 2 x Rs. 200)= 1, 20,000	320000
10	Karnataka	Printing of compendium of schemes in each district @ Rs. 10 for each compendium (Bangaluru, Tumkur and Gulbarga) for printing of 10,000 compendium per district for 3 district = 3 x 100000 = 300000	T-Shirts & Caps to 300 Youth Leaders per district in 3 districts (300 x 3 x Rs. 200)= 1,80,000/-	480000
11	Andhra Pradesh	Printing of compendium of schemes in each district @ Rs. 10 for each compendium (Anantapur and Kurnool) for printing of 10,000 compendium per district for 2 district = 2 x 100000 = 200000	T-Shirts & Caps to 300 Youth Leaders per district in 2 districts (300 x 2 x Rs. 200)= 1, 20,000	320000
12	Telangana	Printing of compendium of schemes in each district @ Rs. 10 for each compendium (Mahaboobnagar) for printing of 10,000 compendium per district for 1 district = 1 x 100000 = 100000	T-Shirts & Caps to 300 Youth Leaders per district in 1 districts (300 x 1 x Rs. 200)= 60,000/-	160000
13	Maharashtra	Printing of compendium of schemes in each district @ Rs. 10 for each compendium (Sholapur, Latur, Nanded, Wardha, Akola and Nagpur) for printing of 10,000 compendium per district for 6 district = 6 x 100000 = 600000	T-Shirts & Caps to 300 Youth Leaders per district in 6 districts (300 x 6 x Rs. 200)= 3, 60,000/-	960000
14	Chhatisgarh	Printing of compendium of schemes in each district @ Rs. 10 for each compendium (Rajnandgaon) for printing of 10,000 compendium per district for 1 district = 1 x 100000 = 100000	T-Shirts & Caps to 300 Youth Leaders per district in 1 districts (300 x 1 x Rs. 200)= 60,000/-	160000
15	Madhya Pradesh	Printing of compendium of schemes in each district @ Rs. 10 for each compendium Mandla, Narsinghpur, Bhopal, Vidisha, Shivpuri and Gwalior, and Morena) for printing of 10,000 compendium per district for 7 district = 7 x 100000 = 700000	T-Shirts & Caps to 300 Youth Leaders per district in 7 districts (300 x 7 x Rs. 200)= 4, 20,000/-	1120000
16	Arunachal Pradesh	Printing of compendium of schemes in each district @ Rs. 10 for each compendium (Roing, Tezu and Itanagar) for printing of 10,000 compendium per district for 3 district = 3 x 100000 = 300000	T-Shirts & Caps to 300 Youth Leaders per district in 3 districts (300 x 3 x Rs. 200)= 1,80,000/-	480000
17	Assam	Printing of compendium of schemes in each district @ Rs. 10 for each compendium (Tinsukia, Lakhimpur, Kamrup and Kokrajhar) for printing of 10,000 compendium per district for 4 district = 4 x 100000 = 400000	T-Shirts & Caps to 300 Youth Leaders per district in 4 districts (300 x 4 x Rs. 200)= 240000	640000
18	West Bengal	Printing of compendium of schemes in each district @ Rs. 10 for each compendium (Jalpaiguri and Darjeeling) for printing of 10,000 compendium per district for 2 district = 2 x 100000 = 200000	T-Shirts & Caps to 300 Youth Leaders per district in 2 districts (300 x 2 x Rs. 200)= 1, 20,000	320000
19	Bihar	Printing of compendium of schemes in each district @ Rs. 10 for each compendium (Kishanganj, Purnea, Madhepura, Saharsa, Darbanga, Muzaffarpur, Vaishali and Saran) for printing of 10,000 compendium per district for 8 district = 8 x 100000 = 800000	T-Shirts & Caps to 300 Youth Leaders per district in 8 districts (300 x 8 x Rs. 200)= 4, 80,000/-	1280000
20	Uttar Pradesh	Printing of compendium of schemes in each district @ Rs. 10 for each compendium (Ballia, Ghazipur, Varanasi, Bhadoi, Allahabad, Pratapgarh, Sultanpur, Amethi, Raibareilly, Barabanki, Kanpur, Lucknow, Auriya, Etawah, Firozabad, Agra and Mathura) for printing of 10,000 compendium per district for 17 districts = 17 x 100000 = 17,00,000	T-Shirts & Caps to 300 Youth Leaders per district in 17 districts (300 x 17 x Rs. 200)= 10, 20,000	2720000
Total				16000000

Annexures

At a Glance Implementation plan, activities & Time Line for the PUNARJAGARAN Programme 2014-15

PUNARJAGARAN Programmes and Activities	Project Implementation Time Line (12 months)									
	Dec 2014	Jan 2015 for 1st Slot	Feb 2015 1st Slot	Mar 2015	Apr 2015	May 2015	June 2015	July 2015	Aug 2015	Sept 2015
Preparation of Project summary, operational plan, and sharing of the same with concerned NYKS Zonal Directors and selected 100 districts' Youth Coordinators	30									
Identification, selection and finalization of 100 villages per districts in 100 districts		10								
Development of Media and Publicity material – Caps, T- Shirts, Logo design, Write up and design of the banners, posters, print material, Films, CDs, advertisements,		1st -20								
Two day - Brainstorming Workshop for establishing Strategies and developing Action Plan for Implementation of Punarjagaran Yatra in 07 States simultaneously		15-16								
Formation of State, District and Panchayat level Organizing Committee and organization of Advocacy and Sensitization Meetings		19-23								
Final Print and dispatch of Compendium of Schemes of Govt of India to Districts		30								
Press and Media Campaign at National, State and District level including Press Conference on Punarjagaran Programme			10							
Training of Spearhead Campaigners Team			1-7							
Launching of the Campaign at District level		15th Jan – 15th Feb 2015								
Pre- Punarjagaran Environment Building Campaign in 100 villages each in 100 districts		15th Jan – 15th Feb 2015								
Preparatory Activities for Launching of Campaign, Finalizing the Rath and its infrastructure and equipments			15-25							
Initiating the Punarjagaran Rath Yatra in villages				1st March -29th April for 1st Slot for 20 Districts	30th April to -28th June 2015 for 2nd Slot for 40 Districts	29th June – 27th August for 3rd Slot for 40 districts				
Completion of Rath Yatra in a district with District Youth Convention					29		28		27	
District and State level consolidated Action Plan formation based on Village level Action Plans compilation for follow up and submission at National level										
Spade work of National level programme at Mathura, UP										
Organizing National level Punarjagaran Function at Mathura										25
Finalization and submission of reports and returns	By December 2015									

For the first Slot the Punarjagaran Yatra Programme will be start from 1st March, 2015 to 29th April 2015 followed by District Youth Neighborhood Parliament. Whereas, for remaining districts, the above mentioned timeline may be followed. The fund for remaining districts will be released as soon as it will be received from MYAS.

States and Districts to be covered under Punarjagan Project

Route No. 1 (North)			Route No. 2 (West)			Route No. 3 (South)			Route No. 4 (East)		
Leh to Mathura			Okha to Mathura			Kanyakumari to Mathura			Roing to Mathura		
State	Sl. No	Districts	State	Sl. No	Districts	State	Sl. No	Districts	State	Sl. No	Districts
Jammu and Kashmir	1	Leh	Gujarat	1	Okha	Tamil Nadu	1	Kanyakumari	Arunachal Pradesh	1	Roing
	2	Kargil		2	Porbandar	Kerala	2	Thiruvananthapuram		2	Tezu
	3	Srinagar		3	Rajkot		3	Kollam		3	Itanagar
	4	Badgam		4	Surendernagar	Tamil Nadu	4	Virudhunagar	Assam	4	Tinsukhia
	5	Pulwama		5	Ahmedabad		5	Madurai		5	Lakhimpur
	6	Anantnag		6	Gandhinagar		6	Dindigul		6	Kamrup
	7	Udhampur		7	Himmatnagar		7	Karur		7	Kokhrajar
	8	Jammu	Rajasthan	8	Dungarpur	8	Namakkal	West Bengal	8	Jalpaiguri	
	9	Kathua		9	Udaipur	9	Salem		9	Darjiling	
Punjab	10	Pathankot		10	Rajasamand	10	Dharamapuri	Bihar	10	Kishanganj	
Himachal Pradesh	11	Chamba		Rajasthan	11	Ajmer	Karnataka		11	Bangaluru	11
	12	Dharamsala	12		Jaipur	12			Tumkur	12	Madhepura
Punjab	13	Una	13	Dausa	Andhra Pradesh	13	Anantapur		13	Saharsa	
	14	Ropar	14	Bharatpur	14	Kurnool	14	Darbhanga			
Haryana	15	Mohali and Chandigarh	15. Mathura	Telangana	15	Mahaboobnagar	15	Muzaffarpur			
	16	Ambala		Karnataka	16	Gulbarga	16	Vaishali			
	17	Kaithal		Maharashtra	17	Sholapur	17	Saran			
	18	Jind			18	Latur	Uttar Pradesh	18	Ballia		
19	Sonipat	19			Nanded	19		Ghazipur			
Delhi	20	Alipur			20	Wardha		20	Varanasi		
Haryana	21	Faridabad			21	Akola		21	Bhadoi		
	22				22	Nagpur	22	Allahabad			
Mathura	23			Chhatisgarh	23	Rajnandgaon	23	Pratapgarh			
	24			Madhya Pradesh	24	Mandla	24	Sultanpur			
	25				25	Narsinghpur	25	Amethi			
	26				26	Bhopal	26	Raibareilly			
	27				27	Vidisha	27	Barabanki			
	28				28	Shivpuri	28	Kanpur			
	29		29		Gwalior	29	Lucknow				
	30		30		Morena						
	31		Rajasthan	31	Dhoulpur	30	Auriya				
	32		Mathura			31	Etawah				
33					32	Firozabad					
						33	Agara				

List of 100 Villages and Youth Clubs / Mahila Mandals, their allotment to NYCs, selected Contact Persons, Resource Persons & Key Stakeholders for the implementation of Punarjagaran Campaign & Neighborhood Parliament in the district.

Name of District Youth Coordinator _____ Name of Zonal Director _____

Name of NYK _____ District _____ State _____ Month _____

Name of Villages should be from (Starting of the campaign) to (end of the campaign)

Bloc k Name	Sr. No	Village Name for Punarjagaran Campaign Activities	No. of adjoining villages to be involved	Youth Club / Mahila Mandali Name	Name of National Youth Corps (NYC Volunteer) who has been allotted village	Name of Contact Persons in Village who will coordinate Activities	Name of village Youth selected to participate in Neighborhood Parliament	Name of Resource Persons confirmed to facilitate activities	Designation of Key Stakeholder who will be present during the activity.	Date of Pre environment building activities in the village	Date of Punarjagaran Rath Yatra in the village	No. of Youth Participation Planned

Date _____

Name and Signature of Distt. Youth Coordinator

Action Plan Format - State and District level Punarjagaran

District NYK Name of Youth Coordinator State Name of Zonal Director

Name of Programme and Activity	Target Set - No. of activities	Level of activity (village/district/state)	COVERAGE - No. of (village/district/state)	No. of Youth Clubs/Mahila Mandals to be Covered	No. of Participants/Beneficiaries	Coordinating Deptt. Agencies	Duration and Dates	Budget
Preparation of Project summary, operational plan, and sharing of the same by Zonal Directors with concerned districts' Youth Coordinators								
Identification, and selection of 100 villages per district								
Development of Media and Publicity material – 300 Caps & 300 T- Shirts per district, Write up and design of banners, posters, print material, Films, CDs, advertisements								
Two day Brainstorming Workshops for establishing Strategies and developing Action Plan of Punarjagaran								
Formation of State, District and Village/Panchayat level Organizing Committees								
Organization of Advocacy and Sensitization Meetings at State, District and Village/Panchayat level								
Final Print and dispatch of Compendium of Schemes of Government @ 10,000 per district								
Press and Media Campaigns								
Press Conference on Punarjagaran Programme								
Training Programme for youth of Spearhead Campaigners Teams with participation of 50 youth each								
Launching of the Campaign at District level								
Pre- Punarjagaran Environment Building Campaign in 100 villages each in 100 districts								
Preparatory Activities for Launching of Campaign, Finalizing the Rath and its infrastructure and equipments								
Organizing Punarjagaran Rath Yatra in villages								
District Youth Conventions - Culmination of Punarjagaran								
Finalization & submission of District and consolidated State level Action Plan to NYKS Hqs.								

Annexure- 5 (i)

Details of State Organizing Committees

Sl.No	Name of the State	Date & Venue of Meeting	Name of Depts/Organization participated in the meeting	No. of State Advisory Committee meetings held	Name & Designation of the Person who chaired the meeting	Total No. of Members attended the meeting	Outcome & Remarks
1							

Note:- This must be submitted with qualitative report

Signature of Zonal Director with Date

Annexure- 5 (ii)

Details of District Organizing Committees

Sl. No	Name of the State	Name of District	Date & Venue of Meeting	Name of Depts/Organization participated in the meeting	No. of District Advisory Committee meetings held	Name & Designation of the Person who chaired the meeting	Total No. of Members attended the meeting	Outcome & Remarks
1								

Note:- This must be submitted with qualitative report

Signature of District Youth Coordinator with Date

Annexure- 5 (iii)

Details of Village level Organizing Committee and its meeting

Name of State _____ Name of District _____

Sl. No	Name of Village	Date & Venue of Meeting	Name of Depts/ Organization participated in the meeting	No. of Village Advisory Committee meetings held	Name & Designation of the Person who chaired the meeting	Total No. of Members attended the meeting	Outcome & Remarks
1							

Note:- This must be submitted with qualitative report

Signature of **DYC**

Signature of **NYC with Date**

Annexure- 5 (iv)

District wise details of village advisory committee meeting held

Name of State _____ Name of District _____

Target Set (no of village advisory committees to be formed)	Target Achieved (no of village advisory committees Formed)	Target Set (no. village advisory committee meetings to be held)	Target Achieved (no. village advisory committee meetings held)	Highlight of the village advisory committee meeting

Signature of **DYC**

Signature of **NYC**

Date _____

Place _____

District wise list of youth selected for Punarjagaran Yatra and Neighborhood parliament

Name of District: State:

A. Punarjagaran Yatra Spearhead Team (Trained Youth)

S. No	Name of Participant	Gender	Age	Category	Signature	Remarks

B. Neighborhood Parliament (N P) Participation of Youth

S. No	Name of Village for N P	Name of Participant	Participant Youth Club	Participant Village	Gender	Age	Category	Signature

C. Youth Accompanying the Punarjagaran Yatra

S. No	Name of Participant	Gender	Age	Category	Signature	Remarks

Signature of Distt. Youth Coordinator

Name & signature of NYC In-charge

Date _____

Place _____

Report of District level media & publicity campaign on Punarjagaran

Development of Media and Publicity material – 300 Caps & 300 T- Shirts per district, Write up and design of banners, posters, print material, Films, CDs, advertisements)

Name of the District _____

Name of the District	Date & Venue of organization of Press Conference	Name of Media where advertising & publicity campaign were conducted viz. Print & Electronic media	Preparation & distribution/display of publicity material viz. Posters, brochures, pamphlets, etc	Distribution of T-shirts and Caps to number of youth	Preparation of Documentary/ videography on the route of Punarjagaran	Remarks

Name and Signature of District Youth Coordinator

Date _____

Place _____

Annexure – 7 (ii)

Report of State level media & publicity campaign on Punarjagaran

(Development of Media and Publicity material – 300 Caps & 300 T- Shirts per district, Write up and design of banners, posters, print material, Films, CDs, advertisements)

Name of the State	Date & Venue of organization of Press Conference	Name of Media where advertising & publicity campaign were conducted viz. Print & Electronic media	Preparation & distribution/display of publicity material viz. Posters, brochures, pamphlets, etc	Distribution of T-shirts and Caps	Preparation of Documentary/ videography on the route of Punarjagaran	Remarks

Name and Signature of Zonal Director

Date_____

Place_____

Report of District Level Launching Function of Punarjagaran

Name of State_____

Name of District_____

Name of Venue where District Level Launching Function held	Date of the Program	Department s & agencies coordinated for support	Name & Designation of Resource Persons	Name & Designation of VIPs & dignitaries attended the programme	Outcome of the district level convention	No. of Participants																																			
						SC			ST			OBC			MIN			OBC			Gen			Total																	
						M	F	T	M	F	T	M	F	T	M	F	T	M	F	T	M	F	T	M	F	T															
					Enclose separate page																																				

Name & Signature of Distt. Youth Coordinator

Date_____

Place_____

Youth Club/ Mahila Mandal wise

Format for Collecting Information regarding the members of Youth Clubs and Mahila Mandals Status pertaining to Toilets facility in their homes and Bank Account

Name of Youth Club/ Mahila Mandal..... Village & Post Office with Pin Code Gram Panchayat.....

District.....

Tehsil/ Block.....

State:.....

No. of Members Surveyed

S.No.	Name of Youth Club Member	Name of Head of the Family	Contact Details		Whether having	
			Contact number with STD Code	e-mail	Toilet facility in his/her home (Yes/No)	Bank Account (Yes/No)

Note: Reports be kept at District NYKs hence the number may be provided to the Zonal Office and Hqr.

Note : Please use the same proforma.

*Certified that the figures given in the report are true and correct

Name & Signature of District Youth Coordinator

Prepared by : Name of ACT.....

Signature.....

(Name.....)

Date : _____

From Zonal Office to NYKS Hqr.

**District wise
Format for collecting Information regarding the members of Youth Clubs and Mahila Mandals Status pertaining to Toilet facility in their homes and Bank Account**

Name of Zone/ State:.....

S.No.	Name of District	No. of Youth Clubs/ Mahila Mandals covered	No. of Youth Club Members Surveyed	Number of Head of Family Surveyed	Coverage					Number of Youth Clubs/ Mahila Mandals Surveyed	
					No. of Gram Pranchayats	No. of Villages	No. of Tehsil/Block	No. of Districts	No. of States/ UTs	NOT having Toilet facility in their homes	NOT having Bank Account

Name & Signature of Zonal Director

Note : Please use the same proforma.

*Certified that the figures given in the report are true and correct

Prepared by : Name of ACT.....

Signature.....

Date : _____

Signature of the Youth Coordinator

Report of Village level Neighborhood Parliament Discussion, Recommendation and Action Plan

Name of Village Block District NYC In-charge

Date of Activity Number of Villages Participated

Issues on which discussion held on identified Thematic Areas (see page 3 of guidelines), Local Issues, Social Issues and other felt needs for development and welfare of village	Problems, Expectations, Aspirations emerged which Youth and Villagers want to addresses and solve	Suggestions and ideas as to how to address and solve the discussed/felt problems/issue s and meet the aspirations of Youth and Villagers	Resources required to solve the problems and issues leading to development	Sources from where the Resources can be mobilized at different levels (Gram Panchayat, District Administration, State Govt., Central Government	Department and Agency to be coordinated for identified and required resource mobilization for addressing the issue /problem	Duration and Time Line to accomplish the task	Responsibility given to the Chairperson and his/her group of people to accomplish the tasks (Names of persons)

Attach Minutes of the Neighborhood Parliament with this annexure along with Attendance Sheet Annexure – 10 (B)

Attendance Sheet of Neighborhood Parliament

Name of Village Block District NYC In-charge

Date of Activity

S. No	Name of Participant	Participant Village	Participant Youth Club	Designation	Gender	Age	Category	Mobile / Phone Number	Signature

Report of District level Consolidated Action Plan based on 100 village level Neighborhood Parliament Discussion, Recommendation

District NYK Name of Youth Coordinator State

No. of Villages where Neighborhood Parliament Organized (Enclose List, Annexure – 10) Total Number of Villages Attended the Activity Number of Blocks covered Number of Youth Clubs Participated No. of NYC In-charges

Period of Activities from to Name of Departments and Agencies provided support

List Thematic Areas, Local & Social Issues and other felt needs on which discussion held for development and welfare of village	Issue specific - Problems, Expectations, emerged which Youth and Villagers want to addresses and solve	Suggestions and ideas as to how to address and solve the discussed/felt problems/issue s and meet the aspirations of Youth and Villagers	Resources required to solve the problems and issues leading to developme nt	Sources from where the Resources can be mobilized at different levels (Gram Panchayat, District Administration, State Govt., Central Government	Department and Agency to be coordinated for identified and required resource mobilization for addressing the issue /problem	Duration and Time Line to accomplish the task	Responsibility given to the Chairperson and his/her group of people to accomplish the tasks (Names of persons)

Report of District Level Convention Programme – Culmination of Punarjagaran Function

Name of State _____

Name of District _____

Name of Venue where District Convention Programme was held	Date of the Program	Department s & agencies coordinated for support	Name & Designation of Resource Persons	Name & Designation of VIPs & dignitaries attended the programme	Outcome of the district level convention	No. of Participants																													
						SC			ST			OBC			MIN			OBC			Gen			Total											
						M	F	T	M	F	T	M	F	T	M	F	T	M	F	T	M	F	T	M	F	T									
					Enclose separate page																														

Name & Signature of Distt. Youth Coordinator

Date _____

Place _____

Consolidated Reporting Format of Punarjagaran Activities at State and District level

District NYK Name of Youth Coordinator State Name of Zonal Director

Name of Programme and Activity	No. of activities	Duration and Dates	Level of activity (village/district/state)	- No. of (villages/districts/state Covered)	No. of Youth Clubs/Mahila Mandals Covered	No. of Participants/Beneficiaries	Deptt. Agencies Coordinated
Identification, and selection of 100 villages per district							
Two day Brainstorming Workshops for establishing Strategies and developing Action Plan of Punarjagaran							
Formation of State, District and Village/Panchayat level Organizing Committees							
Organization of Advocacy and Sensitization Meetings at State, District and Village/Panchayat level							
Final Print and dispatch of Compendium of Schemes of Government @ 10,000 per district							
Press and Media Campaigns							
Press Conference on Punarjagaran Programme							
Training Programme for youth of Spearhead Campaigners Teams with participation of 50 youth each							
Launching of the Campaign at District level							
Pre- Punarjagaran Environment Building Campaign							
Organizing Punarjagaran Rath Yatra in villages							
District Youth Conventions - Culmination of Punarjagaran							
Finalization & submission of District and consolidated State level Action Plan to NYKS Hqs.							

Please provide details pertaining to the Number of Participants/Beneficiaries under Punarjagaran at Annexure-14

Annexure – 14

Name of Programme and Activity	Number of Participants/Beneficiaries under Punarjagaran																	
	SC			ST			Minority			OBC			Gen.			Grand Total		
	M	F	T	M	F	T	M	F	T	M	F	T	M	F	T	M	F	Total
Identification, and selection of 100 villages per district																		
Two day Brainstorming Workshops for establishing Strategies and developing Action Plan of Punarjagaran																		
Formation of State, District and Village/Panchayat level Organizing Committees																		
Organization of Advocacy and Sensitization Meetings at State, District and Village/Panchayat level																		
Final Print and dispatch of Compendium of Schemes of Government @ 10,000 per district																		
Press and Media Campaigns																		
Press Conference on Punarjagaran Programme																		
Training Programme for youth of Spearhead Campaigners Teams																		
Launching of the Campaign at District level																		
Pre- Punarjagaran Environment Building Campaign																		
Organizing Punarjagaran Rath Yatra in villages																		
District Youth Conventions - Culmination of Punarjagaran																		

Signature of NYC
 NYK _____

Signature of Distt. Youth Coordinator

Prototype of Chariot for Punarjagaran Yatra

