Dr. M.P. Gupta  
Director (Programme)

Ref: NYKS/PROG: AAP 2019-20/47  
Date: 16th July, 2019

All State Directors  
Nehru Yuva Kendra Sangathan

Subject: NYKS Annual Action Plan for the financial year 2019-20- regarding

1. As aware, NYKS has been instrumental in conducting programmes and activities in variety of fields and issues of National importance, which have been asked by the Ministry of Youth Affairs and Sports, NITI Aayog, MHA, Partner Ministries as well as PMO from time to time. In order to mainstream the same, these programmes and others have been inducted in the Annual Action Plan 2019-20. The programmes are expected to be implemented with quality outcome and visibility while following transparency and ensuring active involvement of youth from all walks of life.

2. The Annual Action Plan 2019-20 would facilitate in establishing an institutional mechanism to develop and empower youth, generate Youth movement, build Cadre of committed and more aware as well as competent Youth in selected areas of their interest as well as National Flagship Schemes of Govt. of India, Yoga, Swachhata and Water Conservation, Ek Bharat Shreshtha Bharat, Sankalp Se Siddhi for New India, Positive India to Progressive India and listed coordination activities across the country.

3. Moreover, in order to rationalize and ensure actual implementation of programmes with quality outcome, the activities should be planned by all district NYKs in advance while keeping in view the weather condition, terrain, deployment and training of NYVs as well as extent of staff positioned in district NYKs in India.

4. The Core Programmes and Coordination activities for the previous year have been continued with value addition and induction of New Programs. **Salient features** of this year's Annual Action Plan 2019-20 follows:

   a) The programs under the Annual Action Plan 2019-20 have been slotted into three broad categories viz. **Core Programs, Special Programmes and Other Activities**.

   b) **Distribution of programmes** would base upon number of Blocks in the respective Districts across the country. The distribution pattern is enclosed at Annexure-2.

   c) **NEW and VALUE ADDED PROGRAMMES**

      i. **Youth Club Development Convention** - The name of Youth Club Development Programme has been renamed as Youth Club Development Convention. The implementation strategy has been changed. Instead of team of 10 members visit to Youth Clubs of the Block, 80 - 100 Youth Leaders will be invited from those villages which does not have Youth Club in their villages or having dormant Youth Clubs and Active Youth Clubs. These Youth Leaders will be motivated to help NYVs in formation of Youth Clubs in uncovered villages, activate dormant Youth Clubs and suggest measures to keep the active Youth Clubs sustainable.
ii. In pursuance of the goal of Hon'ble Prime Minister of India to establish Swachh Bharat with Sewa Bhaav, the components of Celebration of 150th Birth Anniversary of Mahatama Gandhi has been redesigned and revised so as to contribute towards Swachhta, Shramdaan, Water and Environment Conservation. It has now three components:

- Swachhta Awareness Evam Sharamdaan (Swachhata Action Plan) - throughout the year
- Observance of Swachhta Pakhwada (Fortnight) - 1st – 15th August, 2019
- Work Camp - Focused on Cleanliness and Preservation of Water Sources (12th to 15th August, 2019)

iii. Education in Basic Vocations - Soft Skills portion from the programme has been discontinued. Accordingly, budget per programme has also been reduced from Rs. 26,000 to Rs. 21,000/-.

iv. Celebration of International Day of Yoga – This programme has been introduced for in the list of Core Programmes under Annual Action Plan 2019-20. This programme will be implemented by all District NYKs in the country at District, Block and Village levels.

v. Each of 623 district NYKs would observe a minimum of 25 days of National and International Importance for which an amount of Rs. 80,000/- has been earmarked. Rs. 25,000/- have exclusively been earmarked for observance of National Youth Day & Week (12th to 19th January) in a befitting manner.

5. Focus Areas - Commitment to Constitution, Patriotism and contribution to Nation Building, Yoga, Swachhta Abhiyan and Shramdaan, Awareness and assistance for Flagship Programmes of Central Government for Social and Financial inclusion, Sankalp Se Siddhi for New India, Nishkam Sewa, Coordination & synergy among all the Govt. Youth Organizations, Environment enrichment, Water Conservation and Harvesting, to make villages Open Defecation Free (ODF), Tree Plantation, Women Safety, Indradhanush for Vaccination, Preventive Health Care, Nasha Mukti, Voluntary Blood Donation, Talk on Village Development and Youth Empowerment, etc. would be the focus areas of the year. More details may be seen in the enclosed Guidelines/SOP.


Ensure the following:

a) During the financial year 2018-19, it was observed that many of the District NYKs organized programmes viz. Youth Club Development Programmes, Block Level Sports Meets, Purchase of Sports Material, etc. which should have been organized well before 3rd Quarter. This practice needs to be checked by respective State Directors through regular monitoring of Kendra wise progress in achieving the set physical and financial targets. Maximum programmes are aimed to complete by November, 2019 to enable NYKS to seek additional funds from MoYAS at RE Stage.

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b) A minimum of two programmes out of the total number of Core programmes be organized exclusively for women.

c) Sports Centres of SAI should be used and tie up be done for promotion and honing supporting talent of youth.

Financial Transparency

➢ It may be ensured that District Youth Coordinators should organize programmes with the approval of their Annual Action Plan 2019-20 by respective DACYP. In case there are compounding genuine and proven difficulty in getting Annual Action Plan approved from DACYP in time then in that case State Directors can approve the same after verification of the facts submitted by DYC. Nonetheless, it should be ratified by DACYP in its meeting.

➢ The copy of the approved Action Plan should be displayed in the Kendra for public viewing and shared with local representatives, other youth organizations, NYVs, District Administration and stakeholders within 15 days.

➢ The State Directors should submit Consolidated Annual Action Plan 2019-20 to NYKS Hqr. immediately.

➢ While carrying out programmes, all Codal formalities, GFR and Programme Guidelines should strictly be adhered to.

➢ Surprise visit of State Directors and Deputy Directors during conduct of the programme should be ensured so as to maintain the quality of the programme.

➢ Core Programmes and their funds should not be diverted for any other different activity or programme as these are committed programme components of Block Grant of MoYAS.

➢ Funds mobilized and received from other agencies should be pre-informed to NYKS Hqr. as per directions given in earlier letter and clearly be indicated in the Monthly Progress Reports under Coordination Activities.

Other Points to be complied with

➢ Prior information about exact dates of programmes to be conducted and invitation be given to Hon’ble Members of Parliament who are the Members of Parliamentary Standing Committee on HRD, Local Public Representatives (Hon’ble Ministers, MPs, MLAs, MLCs) and other key stakeholders.

➢ It has been observed that some of the District Youth Coordinators and State Directors are not submitting their Progress Report in time, even after number of reminders or submit incomplete information. This is a serious issue. As you are aware that NYKS Hqr. at his level has to submit Monthly Progress Report for inclusion in Cabinet Note of the Ministry without fail. Therefore, all the field functionaries at all levels should submit the progress report as per the time frame. Best practices / success stories along with good action photographs should also be sent to Hqr. for reporting to Ministry and other quarters.

➢ Regular monitoring of physical and financial progress of the Core Programmes and Coordination Activities as planned by respective District NYKs should be done by all Deputy Directors and State Directors on priority basis.

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The Planning Review and Follow up Meetings to be held at State level should be fully utilized by State Directors to ascertain the district wise Monthly Progress and Achievements both qualitative & qualitative. Minutes of the meeting and follow-up plans should be intimated to NYKS Hqr.

The State Directors will ensure the compliance of Guidelines and instructions at all levels. They will inspect and verify the records of programmes conducted, point out deviations, under achievements and short comings, put their observations and comments and apprise about the action taken against the defaulters from time to time to the next higher authority and to NYKS Hqr.

With best wishes

Encl : As above

CC :

- PS to Director General, NYKS
- NYKS website

(Dr. M.P. Gupta)