

Ministry of Youth Affairs and Sports
Department of Youth Affairs

The following are the salient programmes and activities performed by the Department of Youth Affairs, Ministry of Youth Affairs and Sports during the month of August, 2020 :-

2. Launching of programmes under Fit India Movement on the occasion of Independence Day: Two major programmes were launched by the Ministry of Youth Affairs and Sports under Fit India Movement on 15th August, 2020 following the directions of Hon'ble Prime Minister.

i) The 1st programme '**Fit-India Youth Clubs**' was launched by Hon'ble MoS(IC), YAS on 15th August, 2020 with the hashtag '**# New India Fit India**'. On the inaugural day, the launch programme was viewed by 21.81 lakh NYKS volunteers, club members, Gangadoots, Covid Volunteers, etc. and 11.40 lakh NSS volunteers (total 33.21 lakh volunteers) covering 96,790 villages and about 450 universities. The Hashtag "**# New India Fit India**" is being publicised through all the social media platforms. In order to reach out to maximum number of youth and citizens, the e-posters are being circulated on WhatsApp Groups, Facebook, Twitter and other Social Media Platforms. Daily Webinars are conducted for monitoring wherein Secretary (YA), Joint Secretary (YA), Director General, NYKS and Director, NSS and State-wise field functionaries participate. A total number of 8 webinars have been conducted so far. As a part of strategy for maximum outreach, every Youth Volunteer who attended webinars will motivate and monitor a minimum of 5 families in her/his village to undertake Physical Fitness activities at home. Further, each member from the Youth Clubs will further mobilize youth from adopted 5 families by him/her to motivate another 05 persons to undertake Fitness activities. It has been advised that safety precautions during covid 19 are taken at all times.

ii) The second programme launched on 15th August was '**Fit-India Freedom Run**' with hashtag '**#Run4Freedom**'. About 5.08 lakh NYKS volunteers, youth club members, COVID volunteers, Gangadoots, etc. and about 2.14 lakh NSS volunteers (total 7.22 lakh volunteers) participated in Freedom Run organised at various places on 15th August, 2020 across the country. As on 1st September, 2020, 38.18 lakh NYKS volunteers, youth club members, COVID volunteers, Gangadoots, etc. and about 12.01 lakh NSS volunteers (total 50.19 lakh volunteers) have participated in Freedom Run activities being organised across the country. Freedom Run Digital campaign cumulative digital reach is 24.15 crore on Twitter, Facebook, Instagram, You Tube & OTT platforms. It is apparent that both the hashtags are very popular on social media and have reached every corner of the country.

3. Tenzing Norgay National Adventure Awards (TNNAA), 2019: The Awards are given every year to recognize the achievements of persons in the fields of adventure to encourage young people to develop the spirit of endurance, risk-taking & cooperative teamwork. The award is given in four categories namely Land Adventure, Water Adventure, Air Adventure and Life Time Achievement.

Tenzing Norgay National Adventure Awards (TNNAA), 2019 were presented on 29th August, 2020 by the Hon'ble President of India at a specially organised online Award function. The list of awardees is as under:

S. No.	Name	Category
1.	Ms. Anita Devi	Land Adventure
2.	Col. Sarfraz Singh	Land Adventure
3.	Sh. Taka Tamut	Land Adventure
4.	Sh. Keval Hiren Kakka	Land Adventure
5.	Sh. Gajanand Yadava	Air Adventure
6.	Sh. Satendra Singh	Water Adventure
7.	Late Sh. Magan Bissa	Life Time Achievement

4. Atmanirbhar Bharat Abhiyaan: District Nehru Yuva Kendras across the country are publicising Atmanirbhar Bharat Abhiyan- economic package for the country to become 'self-reliant'. For this purpose, National Youth Volunteers, members of Youth Clubs, COVID volunteers and other stakeholders have been holding Publicity Campaigns which are being carried out through WhatsApp group, sharing of PDFs, awareness of vocal for local, E-posters, videos, other social media platforms, etc. Under the publicity campaign, a total of 66,299 villages have been covered and around 11.33 lakh villagers were made aware so far about the schemes and programmes included in the package.

5. Involvement of Youth in Namami Gange Programme: Under the "Involvement of Youth in Namami Gange Programme" various activities were undertaken by District Project Officer, Ganga Doots and Spearhead Team Members of NYKs in Uttarakhand, Uttar Pradesh, West Bengal and Bihar. About 1,00,712 saplings were planted, 308 Awareness programme activities, 260 cleanliness drives, 115 activities under no plastic campaign, 886 Awareness activities through Social Media on Rain Water Harvesting were conducted during the month.

6. COVID-19 Prevention, Management and Relief Activities: The Department of Youth Affairs has been responding comprehensively to the current Covid-19 pandemic situation through its organisations i.e. Nerhu Yuva Kendra Sangathan (NYKS) and National Service Scheme (NSS) which have outreach all over the country. During the month, a total of 1,89,594 COVID-19 Prevention, Management and Relief Activities were carried out across the country with the total participation of around 41.42 lakh NYKS volunteers and youth.

NYKS and NSS have been participating in a behaviour change campaign बदलकर अपना व्यवहार, करें कोरोना पर वार initiated by Department of Drinking Water and Sanitation (DoDWS). NYKS and NSS volunteers, under the campaign, have been engaged in conducting activities through social media platforms, virtual methods, wall writings, posters pasting, display of banners, distribution of pamphlets, etc. to aware the people of precautions to be taken to handle the Covid-19 pandemic and to disseminate the objective of the campaign. NYKS and NSS have also been participating in National Campaign to counter social stigma and discrimination associated with fear and other deep rooted behavioral barriers against the COVID-19 infected people and their caregivers.

7. Observance of inauguration of Rashtriya Swachhta Kendra and launching of Gandagi Mukh Bharat Abhiyan: On 8th August, 2020, Hon'ble Prime Minister announced a week long Campaign named "Gandagi Mukh Bharat Abhiyan" for 'Swachhta' in the run-up to Independence Day. Pursuant to the direction, NYKS and NSS volunteers observed the launching of Rashtriya Swachhta Kendra (RSK) and organized Week Long Activities under Gandagi Mukh Bharat Abhiyan from 8th August 2020 to 15th August, 2020. As a part of launching of Rashtriya Swachhta Kendra and Gandagi Mukh Bharat Abhiyan, 22,06,784 people witnessed the launching of Rashtriya Swachhta Kendra (RSK). 52,240 activities were organized under collection and segregation of single use plastic with the participation of 14,91,753 Youth. 48,740 activities on Shramdaan/ Cleaning of Public building were undertaken with the participation of 13,19,310 youth. 39,299 Wall Painting on SBM Messages were written in villages with the participation of 7,98,872 youth. 51,089 activities of Shramdaan and Plantation were taken with the participation of 11,23,210 youth. 35,907 Online Painting Competition on Gandagi Mukh Bharat were organized with the participation of 7,11,595 youth. 48,742 Cleanliness and sensitization drives with the participation of 9,39,388 youth and 24762 activities on Construction/Repair of Toilets with the participation of 9,22,863 youth were undertaken in villages throughout the country.

8. Nehru Yuva Kendra Sangathan (NYKS): Besides above activities, NYKS is organising a two month long campaign namely Fit India Bi-cycle Hexathon in Karnataka covering 60,000 kms of Bi-cycle Hexathon in all villages of Karnataka with the help of 6,000 youth clubs. The participant cyclists are educating people about the importance of Tree Plantation, Gandagi Mukh activities, Plogging, etc. Disaster Response Teams (DRT) of NYKS youth volunteers have been assisting local administration in activities related to COVID-19 and relief activities in flood affected areas. During the month, DRTs carried out relief activities in Bhagalput district of Bihar. A wall against high tidal waves at beach was also built by volunteers in Ernakulum district of Kerala. NYKS and Investor Education, Awareness and Protection Fund Authority (IEPFA) have signed an MoU to undertake Pilot Project "Youth Participation in Investor Education, Awareness & Protection". 50 Districts covering 250 Blocks and 2500 Villages from 08 Northern States have been selected under this project. During the month, three Regional Level Orientation Programme on Investor Awareness for Youth Volunteers from Uttar Pradesh, Uttrakhand; Jammu & Kashmir, Ladakh, Himachal Pradesh, Punjab, Chandigarh; Delhi, Haryana and Rajasthan were held. About 400 NYKS Officers, NYVs and Youth Leaders participated in these workshops.

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