

F.No. J-12013/4/2020-CDN
Government of India
Ministry of Youth Affairs and Sports
Department of Youth Affairs
(Coordination Section)

Shastri Bhawan, Dr. R.P. Road,
New Delhi, dated the 10th November, 2020
12th

OFFICE MEMORANDUM

Subject: Monthly Summary of activities conducted by the Department of Youth Affairs for the month of October, 2020.

The undersigned is directed to circulate herewith a copy of the unclassified portion of monthly summary of the activities of Department of Youth Affairs for the month of October, 2020 for information.

Rajiv Singh
12/11/2020
(Rajiv Kumar Singh)

Encl.: As above.

Under Secretary to the Government of India
Tel.: 011-23387616
E-mail: rajivk.singh@nic.in

All members of the council of Ministers.

Copy with enclosure to:

1. Member, NITI Aayog, NITI Bhawan, New Delhi.
2. The Chairman, Union Public Service Commission, Dholpur House, New Delhi.
3. The Secretary to the President (*Rashtrapati ke sachiv*), Rashtrapati Bhawan, New Delhi.
4. The Secretary to the Vice-President (*Up-Rashtrapati ke Sachiv*), Maulana Azad Road, New Delhi.

Copy also to:

1. Addl. Secretary & Financial Adviser (Youth Affairs and Sports)
2. Sr. Technical Director, NIC (MoYAS) – with the request to upload the monthly summary on the Ministry's website.

M/F

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 October, 2020 :-

2. Monthly Meeting of National Coordination Committee of Youth Organisations (NCCYO): A National Coordination Committee of Youth Organisations (NCCYO) has been constituted under chairpersonship of Secretary (YA) for better coordination and synergy among the programmes of all Youth Organisations. The member organisations of the Committee are Nehru Yuva Kendra Sangathan (NYKS), National Service Scheme (NSS), National Cadet Corps (NCC), Indian Red Cross Society (IRCS), Bharat Scouts & Guides (BSG), Hindustan Scouts & Guides (HSG), Eco-Clubs (MoEF&CC). The Committee has also invited Chairman CBSE, Commissioner KVS & DG, SAI for greater communication and reach among young adults.

It has been decided that the Committee will hold its meetings on first Monday of every month to take stock of the ongoing youth programmes and youth activities in the country and to decide on course of action for the month on one specific campaign. The meeting (video conference) for the month of October, 2020 was held on 5th October, 2020 and it was decided that during this month all the youth organisations would carry out swachhta activities under Swachhta Bharat Abhiyan. 11,725 villages in 623 Districts of all States/UTs have been covered under this Abhiyan. 26.21 lakh youth volunteers were involved in offline and online Swachhta Activities. Youth volunteers also planted 9.73 lakh Medicinal and local species Saplings across the country.

Swachh Bharat Abhiyan – Clean Village – Green Village: During the month, the Department of Youth Affairs through its organisations i.e NYKS and NSS, organised a cleanliness campaign namely Clean Village-Green Village. Under the campaign, various activities such as Cleaning of streets, other common places, Ganga Ghats and Water Sources in Villages; Sapling Plantation; Environment building and education through Wall Paintings, Lectures by experts, painting, Hand washing Day (15th October, 2020); slogan and essay writing competitions, etc. were carried out. A total of 38,245 activities were carried out in 11,725 villages covering all States/UTs. 9.73 Lakh Medicinal and local species Saplings were planted across the country. 726 online awareness and educational activities were also organized. About 26.21 Lakh NYKS Volunteers and 11.30 lakh NSS volunteers participated in offline and online activities.

3. YuWaah: The Department of Youth Affairs acts as an anchor for all youth related and voluntary activities. To deliver these results, UNICEF has come together with its public and private sector partners to establish, YuWaah, Generation Unlimited (GenU) in India. GenU is a global multi-stakeholder platform that aims to prepare young people to transition to productive work and active citizenship. A STATEMENT of INTENT was signed between the Ministry of Youth Affairs and Sports and the United Nations Children's Fund ('UNICEF') on 20.07.2020. The partnership aims to work together closely to enable India's youth, connect them to aspirational work and engage them as active changemakers.

The digital **Career Guidance portals** have been scaled up by UNICEF in collaboration with the state governments to a total of eight states and one union territory, an increase from the earlier six states. Three more states are in the process of being included.

- ✓ Reached 15.1 million students of Class 9 to 12, thus providing 7.6 million girls and 7.5 million boys with access to career counselling;
- ✓ 1.36 million students (52% girls, 48% boys) are active users of these portals;
- ✓ Live sessions on YouTube to provide career counselling support to students and teachers during the COVID-19 pandemic have garnered over 900,000 views;
- ✓ 59,535 teachers/facilitators across nine (9) states have been trained to conduct student awareness workshops on the career portals

4. Jan Andolan – Awareness and Education to Observe Appropriate Behavior Norms to Combat COVID-19: 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, 35.30 Lakh Volunteers took COVID-19 Pledge on 8th October, 2020 and 84.58 lakh Volunteers shared the videos and stencils on COVID-19. Under the Andolan, 1.92 Lakh Villages have been covered through 61,539 Webinars sensitizing 35.36 Lakh Officials, Youth Leaders & Youth Volunteers.

They have also disseminated messages to 1.27 crore people through Social Media Platforms (Whatsapp, Facebook, Twitter, etc.). These messages were sent to 48.73 Lakh persons through Posters, Banners, Wall writing, E-Posters, Slogans, Digital Sign Boards other Medias and to 45.56 Lakh people through Public Announcement systems. Audio Videos, Films and Jingles were shared among 1.11 crore citizen in the country. NYKS recorded 15.94 Lakh Impressions for Hash Tag #Unite2FightCorona and encouraged 2.51 crore Volunteers and Youth for making face masks at home for their family and others. In total, the Department has reached 5.25 crore people under the Andolan.

5. Ek Bharat Shrestha Bharat (EBSB): Ek Bharat Shrestha Bharat is a flagship program of Govt. of India which aims at celebration of unity in diversity of our nation, promotion of spirit of Ek Bharat Shrestha Bharat, appreciating and establishing long term engagement between States. Due to the COVID-19 pandemic, NYKS & NSS organized EBSB through virtual mode (Webinars). During the month, **21 Webinars** were organised covering all 15 Paired States & UTs with participation of **20,276 youth** along with officials of NYKS and NSS.

6. Fit India Plogging Run: Fit India Plogging Run was organised on the occasion of Mahatma Gandhi's Jayanti on 2nd October marking the Final Day of Fit India Freedom Run. This was a unique initiative envisioned by Hon'ble Minister of State (I/C) for Youth Affairs and Sports to spread awareness amongst masses on importance of Fitness. The campaign covers running as well as cleaning of our environment. A total of about **43.77 Lakh Youth** all over India participated in Mass Plogging Run events leading to widespread dissemination of the movement.

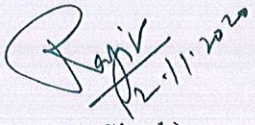
7. **Dissemination of Information on Salient features of NEP 2020:** Youth are major stakeholders in the National Education Policy, 2020 and considering that, Department of Youth Affairs has been assigned a role in dissemination of the information on salient features of National Education Policy (NEP), 2020. To accomplish the above objective, NYKS and NSS have organised 36,838 District & Block level Webinars, shared the videos of Hon'ble Prime Minister among 9.47 lakh youth on social media platforms, popularized hashtags viz. #Education Policy 2020 and #NEP2020 leading to 45 lakh impressions. Apart from this, 13.60 lakh gram panchayat pradhans and members have been sensitized and youth volunteers have helped teachers in delivering learning material to the homes of 86.49 lakh children in 1.76 lakh villages. A total of 3.97 crore citizens have been sensitized so far on salient feature of NEP, 2020.

8. **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 72,896 villages have been covered and around 19.51 lakh citizens were made aware so far about the schemes and programmes included in the package.

9. **Nehru Yuva Kendra Sangathan (NYKS):** Besides above activities, NYKS carried out various activities under Namami Gange Prgrammes. The activities include plantation of saplings, cleanliness drives, no plastic campaign, awareness activities, etc. Under 'Celebration of Constitution Day and subsequent activities', NYKS organised 19,460 activities to spread awareness on importance of Constitution of India, life of Dr. B.R. Ambedkar, Fundamental Rights and Duties, etc. A total of 7.81 lakh youth participated in these activities.

10. **International Cooperation:** During the month, three nominated youth participated in online Youth20 (Y20) Summit from 15th to 17th October, 2020. Hon'ble Minister of State(IC) for Youth Affairs and Sports also attended and addressed the Official Panel Meeting of the Y-20 Summit. Dignitaries from Italy, Singapore and Saudi Arabia also attended the Meeting. The topics of panel discussion included Government's response to COVID-19 pandemic along with support mechanism for youth; maintaining constructive and inclusive dialogues with youth and government's communication with youth in order to support them for empowerment.

9 entrepreneurs also participated in the online International Youth BRICS Business Incubator from 20th October to 2nd November, 2020.


(Rajiv Kumar Singh)
Under Secretary