

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 September, 2020 :-

2. National Service Scheme (NSS) Awards: NSS Awards were instituted to recognise and reward outstanding contributions towards voluntary community service. It is awarded to the Universities/Colleges, (+2) Councils and Senior Secondary, NSS Units/ Programme Officers and NSS Volunteers. For the year 2018-19, NSS Awards were conferred upon 2 Universities, 10 Colleges and programme officers and 30 NSS volunteers on 24th September, 2020 by Hon'ble President of India.

3. Dissemination of information on the salient features of National Education Policy: 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 organised 8,539 District & Block level Webinars, shared the videos of Hon'ble Prime Minister on 1.39 lakh social media platforms, popularized hashtags viz. #Education Policy 2020 and #NEP2020 leading to 27.52 lakh impressions. Apart from this, 2.11 lakh members of youth clubs were engaged in family adoption, 1.24 lakh gram panchayat pradhans and members were sensitized, 4.57 lakh volunteers helped teachers in delivering learning material to the homes of the children in the targeted villages. A total of 69.65 lakh citizens have been sensitized so far on salient feature of NEP, 2020.

4. Fit India Campaign: The Fit India Movement constitutes mainly three components namely Fit India Freedom Run, Fit India Youth Clubs Registration and Implementation of Fit India One Month Action Plan. Under Fit India Freedom Run component, NYKS created awareness and motivated youth club members and young people to run every day engaging 96.87 Lakh youth covering a distance of 2.23 Crore Kilometres by running. 49,635 NYKS Youth Clubs Registered on Fit India Mission Website as Fit India Youth Clubs. During the month, NYKS carried out about 22.77 lakh (fitness @ home & Fitness with Family) indoor activities viz. yoga, stretch, skipping, dance, aerobics, stair case climbing and other home bound activities in which 1.22 lakh people participated. To motivate people to pursue daily fitness regime, NYKS organised 5.65 lakh outdoor events/activities such as jogging, solo run, walk, plogging, cycling, acrobats, etc. in which about 1.23 lakh people took part.

5. Ek Bharat Shrestha Bharat: Under Ek Bharat Shrestha Bharat programme, NYKS organised 9 webinars among 18 paired states with 6155 participants and NSS organised 12 webinars among 24 paired states with 20,054 volunteers from 813 colleges. The key topics covered during the webinars includes history, people, cuisine, art and artefacts, culture, glimpse of modernization, flora and fauna and places of historical importance and tourist interest.

6. YuWaah: Under the aegis of Department of Youth Affairs, the YuWaah partnership conducted a number of activities in various parts of the country. In West Bengal, UNICEF, through its technical partner CYC conducted a 'Two days online Training of Trainers' with more than 60 National Service Scheme (NSS) Programme Officers (PO) and volunteers from 57 institutions across 19 districts of West Bengal on 'Samvidhan Live! Be a Jagrik journey' toolkit. In Chhattisgarh a project called Yuva ki boli was launched, which emphasized on sharing young people's voices on COVID-19. More than 1000 NSS and NYKS volunteers were capacitated on WASH and education related issues.

To further shape the partnership and its impact on youth a task force meeting was conducted on September 25th. In the meeting, it was decided to commit to act on key priorities around the capacitation, advancement and incentivization of young people's meaningful engagement in civic action and also the establishment of a youth-led 'State of Youth' index that can track young people's socio-economic advancement at the state level.

7. Preparation of Unnati App: Department of Youth Affairs through its organisations i.e. NYKS and NSS played a pivotal role in creation of Unnati App. NYKS provided data of 2000 volunteers to populate the app. Through volunteers across the country, NYKS helped to understand functional flows better, highlight tech glitches and relay important user feedback to the tech team of Unnati App. They also helped the Unnati App team to complete the beta testing. NSS officials helped to translate the product offerings into 8 different languages (Hindi, Gujarati, Marathi, Bengali, Odia, Telugu, Tamil, Kannada).

8. Celebration of Poshan Maah: Department of Youth Affairs through its organisations i.e. Nehru Yuva Kendra Sangathan (NYKS) and National Service Scheme (NSS) celebrated Poshan Maah in the month of September (under Poshan Abhiyaan, *a flagship programme of Ministry of Women and Child Development*). The volunteers of NSS and NYKS actively participated in sensitizing people on the issues of malnutrition, importance of breast feeding, promotion of kitchen gardens. They also assisted local administration, Anganwadis and ASHA workers for effective observance of Poshan Maah. Also, various activities such as rallies, pad yatra, webinars and short films were organised. In total, about 1.04 lakh activities were organised across the country in which around 51.03 lakh youth and villagers took part.

9. 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 68,434 villages have been covered and around 12.11 lakh villagers were made aware so far about the schemes and programmes included in the package.

10. COVID-19 Prevention, Management and Relief Activities: Department of Youth Affairs has been responding actively to the Covid-19 pandemic situation through its organisations i.e Nehru Yuva Kendra Sangathan (NYKS) and National Service Scheme (NSS). During the month, a total of 1.92 lakh COVID-19 Prevention, Management and Relief Activities were carried out across the country with the total participation of around 42.12 lakh NYKS and NSS volunteers and youth.

11. Nehru Yuva Kendra Sangathan (NYKS): Besides above activities, NYKS observed birth anniversary of Pt. Deendayal Upadhyaya on 25th September, 2020 by organising different types of activities such as essay writing, lectures by subject experts, seminars, cleanliness drive, etc. On the occasion, blood donation camps were also organised in which 1678 youth donated blood. NYKS volunteers have also planted 60.85 lakh saplings in the month. Under ‘Celebration of Constitution Day and subsequent activities’, NYKS organised 16,483 activities to spread awareness on importance of Constitution of India, life of Dr. B.R. Ambedkar, Fundamental Rights and Duties, etc. A total of 6.91 lakh youth participated in these activities.

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