



## Dr. SHYAMA PRASAD MUKHERJEE UNIVERSITY

(Following Upgradation of Ranchi College, Ranchi, under RUSA Programme, Component-I)  
Ranchi, Jharkhand.

OFFICE OF THE  
DSW

Memo No. : DSPMU/DSW/.141../22

Date: 05/09/2022

### सूचना

रांची जिला कार्यालय, नेहरू युवा केन्द्र संगठन के Letter No. - JH14/2022-23/69 Date - 01.09.2022 के अनुसार वैसे प्रतिभाशाली विद्यार्थी जो इनमें भाग लेना चाहते हैं युवा उत्सव की गाइड लाइन के अनुसार संलग्न फॉर्म में अपना आवेदन छात्र कल्याण संकायाध्यक्ष कार्यालय को दिनांक 10.09.2022 तक जमा कर दें। सभी प्राप्त आवेदन आगे की कार्यवाही के लिए नेहरू युवा केन्द्र संगठन कार्यालय को भेज दिया जाएगा।

अनिल कुमार  
5.9.22

(अनिल कुमार)

छात्र कल्याण संकायाध्यक्ष

डॉ० श्यामा प्रसाद मुखर्जी विश्वविद्यालय,  
रांची।



Nehru Yuva Kendra Sangathan  
नेहरू युवा केंद्र संगठन  
World's Largest Youth Network

# नेहरू युवा केंद्र संगठन

## Nehru Yuva Kendra Sangathan



जिला कार्यालय, रांची  
स्वायत्तशासी संस्था  
युवा कार्यक्रम एवं खेल मंत्रालय  
भारत सरकार

Dist. Office, Ranchi  
An Autonomous Body of the  
Ministry of Youth Affairs & Sports  
Government of India

Letter no – JH14/2022-23/69

Date – 01.09.2022

सेवा में,

कुलपति महोदय,

डॉ. श्यामा प्रसाद मुखर्जी विश्वविद्यालय रांची

झारखण्ड

विषय – आज़ादी के अमृत महोत्सव की श्रृंखला में युवा उत्सव एवं प्रतिभाशाली युवाओंको नेहरू युवा केंद्र संगठन के वालंटियर्स में रजिस्टर करने के सम्बन्ध में।

महोदय,

विषयान्तर्गत नेहरू युवा केंद्र संगठन युवा कार्यक्रम एवं खेल मंत्रालय भारत सरकार द्वारा नेहरू युवा केंद्र संगठनों से हटकर देश भर में विभिन्न संस्थानों के नौजवानों प्रतिभाशाली युवाओं को स्वैच्छिक रूप से व्यक्तिगत स्वयं सेवकों के विभिन्न विधाओं के लिए कार्यकर्ता एनरोलमेंट किया जा रहा है, जिसकी गाइड लाइन संलग्नक का अवलोकन हो, साथ ही में स्वैच्छिक कार्यकर्ताओं के लिए मेगा युवा उत्सव भी 17 सितम्बर 2022 को प्रभावित है, जिला स्तरीय प्रति. के पूर्व 10 सितम्बर 2022 तक महाविद्यालय/संस्था स्तर स्क्रीनिंग के पश्चात कार्यालय नेहरू युवा केंद्र में एंट्री जमा की जानी है। जिसमें प्रमुख रूप से (i) यंग राइटर प्रतियोगिता (ii) यंग आर्टिस्ट प्रतियोगिता (iii) फोटोग्राफी कांटेस्ट वर्कशॉप (iv) भाषण प्रतियोगिता (v) जिला उत्सव सांस्कृतिक उत्सव (vi) युवा सम्मलेन की गतिविधियां जिला स्तरीय होगी, जिसका चयन समिति के माध्यम से राज्य स्तरीय, फिर राष्ट्रीय स्तर के लिए चयनित किया जायेगा, महोदय मेगा उत्सव रांची के आयोजन में आपके मार्गदर्शन एवं सहयोग की अपेक्षा है।

अतः अनुरोध है कि आपके विश्वविद्यालय के अधीन महाविद्यालयों से यंग राइटर प्रतियोगिता, यंग आर्टिस्ट प्रतियोगिता, फोटोग्राफी कांटेस्ट वर्कशॉप एवं सांस्कृतिक लोकनृत्य सभी विधाओं में चयनित युवाओं कि जिला स्तरीय प्रतियोगिता में भाग लेने हेतु स्क्रीनिंग कर जिला स्तरीय प्रतियोगिता में सम्मिलित होने के लिए आवश्यक दिशा निर्देश एवं मार्गदर्शन करने की कृपा करे।

संलग्नक:- (i) युवा उत्सव की गाइड लाइन

(ii) सघन स्वयं सेवक नामंकन कार्यक्रम

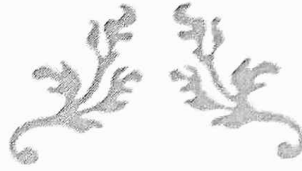
उपनिदेशक (ओ.एस.डी.)  
महोदय, रांची  
Deputy Director (O.S.D.)  
उपनिदेशक युवा केंद्र, रांची  
Nehru Yuva Kendra, Ranchi

कार्यालय:- श्री जानकी निवास, 6/D2 शिव भवन लेन, विपरीत रामकृष्ण मिशन, टैगोर हिल रोड, मोराबादी, रांची-834008  
Office:- Shri Janki Niwas, 6/D2, Shiv Bhawan Lane, Oppo. Ramkrishan Mission, Tagore Hill Road, Morabadi, Ranchi-834008

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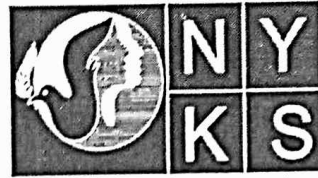
Phone No:- 0651-2961765

मुख्यालय:- 4 जीवनदीप भवन, भूतल, संसद मार्ग, नई दिल्ली, 110001, फ़ोन न:- 91-11-23442801 ([www.nyks.nic.in](http://www.nyks.nic.in))



# DISTRICT LEVEL YUVA UTSAV

NEHRU YUVA KENDRA SANGATHAN



Nehru Yuva Kendra Sangathan  
नेहरू युवा केन्द्र संगठन  
साथ साथ  
कल की ओर...



September 1, 2022

MINISTRY OF YOUTH AFFAIRS AND SPORTS, GOVERNMENT OF INDIA  
4, JEEVAN DEEP BUILDING, GROUND FLOOR, PARLIAMENT STREET, NEW DELHI- 110001

## BACKGROUND

"The Azadi ka Amrit Mahotsav means elixir of energy of independence; elixir of inspirations of the warriors of freedom struggle; elixir of new ideas and pledges; and elixir of Aatma Nirbharta. Therefore, this Mahotsav is a festival of awakening of the nation; festival of fulfilling the dream of good governance; and the festival of global peace and development."

**Narendra Modi,  
Prime Minister of India**

Azadi Ka Amrit Mahotsav is an initiative of the Government of India to celebrate and commemorate 75 years of independence and the glorious history of its people, culture and achievements. The official journey of Azadi ka Amrit Mahotsav commenced on 12th March 2021 which started a 75-week countdown to our 75th anniversary of independence and will culminate on 15th August 2023.

In the year 2022-23, NYKS has themed its core programs under the banner of Azadi Ka Amrit Mahotsav. NYKS plans to conduct a Mega Program with expanded macro-outreach by integrating 6 youth centric programs of NYKS Annual Action Plan under the umbrella Program- **- Yuva Utsav.**

This initiative aims to rekindle the spirit of patriotism and values of India's Freedom Struggle by engaging the youth in various events progressing from District level to State and National levels.

Young Artists, Writers, Photographers, Orators, practitioners of Traditional art forms and Active Club members shall lead this movement from the grass-root level to the national level, bringing the rich heritage, culture and values of our nation to the central stage of public discourse.

**"Yuva Shakti se Jan Bhagidari"** will be the driving force for this grand celebration of 75<sup>th</sup> Anniversary of India's Independence.

## OBJECTIVES

- To celebrate the Azadi Ka Amrit Mahotsav in the spirit of Yuva Shakti.
- To spread the ideals and values of India's Freedom Struggle during the 75<sup>th</sup> Anniversary of India's Independence.
- To generate appreciation about the diverse spiritual and cultural heritage among the masses.
- To form a fraternity of young Artists, Writers, Photographers and Orators of the country under the mentorship of experts.
- To showcase Youth Power- Yuva Shakti at District, State and National platforms through Conventions and Voice of Change Youth Club presentations.



## **COMPONENTS OF YUVA UTSAV**

To ensure that a wide spectrum of talented youth is engaged in this Yuva Utsav, 6 program components to include talents like –Painting, Poetry, Oration, Photography, Folk/Traditional arts and forum for Youth Club members are made part of this program.

For the successful organization of the Yuva Utsav, an Organization Committee shall be formed for the district, state and national levels. The committee shall discuss the conduct of the programs and chalk out a plan to ensure that meticulous preparations are made for the Yuva Utsav. Besides, various sub-committees may be formed for each component so that each sub-program is organized in befitting manner. The Organization Committee shall ensure the quality of panel of 3 judges selected for each of the events.

The participants shall be drawn from the diverse backgrounds so that the diversity of the district/state is captured adequately. The national level Utsav shall ensure that the State Cultural events and youth participants selected be the best possible representation of the inclusive heritage and culture of the country.

The Yuva Utsav is planned to be organized at District, State and National Levels with a uniform format to ensure progression from district to state and state to national levels under each component. The 6 components are as listed below:

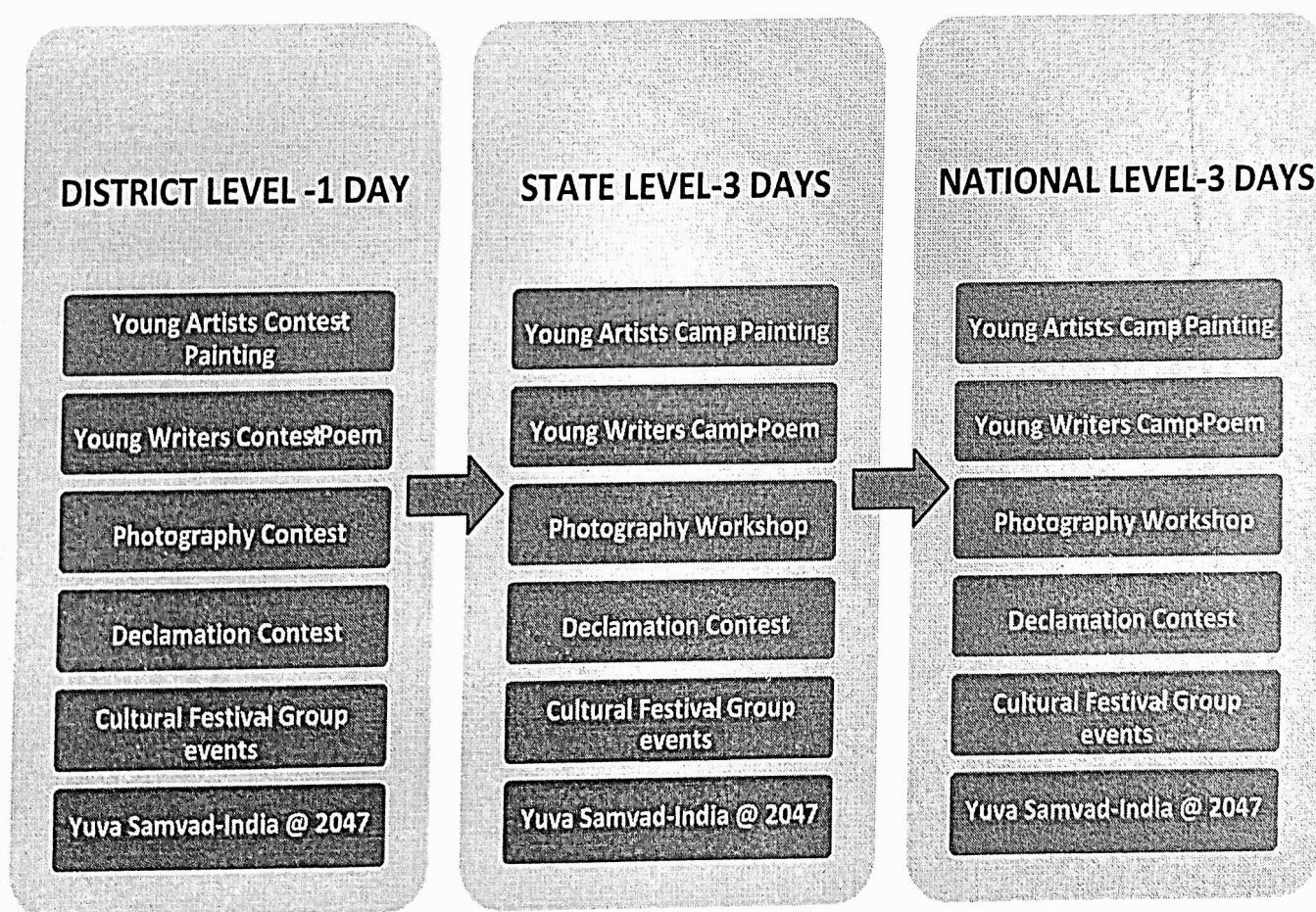
- 1. Young Artists Camp- Painting**
- 2. Young Writers Camp -Poem**
- 3. Photography Workshop**
- 4. Declamation Contest**
- 5. Cultural Festival- Group events**
- 6. Youth Convention**

## **GENERAL GUIDELINES**

- The selection of the venue at all levels should be in such a way so that the general public be able to enter and engage in the various activities as audience.
- The schedule of the Utsav shall be in such a way that there is continuous activity for prolonged duration across the country for an extended period of time.
- VIPs, Celebrities and other locally influential persons to be involved at each stage so that mass awareness and participation take place at all levels.
- Press Releases, pre and post Press Meet etc. shall be organized to ensure extensive Media publicity through TV Channels, Newspapers and Radio.
- Continuous social media activity through Live streaming of events, photo posts, Online polls etc. for engagement of youth online to be ensured.
- Involvement of People's Representatives- Hon'ble Ministers (Central/State), MPs/MLAs and District Panchayat President, Mayor etc. in the Organisation Committee should be ensured so that public ownership through broad-based stakeholders' participation be achieved. Costume should be elegant and presentable

- Across all 6 components, no content shall include objectionable language, nor should it hurt any religious sentiments or create any unrest. DDs/DYO's shall screen the content for the same to ensure the above. In case of impromptu events like painting, poem, declamation and photography such content would lead to immediate disqualification.
- Local COVID 19 guidelines to be strictly followed - Mask, sanitize your hand before and after the performance, keep your instruments sanitized, maintain social distance while interacting and performing
- Participants should take care of their own belongings and should not leave it unattended at any time.
- Paintings/Poems should be unique and should not be a copy of any existing painting/poems and should be free from any plagiarism and copyright.

## OVERVIEW OF YUVA UTSAV



### COLLABORATIVE AGENCIES

State Governments, District Administration, Dept. of Culture/art/language, Sangeet Natak academies, Municipal Corporation and PRIs, NSS, NCC, State Youth Welfare Boards, Fine Arts Colleges, Photography Clubs, Retired Civil Servants, Writer's guilds, Poet's societies, Mentor Youth clubs etc.

## YUVA UTSAV- DISTRICT LEVEL

The district level Yuva Utsav shall be planned in such a way so as to make it a celebration of Yuva Shakti during the 75<sup>th</sup> Anniversary of India's Independence. For the successful organization of the event, the DYO of the concerned district NYK shall form a **Yuva Utsav Organization Committee** of suitable composition. A **3-member Sub Committee** to be formed for each of the 6 components of Yuva Utsav for screening, planning and coordination.

The 6 events shall take place in a total **4 adjacent venues/stages**- 3 venues for Artists, Poetry and Photography Contest and 1 venue where Declamation, District Youth Convention and Cultural fest will take place sequentially from forenoon, afternoon and evening sessions.

**Duration** : 01 Day

**Budget Provision** : Rs. 1,69,750/- per District

### District Level Yuva Utsav- Overview and Budget

Programme Name	Participation	Honorarium to Resource Person		Prizes/Allowances		Organisation Expenses	Food (Rs. 150 per Participants*300 participants)	Total Budget
		No. of Judges	Amount (Rs.)	Winner	Amount (Rs.)			
Young Writer's Contest	30	2	2000	1st - 1000, 2nd - 750 3rd- 500	2250	82250	45000	169750
Young Artist's Contest	30	2	2000		2250			
Photography Contest & Workshop	30	2	2000		2250			
Declamation Contest	10	3	1500	1st - 5000, 2nd - 2000 3rd- 1000	8000			
District Cultural Fest (Group Events)	100	3	1500	1st - 5000, 2nd - 2500 3rd- 1250	8750			
District Youth Convention- Yuva Samvad- India @ 2047	100	4	4000	1500*4 shortlisted participants	6000			
<b>Total</b>	<b>300</b>	<b>16</b>	<b>13000</b>		<b>29500</b>	<b>82250</b>	<b>45000</b>	<b>169750</b>

### Components

- i. Young Artists Contest- Painting
- ii. Young Writers Contest -Poem
- iii. Photography Workshop & Contest

- iv.        **Declamation Contest**
- v.         **District Youth Convention-Yuva Samvaad**
- vi.        **District Cultural Fest- Group Events**

**Target Group and Eligibility:**

- For Declamation Contest, only those Youth are eligible who were **not the winners** in Declamation Contest on Patriotism and Nation Building organized by district NYK during the year 2015-16, 2016-17, 2017-18, 2018- 19, 2019-20 and 2021-22.
- Youth in the Age group of **15-29 years for all the events.**

**Registration:**

- Registration to be done as per the common registration form at Annexure-1
- One Youth to participate in only one Contest (Component i to iv)



# YOUNG ARTISTS CONTEST- PAINTING

*"Painting is the silence of thought and the music of sight."*

— Orhan Pamuk, *My Name Is Red*

The art of painting predates civilization and language. It is the earliest form of expression of human species. Painting as an artform has grown and taken roots in the various civilizations around the world. In India we have diverse painting traditions (Madhubani, Pattachitra, Kalamkari etc.) and a flourishing generation of artists talented in modern art- employing acrylic painting, oil pastels, murals and other media. These diverse traditions need to be propagated and preserved as part of our cultural heritage. Artistic expression and learning are an intrinsic component of overall development of an individual. In this backdrop, the youth talented in painting may be given a platform to express their talents, connect with fellow artists and learn from the maestros.

**Objectives:** To Promote local talents in painting and sculpture.

To network the young artists of the district under NYKS platform.

To provide a platform for the young artists to learn from the maestros.

To preserve rich local painting traditions like Mural, Madhubani, Pahadi etc.

**No. of Participants:** 30 per programme

## Implementation Strategy

- The DD/DYO may consult with experts/judges and **decide on the type of painting competition** to be held in the district- Traditional painting, water-color, acrylic, oil painting, pastels, charcoal, etc.
- **Wide publicity to the contest** may be ensured through social media posts, letters to institutions and applications may be invited specifying the mode of competition fixed for the district level competition.
- **Screening of applicants:** The registered applicants will be asked to submit the portfolio of their work which would then be screened for final selection of 30 participants at District level. **The decision of the sub-committee on young artist contest will be binding and final in the screening process.**
- Representation from all Blocks of the District should be ensured as far as possible.
- **Judges & Evaluation:** 03 Judges having the field expertise (Professors/ Artists/ etc.) would judge the participants on the criteria agreed upon by the panel. An indicative marking scheme is as follows:
  - Adherence to theme- 25 Marks
  - Colour Scheme- 25 Marks
  - Creativity and Uniqueness- 25 Marks
  - Quality of artistic composition (including neatness) and overall design- 25 Marks

- **Themes:** The Judges may fix a theme for the competition in line with the suggested themes below:
  - Portrait Art- Freedom Fighters including Unsung Heroes of Freedom Struggle
  - Cultural Heritage of India, Unity in Diversity
  - Local Painting traditions of the district such as Madhubani, Kishangarh, Pattachitra, Pithora, Kalamkari, Kalighat pat, Warli, Thangka, etc.
- Finalized Theme may be given to the artists only at the time of competition, the participants would be required to draw and submit their work within the given time.
- The Judges shall brief the participants on the marking scheme and expectation from them.
- Efforts shall be made to arrange an exhibition of the paintings by the participants at the Yuva Samvaad venue in the afternoon.
- The District NYK to give wide publicity, inviting participation from the youth of the district.
- 2 Winners at district level shall be awarded a certificate of Merit and may participate in the State level Camp.
- All the participants may be urged to participate in the Yuva Samvaad -India @ 2047 and interact with the Youth Icons present.
- Social Media posts shall be made with the paintings tagging @NYKSIndia in Twitter, Facebook and Instagram. Live Streaming of participant briefing and the competition may be done through official handles.

# YOUNG WRITERS CONTEST-POETRY

**"Poetry is simply the most beautiful, impressive, and widely effective mode of saying things."**

-Matthew Arnold

## Background:

Poetry, the highest form of literature, influences us because it shows different shades of human beings. Poetry is one of the most ancient arts and the product of human imagination, it can tap the emotions of humans and has the power to change the world.

During Freedom Struggle too, poets like Harivansh Rai Bachchan, Makhanlal Chaturvedi, Shyamlal Gupta, Ram Prasad Bismil, Rabindra Nath Tagore and many others whose words inspired the young guns of India to revolt and fight for "Swaraj".

## Objective:

- To provide a platform for young writers to showcase their talent.
- To provide an intellectual environment to young writers in the district.
- To bring out the creativity of young writers and to encourage them.
- To provide mentorship support to writers through expert insights from the established Writers.

## Implementation Strategy

- **Wide publicity to the poetry contest** may be ensured through social media posts, letters to institutions and applications may be invited specifying the mode of competition fixed for the district level competition.
- **Screening of applicants:** The registered applicants will be asked to submit the portfolio of their work which would then be screened for final selection of 30 participants at District level.
- Representation from all Blocks of the District should be ensured as far as possible. **The decision of the sub-committee on young writers contest will be binding and final in the screening process.**
- **District level event:** On the given theme, the participants would be required to write and submit their work within the given time. The winners may be asked to recite their poem.
- **Themes:** The participants are expected to cover one of the following topics on the day of the competition:
  - Freedom Fighters including Unsung Heroes
  - Freedom Struggle
  - Rich cultural heritage of India
  - Unity in Diversity
  - Youth Involvement in Nation Building
  - India of My Dreams – India @2047

- **Language of Poems:** Official Language of State/Hindi/English
- **Judges and Parameters of Evaluation:** 03 Judges having the field expertise (professors/leading writers/journalists/poets etc.) would judge the participants on the following criteria:
  - Adherence to theme- 25 Marks
  - Creativity and Originality- 25 Marks
  - Coherence of form and structure (harmony of words, presentation)- 25 Marks
  - Clarity of imagery/ facts and language- 25 Marks

#### **Additional Guidelines**

- The District NYK to give wide publicity, inviting participation from the youth of the district.
- The District NYK should create buzz in local media and social media about the event/programme.
- Participants to be shortlisted based on previous work in case of surplus application.
- A recital of winner's poems may be made at the end of the contest.
- 2 Winners at district level shall be awarded a Certificate of Merit and may participate in the State Level Camp.
- Excerpts from best poems may be published to Social Media handles of District NYKS.



# MOBILE PHOTOGRAPHY CONTEST

**"When words become unclear, I shall focus with photographs. When images become inadequate, I shall be content with silence."**

**—Ansel Adams**

## **Background:**

Photography can be considered as a form of visual art. As a means of visual communication and expression, photography has distinct aesthetic capabilities. With photography we can document something and make it eternal. Photography lets us see something we may never have noticed otherwise. Photography is a way to express your ideas for others to see. Nowadays, one need not have a fancy Camera to capture good shots. Mobile phones are good enough for most photography suited for most people's needs. They are convenient to use, easy to handle and seamlessly integrate with social media.

## **Objective:**

- To help amateur rural smartphone photographers to showcase their talent.
- To provide Youth an opportunity to learn the nuances of photography and help them evolve their skills

## **Implementation Strategy**

- **Wide publicity to the contest** may be ensured through social media posts, letters to Institutions and applications may be invited specifying the details of competition fixed for the district level Yuva Utsav.
- **Screening of applicants:** The registered applicants will be asked to submit the portfolio of their work which would then be screened for final selection of 30 participants at District level.
- Representation from all Blocks of the District should be ensured as far as possible. **The decision of the sub-committee on photography contest will be binding and final in the screening process.**
- **District level event:** A brief session would be conducted during which the judge/ resource person is expected to give information on techniques, tips & tricks angles, manual focus, lighting and other aspects of Mobile Photography. The Youth participants should be informed about various photo editing apps that are available free of cost.
- After the session, the participants would be asked to submit 03 Best photographs on different themes as mentioned above in the next 2 hours.
- **Judges and Parameters of Evaluation:** 03 Judges having the field expertise would judge the participants on the following criteria:
  - Creativity/Editing - 25 Marks
  - Technical expertise (Lighting, Colour Balance, Sharpness, Exposure)- 25 Marks

- Aesthetic Value- 50 Marks

**Themes:** The theme may be fixed on spot and the judges may inform the participants only at the end of the briefing. Some broad themes are suggested as under.

**Food, Portrait, Streets, Landscape, Nature, Animals, Architecture.**

**Additional Guidelines:**

- The District NYK to give wide publicity, inviting participation from the youth of the district.
- Participants to be shortlisted based on previous work in case of surplus application.
- A slide show of participant's submissions may be made live at the venue.
- 2 Winners at district level shall be awarded a certificate of Merit and may participate in the State level Workshop.

# DECLAMATION CONTEST

## Background:

In order to encourage mass youth participation, creation of a Nationwide Patriotic environment and vision for India @ 2047, Nehru Yuva Kendra Sangathan, Department of Youth Affairs has **planned implementation of Nationwide Declamation Contests** as a part of **Yuva Mahotsav** among youth (15-29 yrs.) from all walks of life on the theme **India @ 2047** throughout the country during **2022-2023**.

## Genesis:

The concept has its genesis in the **vision of Hon'ble Prime Minister about engagement of youth in Nation Building and empowerment as leaders in all walks of life during Amrit Kaal.**

It is to rekindle positivity, passion and leadership amongst the youth in India and at the same time give them an opportunity to engage in Nation Building activities, especially for social and financial inclusion at one hand and development of their personality through public speaking and presentation on the other hand.

## Youth led Development paradigm:

Youth has a central role in the concept and implementation of youth-oriented development. But it also becomes relevant that what is the attitude of youth on various social and contemporary issues of development at present and how youth can play their role in the process of development and empowerment in future as well and therefore, there should also be a meaningful discussion on this. It is also necessary that the dissemination of information about the programs and schemes being run by various departments and the thought process of the youth should also be assessed in order to formulate strategies for effective participation of youth in the development process. Therefore, the Declamation Contest would be potent forum to know the view points and perspectives of youth on Contemporary Social and Community Development issues.

## Aim:

The aim of the program is to strengthen the spirit of Nationalism and Patriotic feeling amongst youth and masses for enhanced participation in nation building. In this process, youth are empowered with leadership qualities and communication skills for their overall personality development to enable them lead in all walks of life and contribute towards Nation Building during the period of Amrit Kaal.

## Theme:

The Theme of Declamation Contest 2022-2023 is **India @ 2047**.

## Objectives:

- a. To strengthen the spirit of Nationalism and Patriotic feeling amongst youth and masses for enhanced participation in nation building.
- b. To identify youth with leadership qualities and good communication skills for their further development and empowerment to enable them to take lead in understanding the functions and policies of the Govt. towards Nation Building & popularizing Flagship Schemes of Govt.

## Target Group:

Youth from all walks of life & sections of society in the age group of 15 - 29 years.

### Level of Contests & Prizes:

- **District Level** -1<sup>st</sup>Prize: - Rs. 5,000/-, 2<sup>nd</sup> Prize: - Rs. 2,000/-, 3<sup>rd</sup>Prize: - 1,000/-
- **State Level**- 1<sup>st</sup>Prize: - Rs. 25,000/-, 2<sup>nd</sup>Prize: - 10,000/-, 3<sup>rd</sup>Prize: -5,000/-
- **National Level** – 1<sup>st</sup>Prize: - Rs. 2,00,000/-, 2<sup>nd</sup>Prize: - 1,00,000/- 3<sup>rd</sup>Prize: - 50,000/-
- **Consolation Prizes**- for State Level 1<sup>st</sup> Winners except the 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> National Winners.

### Implementation Strategy

- **Wide publicity to the contest** may be ensured through social media posts, and applications may be invited from Youth Clubs and cultural groups/institutions.
- **Screening of applicants:** The registered participants will be asked to submit video of their speeches which would then be screened for final selection of at least 10 participants at District level. As far as possible all blocks may be represented at the district level. The decision of the sub-committee on declamation will be binding and final in the screening process.
- The speech will be of **7 minutes duration (maximum) in Hindi or English only**. The time limit will be strictly enforced. A 30 seconds warning will be given.
- **Judges & Evaluation:** 03 Judges having the field expertise (Professors/ orators/ etc.) would judge the participants on the criteria as below:

S. No.	Marking Criteria	Marks
1.	<b>Content and Substance</b> <ul style="list-style-type: none"><li>i. Amount of Factual Data Presented</li><li>ii. Historical and authentic references</li><li>iii. Analysis of current situation</li><li>iv. Suggestions/recommendations for improvement</li><li>v. New ideas brought out</li></ul>	30
2.	Communication/Oratory skills	20
3.	Presentation skills	20
4.	Clarity of ideas and thoughts	20
5.	Confidence level	10
	<b>Total</b>	<b>100</b>

### Expected Outcome of Declamation Contest:

- The event would provide opportunity to thousands of youth to exhibit their presentation skills, art of public speaking and engage in positive discussion so as to further ignite Nationalism and vision for India @2047.
- The programme will enhance capacities of NYKS officials and youth volunteers to undertake alternate strategy for rural youth mobilization, development and empowerment
- It will set up a New Model with live demonstrations for youth led advocacy, sharing of suggestion and ideas of youth for inclusive growth and development for nation building.
- It would trigger social, political and economic churning process with youth as catalytic agents for positive change required for sustainable holistic development for all without discrimination.



# DISTRICT YOUTH CONVENTION- "INDIA @ 2047 YUVA SAMVAAD"

## Concept:

The glorious tradition of dialogue and discussion in our country has contributed significantly to not only knowing the state of mind of the people through exchange of views on various social and national issues, but also to find out as to what should be the road map and direction of achieving the goal of social development.

Youth has a central role in the concept and implementation of youth-oriented development. But it also becomes relevant that what is the attitude of youth on various social and contemporary issues of development at present and how youth can play their role in the process of development and empowerment in future as well and therefore, there should also be a meaningful discussion on this. It is also necessary that the dissemination of information about the programs and schemes being run by various departments and the thought process of the youth should also be assessed in order to formulate strategies for effective participation of youth in the development process.

In the light of the above, NYKS has conceptualized **District Youth Convention on India@2047 - Yuva Samvad**.

## Objective:

- To orient the youth, share experiences and deliberate on contemporary issues of social and national importance.
- To sensitize youth by the Public Representatives, Youth Icons and Public Motivators on important national and social issues.
- To encourage and prepare youth to generate awareness and amplify messages on various subjects and issues among people.

## Strategy:

- Each District NYK will select four topics from the given illustrative lists of topics.
- Identification of Public Representatives, Youth Icons and Public Motivators who will share their views and orient the participating youth on the selected four topics of national and social importance.
- Select panel of four exceptional Young Achievers from different Walks of Life-National/ International Sports Persons, Renowned Artists, Writers
- Identification of qualified and experienced moderators for successful conduct of this program.
- Question-answer session subsequent to the address by the Youth Icons/Public Representatives/ Public Motivators.
- A panel comprising of moderator of discussion and one other member as identified by the DYO may shortlist 4 best performers of the Yuva Samvad based on the following criteria:
  - Relevance of Points raised
  - Body language and demeanour

- Overall contributions to the discussions
- Insights and perspectives on the issues raised
- Compilation of findings and recommendations during the Yuva Samvad to be prepared.

**Illustrative list of Topics/Issues for the Yuva Samvad:**

1. Azadi Ka Amrit Utsav - India @ 2047
2. Ek Bharat Shrestha Bharat
3. Financial and Social Inclusion Schemes of Hon'ble Prime Minister - Jan Dhan Yojana, Beti Bachao - Beti Padhao Yojana, Pradhan Mantri Suraksha Yojana, Pradhan Mantri Jeevan Jyoti Bima Yojana and other schemes.
4. Fit India campaign, Youth Wellness and positive lifestyle led by youth
5. Start Up India - Skill India
6. Role of Youth in Disaster Risk Reduction
7. Fit India campaign, Youth Wellness and positive lifestyle led by youth
8. Youth participation and leadership in Jal Jagran Abhiyan
9. Swachh Bharat Abhiyan
10. Skill Development

- Besides the above, the concerned Deputy Directors and District Youth Officers will be at liberty to select any other relevant topics for deliberation during the Yuva Samvad.

<b>Duration of Youth Convention</b>	: 01 Day
<b>Level</b>	: District Level
<b>Number of Participants</b>	: 300
<b>Number of Programs</b>	: One
<b>Coverage</b>	: All 623 Districts

## DISTRICT CULTURAL FESTIVAL- Group events

**"And those who were seen dancing were thought to be insane by those who could not hear the music."**

**- Friedrich Nietzsche**

All the great civilizations of the world have evolved through the expression of culture in their respective artforms. Performance arts- be it dance, music, theatre, martial, ritualistic or other traditional arts, signify the unique identity and heritage of human civilization. The story of our pasts- the values of our evolution and the memories of our forefathers are preserved through these cultural expressions in local communities.

There are thousands of such unique and diverse cultures in India which bolster our identity as a **plural society**. In India, the fabric of unity has always been woven in the threads of diversity. In order to facilitate youth to understand and appreciate this art and cultural aspects of our country and to explore the fraternal links with one another's cultures, provision of Cultural Festival has been made under the Yuva Utsav.

### **Objectives:**

- To promote the traditional artforms and save them for posterity.
- To inculcate appreciation for the cultural diversity among youth.
- To provide a platform for young traditional artists to showcase their talent.

**No. of Participants:** 100 per programme (10 teams)

**Duration of the programme and Level:** 01 Day at District level Yuva Utsav

### **Implementation Strategy**

- The DD/DYO may consult with experts/judges and **decide on the list of programs** to be held in the district- folk, classical dances, traditional instruments, theatre, music etc.
- **Wide publicity to the contest** may be ensured through social media posts, and applications may be invited from Youth Clubs and cultural groups/institutions.
- **Screening of applicants:** The registered teams will be asked to submit video/past achievements of their work which would then be screened for final selection of 10 teams at District level. The selection shall be based on the display of the local art & culture, diversity and quality of performance, traditional costumes etc. **The decision of the sub-committee on cultural festival will be binding and final in the screening process.**
- **Judges & Evaluation:** 03 Judges having the field expertise (Professors/ Artists/experts etc.) would judge the participants on the criteria agreed upon by the panel so as to ensure that the best performances that capture the unique & distinct identity of the district is sent to the state level program.
- The entire program shall be video graphed and live streamed on the social media platforms.

### Collaborative Agencies

- District Administration, Cultural Centres, District Language and Cultural Department, District Public Relation Office, Field Publicity Office, NGOs, Artist Guilds and others.

## DAY LONG SCHEDULE OF DISTRICT LEVEL YUVA UTASV

9AM-10AM	<ul style="list-style-type: none"><li>• Registrations &amp; Inauguration</li><li>• Briefing of participants and guiding to respective venues.</li></ul>
10AM-1PM	<ul style="list-style-type: none"><li>• Declamation contest on main stage.</li><li>• Poetry, Artist, Photography contests at their respective venues.</li></ul>
2.00-4.00 PM	<ul style="list-style-type: none"><li>• Yuva Samvad- Inauguration- Main Stage</li><li>• Session- Motivational Speaker</li><li>• Address by Youth Icons</li><li>• Open Session- Interraction with Panel</li></ul>
4.00-6.00 PM	<ul style="list-style-type: none"><li>• District Cultural Program</li></ul>



17 Sept

## Nehru Yuva Kendra Sangathan Participant Registration Form

(This form is to be circulated digitally i.e Google Forms , JotForms , MS Forms etc)

Fields marked \* are mandatory

### 1. Personal Details

Full Name\* \_\_\_\_\_

Father's/Mother's Name\* \_\_\_\_\_

Date of Birth\* \_\_\_\_\_

Gender (Male/Female/Others) \* \_\_\_\_\_

Educational Qualification\* \_\_\_\_\_ Category (SC/ST/OBC/Minority/General)\* \_\_\_\_\_

ID Card Type\* (Aadhar/Voter ID/ Driving Licence/Passport/Other Govt ID) \_\_\_\_\_

ID Card Number \* \_\_\_\_\_

Space for  
Passport Size  
Photograph of  
the Participant

### 2. Communication Details

Mobile Number\* \_\_\_\_\_

Email ID\* \_\_\_\_\_

Complete Address\* \_\_\_\_\_

State \* \_\_\_\_\_

District \* \_\_\_\_\_

Taluka/Tehsil/Block\* \_\_\_\_\_

PIN Code\* \_\_\_\_\_

### 3. Domicile Declaration

Name of District (Acc. To ID Card) \_\_\_\_\_

Name of State (Acc to ID Card) \_\_\_\_\_

If different from district of residence, duration of current stay in the district- (enclose self attested photocopy of Domicile Certificate) \_\_\_\_\_

### 3. Participating Event\*

1	Young Artists Camp - Painting	<input type="checkbox"/>
2	Young Writers Camp - Poem	<input type="checkbox"/>
3	Photography Workshop	<input type="checkbox"/>
4	Declamation Contest	<input type="checkbox"/>
5	Cultural Festival- Group Events	<input type="checkbox"/>
6	Yuva Samvaad (Youth Convention)	<input type="checkbox"/>

### 4. Past Achievements/Awards/Recognition in respect to Participating Event \*

I hereby declare that the information furnished above is true, complete and correct to the best of my knowledge and belief. I understand that in the event of my information being found false or incorrect at any stage, my participation in the events shall be liable to cancellation without notice or any compensation in lieu thereof

Place:

Date:

Sign of Participant

## INTENSIVE VOLUNTEER ENROLLMENT PROGRAM

### Introduction

Volunteerism is defined as *"the principle of donating time and energy for the benefit of other people in the community as a social responsibility rather than for any financial reward"*. Volunteerism is a fundamental trait that defined humanity and facilitated civilization. It predates the concepts of nations, governments and organisations. In the contemporary world, volunteerism and volunteers play vital role, be it in fighting disasters and pandemics or in rendering humanitarian aid during war, civil strife and fighting for basic human dignity.

In recognition of the significance of the spirit of volunteerism and contribution of volunteers, UN has adopted the International Volunteer Day for Economic and Social Development in 1985.

### Youth and Volunteerism:

Nations and society grow, flourish, exist and sustain in their youth population. Therefore, it is from ages that youth are considered as the major and vibrant human resource of the society and nation. They are also considered as change agents. Youth today is a major resource for not only development of financial prosperity of the nation but also for social change and transformation towards a better tomorrow. In India, the ancient concepts of Swayam Sewa, renunciation and service were revived in the modern times by Swami Vivekananda who established the Sree Ramakrishna Mission in the spirit of Service and Charity. Mahatma Gandhi's leadership brought out volunteerism in the struggle for independence against colonial rule.

The Constitution of India also upholds the spirit of volunteerism by listing service to the nation, protection of the environment etc. under the fundamental duties of the citizen. Post-Independence, since 1972, NYKS has been engaging young volunteers through the platform of village level youth clubs for the last 50 years. In the backdrop of 21<sup>st</sup> century changes and a busier lifestyle of the youth, it is essential to create a platform to engage talented youth willing to volunteer by enrolling them as volunteers to create two-fold benefits:

1. Interaction of youth of diverse backgrounds and talents coming together to serve on a common platform facilitating peer learning and increased exposure for the individual.
2. Individual Volunteer Youth as a resource to match the volunteering opportunities in the district on a flexible basis.

In pursuit of these benefits, besides Youth Clubs, NYKS shall institutionalise Individual Volunteers as part of the NYKS network through this core program.

### Background

NYKS has historically engaged youth- mainly rural youth and youth out of educational system through the instrument of village-based Youth Clubs. This approach simultaneously provided NYKS with a wider reach and also enabled Youth Clubs to develop as autonomous and

independent platforms for youth to network, engage, learn and grow with their peers. The success of NYKS in the last 50 years is attributed largely to this mode of functioning where NYKS has acted as a guide and mentor organisation for Youth Clubs which have established themselves in the villages through their own voluntary spirit.

In the last few decades, the country has witnessed drastic socio-economic changes in the backdrop of the 21<sup>st</sup> century technological revolution. Rapid urbanisation, industrialisation, a busier lifestyle, increased mobility of the youth population for work and education, heightened aspirations and exposure through mass, electronic and social media has influenced the profile of youth in the country to a large extent.

The youth who possess the individual initiative for volunteering and willingness to contribute towards various social and national causes pro bono need to be given the opportunity to pursue this.

As the largest organisation promoting volunteerism in the country, NYKS intends to create an ecosystem for such individuals through this program of IYEP to come forward and be part of NYKS fraternity by enrolling as NYKS volunteers. Those youth who are exceptionally talented in various arts and sports like music, dance, sports, debate may be motivated and urged to join as individual volunteers and thereby provide an opportunity to showcase their talents during NYKS programs and elsewhere.

### **Objectives**

- To enable interested and talented youth to register as volunteers of NYKS from their current locations in their individual capacity.
- To identify talented youth in the district and provide them a platform for showcasing their talent and ability at district, state and national level by engaging in NYKS programs.
- To maintain a dynamic and updated database of volunteers in each district responsive to the needs of the districts as identified by NYKS and district administration.
- To enhance the reach of NYKS to those youth who are not part of Youth Clubs by establishing an individualized relationship with volunteers

### **Eligibility & Terms of Enrolment**

- The age of the volunteer shall be between 15-29, as per National Youth Policy.
- The volunteer can register from their current location in the respective districts as volunteers.
- The volunteer is NOT a member of NYKS affiliated Youth Clubs.
- The volunteer shall agree to abide by the terms specified in the Volunteer Declaration Form.
- The volunteers shall not be involved in any unlawful activities/accused in any criminal cases.
- The volunteer shall specify their skill set and the areas of interests as per the form provided.
- The validity of enrolment is for 3 years after which the same may be extended for 1 year at a time subject to the following conditions:

- The volunteer continues to reside in the district
- The volunteer expresses willingness to stay enrolled for another year.
- He/She has not crossed 29 years of age.

<b>No. of Volunteers to be enrolled</b>	<b>:</b>	<b>Minimum 1000 per District</b>
<b>Budget</b>	<b>:</b>	<b>Rs. 30,000/- per Dist. NYK (min. 15 meetings)</b>
<b>Duration</b>	<b>:</b>	<b>Throughout the year</b>

### **Implementation Strategy**

The program of IVEP aims to bring talented youth- artists, painters, musicians, orators, writers, sportspersons etc. into the fold of NYKS by enrolling them in their individual capacity as volunteers. The district NYKS must ensure that the higher secondary schools, ITIs (15yrs+ youth), sports/cultural organisations and other agencies who conduct various talent competitions in the district as well as colleges and higher educational institutions are visited to ensure that the talented youth from those institutions are identified and meetings be held to enrol them into the fold of NYKS in due course.

At the end of the program the district NYKS shall have a databank of talented youth of the district and also the list of youth willing to serve in their individual capacity as Individual Volunteers.

The engagement of IVEP volunteers in various volunteering opportunities shall parallelly be done by sourcing volunteering demand and facilitating mapping of volunteers to those demands. Also, the talented youth volunteers may also be given an opportunity to showcase their talent in NYKS programs and act as resource persons. Keeping in view this twin objectives of the program, the DDs/DYO may prepare a Work Plan covering the following:

#### **1-Enrolment Plan**

1. IEC on Individual Volunteer Enrolment program- key talking points shall be prepared and NYVs be briefed on what to convey during visits.
2. Schedule visits to various institutions- Colleges, Private institutes, coaching centres, cultural organisations, sports centres, ITIs, leading NGOs, Social & development Organisations, other CSOs etc to sensitise youth on IVEP and NYKS.
3. The visits shall be pre-planned with prior information to the heads of the respective institutions about the purpose of the visits.
4. Focus may be on onboarding talented youth-artists, painters, musicians, photographers, dancers, debaters, orators, actors, folk and traditional artists, sports persons etc as volunteers.
5. Wide publicity to be given through social media also, so that other individuals who wish to be part of NYKS may also be enrolled as volunteers online or by visiting the dist. NYK.
6. Holding small meetings of interested youth (of min 10 youth) at local level and facilitate spot enrolment as NYKS volunteers.
7. Compile and Digitize volunteer data to create a database at district level in excel format.

## Nehru Yuva Kendra Sangathan Individual Volunteer Enrollment Form

(This form is to be circulated digitally i.e via Google Forms, JotForms , MS Forms etc)

### 1. Personal Details

Full Name\* \_\_\_\_\_

Father's/Mother's Name\* \_\_\_\_\_ Date of Birth\* \_\_\_\_\_

Gender (Male/Female/Others) \* \_\_\_\_\_ Educational Qualification\* \_\_\_\_\_

Photo ID Card Type\* (Aadhar/Voter ID/ Driving Licence/Passport/Other Govt ID) \_\_\_\_\_

Photo ID Card Number \* \_\_\_\_\_

### 2. Communication Details

Mobile Number\* \_\_\_\_\_ Email ID\* \_\_\_\_\_

Complete Address\* \_\_\_\_\_

State \* \_\_\_\_\_ District \* \_\_\_\_\_

Taluka/Tehsil/Block\* \_\_\_\_\_ PIN Code\* \_\_\_\_\_

### 3. Permanent Address Details

Mobile Number\* \_\_\_\_\_ Email ID\* \_\_\_\_\_

Complete Address\* \_\_\_\_\_

State \* \_\_\_\_\_ District \* \_\_\_\_\_

Taluka/Tehsil/Block\* \_\_\_\_\_ PIN Code\* \_\_\_\_\_

*Fields marked \* are mandatory*

### 4. Skills and Talents

S. No	Name of Activity	Tick Appropriate Box	Brief Description
1	Music	<input type="checkbox"/> Yes <input type="checkbox"/> No	
2	Dance	<input type="checkbox"/> Yes <input type="checkbox"/> No	
3	Sports	<input type="checkbox"/> Yes <input type="checkbox"/> No	
4	Oratory	<input type="checkbox"/> Yes <input type="checkbox"/> No	
5	Painting	<input type="checkbox"/> Yes <input type="checkbox"/> No	
6	Others	<input type="checkbox"/> Yes <input type="checkbox"/> No	

### 5. Availability\*

*Tick all applicable*

I Am Available

☐ Mornings(Mon-Fri)  
☐ Weekends  
☐ One Time Only

☐ Afternoons(Mon-Fri)  
☐ Once A Week  
☐ Whenever Needed

☐ Evenings(Mon-Fri)  
☐ More Than Once A Week  
☐ Flexible

### Volunteer Assignment Preferences\*

*Tick all applicable*

1	Plantation	<input type="checkbox"/>
2	Blood Donation	<input type="checkbox"/>
3	Swachhta Activities	<input type="checkbox"/>
4	Sapling Plantation	<input type="checkbox"/>
5	Charitable Activities	<input type="checkbox"/>
6	Disaster Management	<input type="checkbox"/>
7	Data Collection for Activities of NYKS	<input type="checkbox"/>
8	Social Media	<input type="checkbox"/>
9	Any Other	<input type="checkbox"/>
<i>Mention the Name of Activity from Annexure 2F</i>		

### 7. Past Volunteer Experience (if any)

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**Sign of Volunteer**

**Date:**

**Place:**



**VOLUNTEER DECLARATION**

I, ....., age..... son/daughter of..... residing at..... (present address) with identity card number ..... (Voter ID/Aadhar/License/other Govt. IDs) do hereby enrol myself as volunteer with NYKS under the Individual Volunteer Enrolment Program and declare the following:

1. I declare that I have never been arrested/prosecuted/kept under detention/fined/convicted by a Court of Law for any offence. Further, no criminal case is pending against me in any Court of Law.
2. The engagement is purely on voluntary basis, for a maximum period of three years. I shall perform such duties as assigned to him/her by the competent authority.
3. I declare that while participating/performing in the duties assigned to me, I shall perform in my capacity as NYKS volunteer and not on my personal, political, religious or other identities.
4. I shall not misuse the volunteering platform for making any personal and professional gains and I shall not expect any monetary benefit from NYKS during my engagement as volunteer.
5. I understand and am fully aware that after the completion of duration of engagement as a volunteer, I will not have any right or claim for employment in the deploying agency/Department.
6. I undertake to abide by the rules and regulation of the deploying agency/Department during the tenure of my engagement as a volunteer.
7. I understand and agree to abide by the terms and conditions of my engagement under the programme.
8. I do hereby declare that the particulars furnished by me in my application are true, complete and correct to the best of my knowledge and belief. In the event of any information being found false or incorrect, I am liable for termination of my engagement as a volunteer without assigning any reason.

Signature

Name:

Date :