



NEHRU YUVA KENDRA – ANANTAPUR

GOVERNMENT OF INDIA

MINISTRY OF YOUTH AFFAIR AND SPORTS

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INTRODUCTION:

The Nehru Yuva Kendras were established in 1972 with the objective of providing the non-student rural youth with the opportunity to grow and achieve national goals. The organization's strategy has been generation of awareness; organization and mobilization of the youth for development work in the villages, with emphasis on Value and Voluntary action.

THE OBJECTIVES:

- To involve the rural youth in nation building activities.
- To develop their values and skills so that they become productive, responsible citizens of a modern india.
- To work towards promoting an environment where all – irrespective of caste, colour, sex or religion- find equal opportunity to serve the nation.
- To pursue self-sufficient in resources.

- To utilize the network of NYKS for the development and promotion of programmes in the priority sector of employment generation, literacy and family welfare.
- To empower women through increased outreach and coverage of education, better health care and diverse income generation activities.

AREAS CONCERNING RURAL YOUTH:

Areas such as unemployment, illiteracy; poor health and sanitation conditions; environment degradation, water illiteracy, migration; health fitness, drug and alcohol abuse; child marriage and dowry, gender inequality and female foeticide, HIV-AIDS; socio-economic, physical and mental exploitation; terrorism, regionalism and communalism; lack of opportunities for entertainment and recreation are directly or indirectly influencing the development of rural youth population.

REGULAR PROGRAMMES OF NEHRU YUVA KENDRA:

➤ **Youth Club Contact & Feedback Programme:**

To prepare a fresh database of Youth Club, To make situation analysis of Youth Clubs and To plan programmes & activities exclusively for active Youth Clubs.

➤ **Meeting of Youth Leaders for Planning and Review:**

To enable the Youth Leaders to plan for various programmes as and when need arises and to facilitate them to formulate strategy in the light of contingencies and review the on going activities for mid course correction.

➤ **Capacity Building of Youth:**

The theme of the programme is Empowered Youth. The objective will be to develop leadership qualities among the youth through training so that they can act as focal point of dissemination of knowledge in their own area of activity and to make them aware about various schemes & programmes of

Government and other Development Departments/Agencies for Youth development.

➤ **Sports Promotion Programme:**

To popularize sports as a way of life among rural youth. To provide them basic sports materials so that some sports activities may be undertaken. To develop sports culture among youth so that they may take up sports activities regularly and not an ad-hoc basis.

➤ **Block and District Level Sports Tournaments:**

To promote physical fitness culture and sports culture among rural youth. To popularize rural sports which require minimum infrastructure, equipments and finance and to promote sports as a way of life by organizing league matches at Block and District Level.

➤ **Block and District Level Folk Cultural Festival.**

To highlight multi dimensional facets and cultural heritage of the district and to promote the participation of youth in various cultural activities. To conserve the rich traditions of folk songs, folk dances and folklores. To provide opportunity to the young people to exhibit their talents and to promote the National Integration, Communal Harmony, Sadbhavana and Peace through cultural programmes.

➤ **District Youth Awards (Individual)**

Under District Youth Award programme, award should be conferred on Youth who has excelled in different fields of youth development activities and social service.

➤ **Celebration of important National and International days/weeks.**

To generate awareness about the importance, objectives, theme and philosophy of the national and international days.

➤ **Celebration of National Youth Day and Week (12th to 19th January, 2011)**

To generate awareness on the importance of the National Youth Day & Week specially philosophy & Teachings of Swami Vivekananda.

➤ **Work Camp:**

The Programme aims at promoting spirit of volunteerism & cooperation and to motivate the Youth for social and civic responsibilities and help in creating community assets and to promote community participation.

➤ **District Youth Convention:**

To orient the youth, share the experiences and deliberate on issues relating to social and national concerns and to prepare the Youth to disseminate the acquired knowledge among people general and youth in particular.

BUDGET FOR THE YEAR 2010-2011

S.No	Name of the Programme	Objectives of the Programme	No. of Prog.	Budget for Each Prog.	Total
1	Meeting of Youth Leaders	To enable the Youth Leaders to plan for various programmes	8	2,000	16,000
2	Capacity Building of Youth for Youth Empowerment	The theme of the programme is Empowered Youth	2	50,000	1,00,000
3	Block Level Sports	To promote physical fitness culture and sports culture among rural youth at Block Level	8	15,000	1,20,000
4	District Level Sports	To promote physical fitness culture and sports culture among rural youth at District	1	40,000	40,000

		Level			
5.	Block Level Cultural Festival	to exhibit their talents and to promote the National Integration, Communal Harmony, Sadbhavana and Peace through cultural programmes.	8	10,000	80,000
6	District Level Cultural Festival	-do-	1	20,000	20,000
7	Dist Youth Awards (Individual)	To conferred on Youth who has excelled in different fields of youth development activities and social service	2	5,000	10,000
8	Celebration of important National / International Days and Weeks	To generate awareness about the importance, objectives, theme and philosophy of the national and international days.	10	4,000	42,000
9	Celebration of National Youth Day & Week	To generate awareness on the importance of the National Youth Day & Week specially philosophy & Teachings of Swami Vivekananda.	8	2,000	16,000
10	Work Camp	promoting spirit of volunteerism & cooperation and to motivate the Youth for social and civic responsibilities and help in creating community assets and to promote community participation	8	20,000	1,60,000
11	District Youth Convention	To orient the youth, share the experiences and deliberate on issues relating to social and national concerns	1	20,000	20,000
12	Total:		64		6,24,000

PROGRAMMES CONDUCTED DURING THE YEAR 2010-2011:

- The Nehru Yuva Kendra, Anantapur has deployed 32 National Youth Corp Volunteers for the year 2010-2011. 2 NYCs were selected from 1 Block. The selected 32 NYCs will get Rs.2,500/- as a Stipend and TA every month from the Nehru Yuva Kendra Sangathan, New Delhi to their individual Bank Accounts through online.
- The National Youth Corp Volunteers were filled database (electron & physical record) of Youth Club which were affiliated to the Nehru Yuva Kendra, Anantapur. So far 1050 Youth Clubs and Mahila Mandals were surveyed by the NYCs and got data base information out of 1123 Youth Clubs and Mahila Mandals in the District.
- 40 % of the Programmes were conducted in the District by involving the active Youth Clubs and Mahila Mandals as on 25.09.2010.