

**GOVERNMENT OF INDIA
MINISTRY OF YOUTH AFFAIRS AND SPORTS**

**LOK SABHA
UNSTARRED QUESTION NO. 2034
TO BE ANSWERED ON 22.09.2020**

AtmaNirbhar Bharat Abhiyan

2034. SHRI MANICKAM TAGORE B.:

DR. AMOL RAMSING KOLHE:

SHRI KULDEEP RAI SHARMA:

SHRIMATI SUPRIYA SULE:

DR. DNV SENTHILKUMAR S.:

Will the Minister of YOUTH AFFAIRS AND SPORTS be pleased to state:

- (a) whether the Government has partnered with UNICEF to strengthen the youth volunteers in the country to achieve AtmaNirbhar Bharat Abhiyan and if so, the details thereof along with the steps taken to mobilize one crore youth to become self-reliant through such measures;**
- (b) whether the Government has any policy/scheme for the character development of the young students in the country and if so, the details thereof;**
- (c) whether the ministry has any plans to devise campaigns targeted towards increasing leadership skills amongst the youth of India; and**
- (d) if so, the details thereof and if not, the reasons therefor?**

ANSWER

**THE MINISTER OF STATE (INDEPENDENT CHARGE)
FOR YOUTH AFFAIRS AND SPORTS
(SHRI KIREN RIJIJU)**

- (a) Ministry of Youth Affairs & Sports and United Nations Children Fund (UNICEF) have signed a "Statement of Intent" on 20.07.2020 to**

establish YuWaah, Generation Unlimited (GenU), a global multi-stakeholder platform in India. As per the Statement of Intent, the objectives of this project are:

- **Support young people by providing entrepreneurship classes (online and offline) with successful entrepreneurs and experts, towards establishing entrepreneurial mindset among young people.**
- **Upskilling of young people on 21st century skills, life skills, digital skills through online and offline channels and support them through self-learning, for their productive lives and the future of work.**
- **Create linkages with aspirational economic opportunities to connect young people with employment opportunities, including building pathways to connect them with jobs or self-employment. For this, innovative solutions and technology platforms will be engaged to take maximize the scale and reach.**
- **Providing career guidance support to young people through career portal as well as through job-readiness and self-exploration sessions to make young people career-ready.**

The role of Department of Youth Affairs in this project is to provide relevant experts to participate on the YuWaah Technical Working Groups/ Task Forces.

To strengthen the Atma Nirbhar Bharat Abhiyan, the Department of Youth Affairs through its organisation i.e Nehru Yuva Kendra Sangathan has undertaken the following steps :

- (i) **District Nehru Yuva Kendras across the country are publicizing Atmanirbhar Bharat Abhiyan - economic package for the country to become 'self-reliant', to revive the Indian economy and deal with COVID-19 crisis.**
- (ii) **Publicity Campaign is carried out through WhatsApp group, sharing of scheme's PDFs, Awareness of vocal for local, e-posters, Videos, Documents, etc. through Social Media. Wall writing is another effective method adopted for Publicity Campaign.**

(iii) NYKS has taken up the work of youth mapping, skilling and handholding as part of Atmanirbhar Bharat. Its objective is to make aware and motivate youth to avail opportunities for their economic and personal wellbeing to live a meaningful life.

(b) Yes, Sir. Ministry of Youth Affairs and Sports undertakes character development of young students in country through its National Service Scheme (NSS) which was introduced in 1969 with the primary objective of developing the personality and character of the student youth through voluntary community service. NSS is being implemented in senior secondary schools, colleges and universities. The design of NSS envisages that each education institute covered under the scheme has at least one NSS unit comprising of 100 student volunteers led by teacher designated as Programme Officer (PO). Each NSS unit adopts a village or slum for taking up its activities. NSS attempts to establish meaningful linkage between 'campus and community'; 'college and village'; and 'knowledge and action'.

(c) & (d) Yes, Sir. With a view to develop leadership qualities among the youth of India, the Ministry of Youth Affairs and Sports has launched 'National Young Leaders Programme (NYLP)' a Central Sector Scheme, in December, 2014 which enables youth to realise their full potential and to contribute to the nation-building process. The scheme aims at motivating the youth to strive for excellence in their respective fields and to bring them to the forefront of the development process. It seeks to harness the immense youth energy for national-building. The Programme beneficiaries are the youth in the age-group of 15-29 years, in line with the definition of 'youth' in the National Youth Policy, 2014. The Programme has following 5 components:

- a) Neighbourhood Youth Parliament**
- b) Youth for Development Programme**
- c) National Young Leaders Awards**
- d) National Youth Advisory Council**
- e) National Youth Development Fund**
