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As we celebrate the 150th birth anniversary of Swami Vivekanandaji, his teachings and eternal belief in the power of youth greatly resonate with the changing times in India.

Truly, the youth are the most important and dynamic segment of the population in any country. Our nation is witnessing a historic demographic shift and India’s ability to find its rightful place in the community of nations depends upon how well we as a nation, can harness the latent power of the young people of our country.

It is my privilege to present to the youth of India the National Youth Policy 2014. The NYP 2014 has been developed after multiple rounds of consultations across the country. The National Youth Policy 2014 expresses both the vision of the country for its youth and also the steps through which the vision is to be realized by the Government of India and the concerned ministries. The NYP 2014 thus will form the bedrock of youth engagement efforts by the Government in the years to come.

I encourage the youth to engage with their elected representatives and work with the government to implement the National Youth Policy 2014 and the policy prescriptions in the 11 identified priority areas. In order to formally initiate this process of youth participation, I have set up at the Ministry of Youth Affairs and Sports, a Youth Council comprising of exceptional young people from across the country which shall be responsible for monitoring the implementation of the National Youth Policy 2014.

I sincerely believe that the NYP 2014 provides a strong action roadmap for a strong and resurgent India which is amongst the apex nations of the world. I therefore call upon the youth of the country to work with us to realize the vision that Swami Vivekanandaji and many others had for India’s youth and the Nation.

JAI HIND!

JITENDRA SINGH
MINISTER OF STATE FOR YOUTH AFFAIRS & SPORTS (I/C)
MINISTER OF STATE FOR DEFENCE
GOVERNMENT OF INDIA
1. India lies on the cusp of a demographic transition, similar to the one that fuelled the spectacular rise in GDP of the East Asian Tigers in the second half of the 20th century. However, in order to capture this demographic dividend, it is essential that the economy has the ability to support the increase in the labour force and the youth have the appropriate education, skills, health awareness and other enablers to productively contribute to the economy.

2. Youth in the age group of 15-29 years comprise 27.5% of the population. At present, about 34% of India’s Gross National Income (GNI) is contributed by the youth, aged 15-29 years. However, there exists a huge potential to increase the contribution of this class of the nation’s citizenry by increasing their labour force participation and their productivity.

3. The Government of India (GoI) currently invests more than Rs 90,000 Crores per annum on youth development programmes or approximately Rs 2,710 per young individual per year, through youth-targeted (higher education, skill development, healthcare etc.) and non-targeted (food subsidies, employment etc.) programmes. In addition, the State Governments and a number of other stakeholders are also working to support youth development and to enable productive youth participation. However, individual organisations in non-Government sector are small and fragmented, and there is little coordination between the various stakeholders working on youth issues.
4. The National Youth Policy, 2014 (NYP-2014) seeks to define the Vision of the Government of India for the Youth of the Country and identify the key areas in which action is required, where not enough is being done, to enable youth development and to provide a framework for action for all stakeholders. It is intended to serve as a guiding document, and should be reviewed in 5 years, so that GoI may re-focus its priorities for youth development, as may be necessary.

5. NYP-2014 provides a holistic Vision for the youth of India which is “to empower the youth of the country to achieve their full potential, and through them enable India to find its rightful place in the community of nations”. In order to achieve this Vision, all stakeholders must work towards meeting 5 key objectives. This requires specific action in one or more of 11 priority areas, identified as important for youth development. The following Exhibit summarises the Vision, the objectives and the priority areas of NYP-2014. It also lists the enablers available to achieve these objectives.

6. The Policy seeks to recommend specific future policy interventions required in each of the 11 priority areas. These are summarised in Exhibit E.2.
1. Create a productive workforce that can make a sustainable contribution to India’s economic development

**OBJECTIVE**
- Education
- Employment and Skill Development
- Entrepreneurship

**FUTURE IMPERATIVES**
- Build system capacity and quality
- Promote skill development and lifelong learning
- Targeted youth outreach and awareness
- Build linkages across systems and stakeholders
- Define role of government vis-a-vis other stakeholders
- Targeted youth outreach programmes
- Scale-up effective programmes to build capacity
- Create customised programmes for youth entrepreneurs
- Implement widespread monitoring & evaluation systems

2. Develop a strong and healthy generation equipped to take on future challenges

**OBJECTIVE**
- Health and Healthy Lifestyle
- Sports

**FUTURE IMPERATIVES**
- Improve service delivery
- Awareness about health, nutrition and preventive care
- Targeted disease control programmes for youth
- Increase access to sports facilities and training
- Promotion of sports culture among youth
- Support and development for talented sports persons

3. Instil social values and promote community service to build national ownership

**OBJECTIVE**
- Promotion of Social Values
- Community Engagement

**FUTURE IMPERATIVES**
- Formalise values education system
- Strengthen engagement programmes for youth
- Support NGOs and for-profit organisations working towards spreading values and harmony
- Leverage existing community development organisations
- Promote social entrepreneurship

4. Facilitate participation and civic engagement at all levels of governance

**OBJECTIVE**
- Participation in politics and governance
- Youth engagement

**FUTURE IMPERATIVES**
- Engage youth outside of the political system
- Create governance mechanisms that youth can leverage
- Promote youth engagement in urban governance
- Measure and monitor effectiveness of youth development schemes
- Create a platform for engagement with youth

5. Support youth at risk and create equitable opportunity for all disadvantaged & marginalised youth

**OBJECTIVE**
- Inclusion
- Social Justice

**FUTURE IMPERATIVES**
- Enablement & capability building for disadvantaged youth
- Ensuring economic opportunities for youth in conflict-affected regions
- Develop a multi-pronged approach to supporting youth with disability
- Create awareness and opportunities to prevent youth being put at risk
- Leveraging youth to eliminate unjust social practices
- Strengthen access to justice at all levels

7. In order to work towards closing the gaps identified in the 11 priority areas of action, it is imperative to have a concerted effort from all stakeholders. A stakeholder map must be drawn up and stakeholder roles and responsibilities should be identified. The government must increase its investment in youth in order to capitalise on the opportunity they present. For this, all government departments must make a determined effort to ensure youth mainstreaming across sectors and policy areas. There are several tools that can be leveraged in order to promote youth development, including social media which enjoys high penetration amongst the youth, and the network of existing youth development organisations.

8. In addition, it is important to monitor and evaluate the success of NYP-2014. A set of leading and lagging indicators have been identified. A baseline assessment must be undertaken across these indicators, annual targets must be set and progress against these targets monitored. The Ministry of Youth Affairs and Sports should publish a Biennial Report on the status of the youth in order to inform the Nation about progress against indicators, highlight key achievements and identify new and unmet challenges. The report shall also serve the purpose of informing the youth of the country about various government initiatives for the development of the youth.

9. All through history, youth have been the harbingers of change – from winning independence for nations, to creating new technologies that upset the status quo, to new forms of art, music and culture. Supporting and promoting the development of India’s youth must be one of the foremost priorities, across all sectors and stakeholders, of this nation.
IMPORTANCE OF YOUTH

Definition of the ‘Youth’

1.1 Youth is a more fluid category than a fixed age-group. ‘Youth’ is often indicated as a person between the age where he/she leaves compulsory education, and the age at which he/she finds his/her first employment. Often, Youth age-group is defined differently by different countries/agencies and by same agency in different contexts. United Nations defines ‘youth’ as persons between 15 and 24 years of age.2

1.2 In the National Youth Policy-2003, ‘youth’ was defined a person of age between 13-35 years, but in the current Policy Document, the youth age-group is defined as 15-29 years with a view to have a more focused approach, as far as various policy interventions are concerned.

1.3 However, it needs to be recognised that all young persons within this age-group are unlikely to be a homogeneous group. Different segments of the Youth would have different needs and concerns, which need to be addressed.

The Demographic Dividend

1.4 INDIA STANDS TO BENEFIT FROM ITS FAVOURABLE DEMOGRAPHIC PROFILE:

Youth in the age group of 15-29 years comprise 27.5% of the population. India is expected to become the 4th largest economy by 2025, contributing about 5.5%-6% to the world GDP, only after the United States, China and Japan. While most of these countries face the risk of an ageing workforce, India is expected to have a very favourable demographic profile, as shown in Exhibit 1.3. The population of India is expected to exceed 1.3 billion by 2020 with a median age of 28 which is considerably less than the expected median ages of China and Japan. The working population of India, is expected to increase to 592 million by 2020, next only to China (776 million), pointing to the fact that youth will make a significant contribution to the economic development of the country. This ‘demographic dividend’ offers a great opportunity to India.

1. Working population includes only economically active population
Sources: National statistical institutes; BCG analysis.

3 DATA AS PER CENSUS 2011. DATA AVAILABLE FOR 5 YEAR COHORTS STARTING AGE GROUP 0 TO 4.
4 12TH FIVE YEAR PLAN VOLUME 1

EXHIBIT E.3 INDIA TO HAVE A VERY FAVOURABLE DEMOGRAPHIC PROFILE
2.1 GOI CURRENTLY INVESTS IN YOUTH THROUGH A WIDE RANGE OF PROGRAMMES:

GOI spends a considerable amount of money on youth development through Ministries that have schemes targeted at the youth and schemes that target the general population of the country. GOI spends about Rs.37,000 crores on schemes targeted at development of youth in areas of education, health, skill development and engagement and about Rs.55,000 crores on non-targeted schemes designed for various demographic segments of which youth are significant beneficiaries. Together, this totals a spend of more than Rs.90,000 crores (Exhibit E.4)\(^5\).

\(^5\)SOURCE: UNION BUDGET, 2011-12.
Of the targeted expenditure of Rs 37,000 Crores, more than 80% of the funds are allocated towards education through the Ministry of Human Resource Development (MoHRD) and Ministry of Social Justice and Empowerment (MoSJE). The expenditure is primarily through grants to various government schools and universities and direct cash benefits to students in the form of scholarships and fellowships for both secondary and higher education. Further, there are programmes targeting youth in the areas of skill development, employment, health and engagement.

Of the non-targeted spend, food subsidies, employment programmes like MGNREGA, health programmes related to infrastructure development, disease control and family welfare constitute a significant share. Other Ministries with schemes providing direct benefit to youth through some of their schemes are Ministry of Drinking Water and Sanitation, Ministry of Finance, Ministry of Labour and Employment (MLE), Ministry of Tribal Affairs (MoTA) and Ministry of Rural Development (MoRD).

This totals a per capita spending on youth of about Rs 2,710 of which Rs 1,100 is targeted spending as shown in Exhibit E.4.
2.2 STATE GOVERNMENTS ALSO INVEST IN YOUTH THROUGH A WIDE RANGE OF PROGRAMMES.
Bulk of the targeted expenditure on youth is on education, health and youth services. The State Governments incur substantial expenditure on these heads, over and above the expenditure being incurred by the Government of India. Thus, the aggregate expenditure on youth (Central and State Governments combined) would be much higher.

2.3 NON-GOVERNMENTAL STAKEHOLDERS ARE SMALL AND FRAGMENTED.
In addition to the government, there are a range of stakeholders working on youth related issues. These include civil society organisations, corporates and industry associations. These stakeholders have two objectives; the first is to promote youth development through programmes on education, skill development, health care, sports etc. The second is to facilitate youth participation and engagement on issues such as community development, politics, governance etc.

2.4 WHILE THERE ARE MULTIPLE STAKEHOLDERS WORKING ON YOUTH RELATED ISSUES, THE SIZE OF THESE ORGANISATIONS IS OFTEN SMALL.
Furthermore, they are fragmented with respect to the issues they address, the regions they operate in and the youth segments they target. Stakeholders often work with little coordination and no overarching objective or framework.

2.5 FRAMEWORK FOR COORDINATED ACTION ON YOUTH ISSUES NEEDED.
A key challenge is that there has been no systematic assessment to understand the current status of the youth segment, the challenges they face and the inter-linkages between these areas. Furthermore, there has been no concerted effort to identify the range of stakeholders working on youth development, analyse the impact of their activities and determine how these stakeholders can be aligned & leveraged to more effectively support the youth.

2.6 A HOLISTIC ASSESSMENT OF THE CHALLENGES FACING THE YOUTH IS REQUIRED.
A stakeholder mapping exercise must be undertaken to determine the number of stakeholders, the scope of their activities and the impact they have on youth development and engagement. Finally, an overarching framework needs to be developed in order to align stakeholders and to provide guidance on key issues.
The National Youth Policy (NYP-2014) aims at providing an overview of the state of the youth aged 15-29 years in India. It highlights key issues and challenges faced by the youth and elaborates on how all stakeholders can support the youth to ensure that they contribute positively to the development of the society, now and in the future.

Vision
NYP-2014 provides a holistic Vision for the youth of India which is:

“To empower youth of the country to achieve their full potential, and through them enable India to find its rightful place in the community of nations”.
Objectives

Achieving this Vision requires the Government and all stakeholders to work towards five clearly defined objectives which are as follows:

CREATE A PRODUCTIVE WORKFORCE THAT CAN MAKE A SUSTAINABLE CONTRIBUTION TO INDIA’S ECONOMIC DEVELOPMENT

In order to create a productive youth workforce, it is essential that the youth of the country have access to the right set of tools and opportunities to make a sustainable contribution. The youth must have equitable access to high quality education and be able to develop the necessary skills that are required by the labour market to ensure that they are gainfully employed. Given that a large proportion of the workforce is self-employed, entrepreneurship must be encouraged amongst the youth and they must be supported through the process of idea generation, incubation and financing.

DEVELOP A STRONG AND HEALTHY GENERATION EQUIPPED TO TAKE ON FUTURE CHALLENGES

In order to create a generation of young Indians equipped to take on future challenges and achieve their full potential, it is necessary that the youth are in good health and make healthy and balanced lifestyle choices. Youth specific health issues must be addressed through targeted programmes. Balanced nutrition and healthy lifestyle information must be provided to the youth. Youth must also be encouraged to engage in sports and recreation in order to ensure their physical well-being.

INSTIL SOCIAL VALUES AND PROMOTE COMMUNITY SERVICE TO STRENGTHEN NATIONALISM IN THE COUNTRY

It is important to build national pride and ownership in the youth through a programme of education on social values including respect for diversity and the importance of harmony. Youth must be encouraged to participate in community service and development activities, especially in the most backward regions. The youth of India must have a strong sense of moral responsibility towards their fellow citizens, especially those that are less fortunate than themselves. Youth of the country must be encouraged to fulfil their duties as citizens and thus create an environment in which all citizens enjoy the rights guaranteed in our Constitution.
FACILITATE PARTICIPATION AND CIVIC ENGAGEMENT AT ALL LEVELS OF GOVERNANCE

Governance requires an active citizenry, and given that the youth in the age group of 15-29 years comprise 27.5% of the population, it is essential to create mechanisms for youth participation in politics and governance. Youth are the future of the nation and must be encouraged to participate in politics at local and national levels. They must be provided the necessary training and tools to become effective policy makers and to be able to execute government’s schemes and programmes.

SUPPORT YOUTH AT RISK AND CREATE EQUITABLE OPPORTUNITY FOR ALL DISADVANTAGED AND MARGINALISED YOUTH

A few segments of the youth population require special attention. These include economically backward youth, women, youth with disabilities, youth living in conflict affected regions including left wing extremism, and youth at risk due to substance abuse, human trafficking or hazardous working conditions. It is essential that government policies are inclusive and provide equitable opportunities to all. It is also important to ensure these youth do not suffer from stigma or discrimination, and have equitable access to justice to ensure a dignified life to all segments amongst the youth.

Priority Areas

Achieving each of these five objectives requires action in a set of key priority areas. The following table lists the 11 key priority areas where action is required to meet the five stated objectives:

EXHIBIT E.5: OBJECTIVES AND PRIORITY AREAS OF NYP 2014

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<th>OBJECTIVES</th>
<th>PRIORITY AREAS</th>
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<td>1. Create a productive workforce that can make a sustainable contribution to India’s economic development</td>
<td>1. Education</td>
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<td>2. Employment and Skill development</td>
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<td></td>
<td>3. Entrepreneurship</td>
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<td>2. Develop a strong and healthy generation equipped to take on future challenges</td>
<td>4. Health and healthy lifestyle</td>
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<td>5. Sports</td>
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<td>3. Instil social values and promote community service to build national ownership</td>
<td>6. Promotion of social values</td>
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<td>7. Community engagement</td>
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<td>4. Facilitate participation and civic engagement at levels of governance</td>
<td>8. Participation in politics and governance</td>
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<td>9. Youth engagement</td>
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<tr>
<td>5. Support youth at risk and create equitable opportunity for all disadvantaged and marginalised youth</td>
<td>10. Inclusion</td>
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<td></td>
<td>11. Social justice</td>
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4.1 Priority Area 1: Education

4.1.1 CURRENT STATUS:
In order to create a productive youth workforce that contributes to economic development, the youth must be educated and equipped with the necessary skill-set to forge sustainable livelihoods. The youth are not a homogeneous group and their education needs vary. For example, the out-of-school (OoS) and school drop-outs cannot be addressed by one set of policies since youth that wish to but cannot enrol in school are different from drop-outs that are looking to join the labour market. Therefore, different segments of the youth need tailored and targeted policies.
Additionally, there are cross-cutting youth groups like disabled youth, women, minorities etc. that need special policies that will enable them to equitably access and benefit from the education system. Recognising the importance of education for youth and the heterogeneity of youth, a lot of emphasis has been placed by the government on reforming the education system and devising appropriate policies for the various youth segments.

Goi has implemented several policies aimed at universalising access, creating equity and improving quality of education. Schemes are aimed at promoting inclusive education, expanding the capacity of technical and higher education, enhancing literacy and basic education, building a cadre of trained teachers etc. There has also been significant focus on curriculum reform, regulation and improving quality of higher education to ensure that the graduates from the system are employable. The Department of Higher Education has conceptualised a new scheme, namely, Rashtriya Uchchatar Shiksha Abhiyan (RUSA) which seeks to address the issues of quality, access and inclusion through a Mission Mode scheme for the higher education sector. Further, educational loans are being provided from the Banking system to meritorious students for pursuing higher education. Ministry of Human Resource Development also provides interest subsidy on educational loans to students from economically weaker sections.

In addition to the government, civil society organisations and the private sector have been directly delivering education, providing financial support to students, evaluating government policies and promoting accountability in the system. These concerted efforts of the government, civil society and the private sector have seen positive benefits, including rising GERs in secondary and higher education.

However, challenges to youth education remain. The 12th Plan identifies strategic shifts in education policy that will further youth development. These include an increased focus on the upward transition of students from elementary to secondary education where there is a significant bottleneck, building a system that supports lifelong learning, vocationalising education and promoting skill development.

4.1.2 FUTURE IMPERATIVES
Going forward, two key priorities to promote youth education must be (i) to build capacity and quality in the system and (ii) to promote skill development and lifelong learning.

Build capacity and quality in the system:
The 12th Plan priorities for secondary and higher education can be summarised as (a) increasing access, (b) ensuring equity, (c) improving the quality of inputs and outcomes, and (d) promoting greater governance and accountability.

- Capacity improvements must be made in both secondary and higher education to support increased access and equity. These include physical infrastructure improvements, expanded reach to regions with lower education enrolments and outcomes as well as enhanced teacher selection and recruitment programmes. The Rashtriya Madhyamik Shiksha Abhiyan (RMSA) is being developed into an umbrella programme for secondary education, subsuming smaller schemes. A monitoring and evaluation system must be built into RMSA to ensure that the objectives of existing schemes are not diluted or lost and that youth from disadvantaged groups and regions are effectively mainstreamed. Similarly, expansion of capacity in existing higher education institutions must be monitored closely to ensure that the quality is not compromised.

A COMPLETE LIST OF POLICIES FOR SECONDARY, HIGHER, TECHNICAL AND ADULT EDUCATION CAN BE FOUND ON THE MHRD WEBSITE HTTP://MHRD.GOV.IN/SCHMemes. OTHER MINISTRIES SUCH AS MOSJE AND MOTA ALSO HAVE TARGETED SCHEMES SUCH AS SCHOLARSHIP PROGRAMMES FOR CERTAIN PRIORITY YOUTH GROUPS.
• A number of quality improvement programmes have been implemented to improve student outcomes. These include the teacher training programme and certification, curriculum improvements, revised student assessment norms, and accreditation of schools and colleges. It is essential to review the success of existing quality improvement programmes, to revise strategies that have proved ineffective and to scale-up successful programmes.

• It is important to clearly define the role of government vis-a-vis private sector in the delivery of education. New PPP models can be explored and appropriate regulation systems, accreditation procedures, policies and incentives must be developed to enable private education providers to take on the challenge of expanding and improving secondary education.

• Mechanisms for financing both secondary and higher education must be developed. Several options are available such as universalising free education or free education for certain students, with resources raised by government through taxation. Other options include direct demand side financing through subsidies and need-based scholarships to students or low-cost education loans. Pilot projects must be undertaken and evaluated in order to determine the most appropriate mechanisms for financing education.

Promote skill development and lifelong learning:
This is essential in order to ensure that the education system produces qualified individuals who are able to build on their skills as per their own developmental needs.

• A critical mechanism to promote skill development and lifelong learning is to build inter-linkages between systems such as formal education, vocational training, skilling programmes, literacy and basic education programmes. It is important to develop a standardised qualifications frameworks like the National Skill Qualification Framework (NSQF) and tools to translate qualifications between different education and skilling programmes. This also requires improved student certification and accreditation mechanisms that verify institutions. This will enable individuals to transition between learning systems, building skills and acquiring qualifications most suitable to their own development and employer needs.

• There are several plans for increasing the flexibility of the education system and introducing new types of education offerings such as community college degrees, vocational training credits that can be transferred to higher education institutions etc. However, there is no overarching policy or coordinating framework to govern education for youth aged 15-24 years. This must be developed in order to ensure that the objectives are clearly defined and should emphasise governance, accountability and transparency of the system.
4.2 Priority Area 2: Employment and Skill Development

4.2.1 CURRENT STATUS:
Youth must develop skills that are relevant to employment needs, in order to ensure employability and to prevent labour demand-supply mismatches. This can be achieved by measures such as quality improvements in formal education, vocational education, specialised skills training and by ensuring sufficient income-generation opportunities commensurate to their skills. Also, the National Occupation Standards need to be defined and the training and skill development programmes need to be aligned to such standards. In order to promote employment of youth, GoI has taken a two-pronged approach, namely, (i) enabling skill development and (ii) implementing direct employment programmes for lower skilled individuals.

The Government of India has adopted skill development as a national priority. In order to create an institutional base for skill development in India at the national level, a three-tier institutional structure, consisting of the PM’s National Council on Skill Development (NCSD), the National Skill Development Coordination Board (NSDCB) and the National Skill Development Corporation (NSDC), was created in early 2008. In 2009, GoI launched the National Skill Development Policy (NSDP) with a target for skilling 500 million people by 2020. With the creation of National Skill Development Agency (NSDA) in June, 2013, the NCSD, the NSDCB, and the Office of the Adviser to Prime Minister on Skill Development have now been subsumed in NSDA. NSDA is an autonomous body which will coordinate and harmonize the skill development efforts of the Government and the private sector to achieve the skilling targets of the 12th Plan and beyond and endeavour to bridge the social, regional, gender and economic divide in skilling.

Ministry of Labour and Employment has taken a number of initiatives in the field of skill development and employment. For instance, training of trainers is being conducted by Advanced Training Institutes and Regional Vocational Training Institutes run by the Ministry. The Ministry has also set up a standard system of assessment and certification of vocational training and industries are being involved in curriculum design. The National Employment Service run through network of employment exchanges is being modernised and being converted into National Career Service and the apprenticeship regime is also being significantly improved. In addition, the Ministry is also bringing out a National Employment Policy.

Similarly, the Ministry of Rural Development also runs a Scheme called Himayat, under which 3 months’ skill training is imparted to the youth in Jammu & Kashmir in sectors where there is high employer demand, followed by job placement and post-placement support. The NRLM programme of MoRD also places emphasis on imparting necessary skills for rural self-employment. Further, the Indian Banks’ Association has formulated a
Model Educational Loan Scheme for Vocational Courses, under which loans are provided for undergoing vocational training courses.

GoI has also instituted direct employment schemes in rural areas where there are limited opportunities for youth. MGNREGA, a flagship scheme of Government of India, provides 100 days of guaranteed employment to all rural households willing to work on labour-intensive projects. A key challenge is to enable training of low skilled individuals and to incentivise employers to recruit in EBRs, LWE affected regions, J&K and North East.

### 4.2.2 FUTURE IMPERATIVES

The 12th Plan lists future priorities for strengthening the skill development system. These include promoting PPPs, implementing the National Skills Qualifications Framework (NSQF), strengthening the institutional structure, increasing regional equity and access and improving the apprenticeship programme. There are three critical areas that need to be prioritised, which are (a) ensuring youth can benefit from skill development opportunities, (b) clearly defining stakeholder roles, and (c) building inter-linkages between systems and stakeholders.

---

a) **Targeted youth outreach & awareness programmes:**

NSDP’s youth and user-centric approach must be embedded in all activities that fall under the aegis of skill development.

*• Targeted information must be made available to the youth about the various skill development and training options available to them. Information on the quality of institutions, for example, post-programme placement scorecards, curriculum benchmarking etc. is required and youth need guidance on the benefits of skill development training. Youth must have access to data on their post-programme employment options. Youth must be made aware of the different financial support packages available such as low-cost loans, post-programme employment-linked payment options etc.]

*• It is important to identify the most appropriate engagement mechanisms for information provision to the youth. The effectiveness of the youth outreach programmes must be monitored, and strategies should be adapted, as required, in order to ensure sustained benefits.*
b) Build linkages across systems and stakeholders:
Given the integration of skill development with the education system as well as the job market, it is essential to build linkages across systems and stakeholders.

- Linkages must be developed between training institutions and employers. Employers must provide *inputs into the training curriculum* in order to ensure relevance of youth skills to labour market needs. Similarly, training institutions must tie-up with employers to create *post-programme placement opportunities* for students.

- Linkages must be developed between the education system and skills institutes to enable OoS individuals to develop job-ready skills, and return to formal education at a later date should they choose. This will be possible by *implementing the NSQF and creating a system of equivalence to university degrees and diplomas*.

- Linkages must be built between Sectoral Skill Councils, employers and training institutes. This will enable the creation of a dynamic & forward looking process for *defining occupational standards, setting up institutes in areas of employer need & placement of trained youth into jobs*.

c) Define role of government vis-a-vis other stakeholders:
Given the scale of the skill development and employment needs of the youth, non-governmental stakeholders must be brought into the purview of all policies. Clear roles must be defined for all stakeholders, in order to ensure that the identified gaps are being closed.

- With respect to financing, there is no doubt that the skill development eco-system needs financing support from the *government as well as the private sector*. The government should directly fund institutions or students and should also create an enabling environment for private financing and the development of innovative student credit packages.

- On the delivery side, the *government should determine where its money would be most effectively spent*. Options include investments in capacity expansion through upgradation of Industrial Training Institutes (ITIs) or investments in programmes that train the trainer, & leave the actual delivery of skills training to the private sector.

While making the above interventions, there is need to place due emphasis on special requirements for skill development and employment of women. Empowerment of women youth is critical aspect of the overall youth empowerment. Similar attention needs to be given to special needs for skill development and employment of other disadvantaged sections of the youth.
4.3 Priority Area 3: Entrepreneurship

4.3.1 CURRENT STATUS

Promoting entrepreneurship is essential in order to enable youth to productively contribute to India’s economic development. About 50% of the labour force is currently self-employed\(^9\), and SMEs employ 70 million people which is approximately 15% of the labour force. As the number of skilled individuals increases through the renewed push for skill development and labour force participation grows, the number of entrepreneurs is likely to increase further.

In order to create an environment in which youth can generate sustainable self-employment and entrepreneurship opportunities, it is essential that they have access to training, incubator support to develop and execute their ideas, & the credit to finance their ventures.

The GoI runs several schemes and programmes to train and finance entrepreneurs\(^10\). The Prime Minister’s Employment Generation Programme (PMEGP) administered by the Ministry of Small and Medium Enterprises (MoSME) is one of the largest credit-linked subsidy schemes. It provides finance towards the set-up costs of entrepreneurial ventures in the manufacturing and services sectors. The National Rural Livelihoods Mission (NRLM) of the MoRD runs programmes to promote self-employment in rural areas, which has significantly enhanced availability of capital for productive purposes in rural areas. Under the NRLM, a cadre of Micro-Enterprise Consultants (MECs) is also being trained to support rural entrepreneurs through the process of idea incubation, business plan generation, credit sourcing and execution. Further, Rural Self-employment Training Institutes (RSETIs) are playing an important role by providing training for self-employment.

These GoI schemes have been set up to cover the various needs of aspirant entrepreneurs and are important for the growth of entrepreneurship in India. They have been successful at delivering better access to credit, providing basic tools for entrepreneurship to a broader segment of the population and building private sector involvement in entrepreneurship creation and promotion. Furthermore, as demonstrated by the MEC programme of NRLM, the design of these schemes is evolving to respond to entrepreneurs’ needs for end-to-end support rather than simply providing low-cost credit or short-term entrepreneurship training. However, an examination of existing schemes reveals that there are a few areas where they can be strengthened to deliver greater impact.

4.3.2 FUTURE IMPERATIVES

There are four areas where on-going entrepreneurship programmes can be strengthened to offer greater support to youth entrepreneurs. These are (a) outreach & information provision, (b) scale & inclusion, (c) programme quality and relevance, and (d) monitoring and evaluation.

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\(^9\) REPORT ON EMPLOYMENT & UNEMPLOYMENT SURVEY, MINISTRY OF LABOUR & EMPLOYMENT, GOVERNMENT OF INDIA

\(^10\) SEVERAL MINISTRIES PROVIDE TARGETED ENTREPRENEURSHIP PROGRAMMES, INCLUDING MINISTRY OF SMALL AND MEDIUM ENTERPRISES, MINISTRY OF RURAL DEVELOPMENT AND MINISTRY OF WOMEN AND CHILD DEVELOPMENT. THE TWO SCHEMES LISTED HERE ARE INDICATIVE OF THE TYPE OF SUPPORT AVAILABLE TO ASPIRANT ENTREPRENEURS
a) Targeted youth outreach programmes:
Youth should have information on the various entrepreneurship schemes that they can participate in, so that they may make the correct choices.

- One way to do so is to create a targeted information programme for youth about various schemes and potential benefits of each. A vast cross-country network that can be leveraged to *provide this information is the Nehru Yuva Kendra Sangathan (NYKS) volunteers.* They should be provided brochures and other material for dissemination of information on the various schemes at the grassroots.

- The PMEGP’s implementation model includes outreach through awareness camps that circulate publicity materials, the type of projects that can be undertaken, connecting potential participants with successful entrepreneurs that have graduated from the program and leveraging NYKS volunteers and other grassroots organizations to generate awareness on the benefits of participation. This must be evaluated to determine whether it is an effective model that can be replicated.

b) Scale-up effective programmes to build capacity:
The scale and budgets of the GoI entrepreneurship programmes vary significantly. It is essential to build sufficient capacity in various entrepreneurship development and training institutes and ensure that budgetary allocations to entrepreneurship financing schemes are sufficient to meet likely demand.

- Existing schemes must be reviewed not only to determine additional capacity needed but also to understand the geographic and demographic reach of the schemes. GoI can work with state governments, civil society and private players to expand schemes to areas where there is little or no access currently, in order to ensure that youth especially those marginalized due to socio-economic factors, disability, gender or other reasons can fully participate in these schemes.

- Various apprenticeship models must be explored to understand how aspirant youth can be supported by successful entrepreneurs, and can develop the necessary skills, experience and contacts ‘on the job’. Lessons can be learnt from the experience of countries such as Germany, that have been highly successful in this regard.

c) Create customised programmes for youth entrepreneurs:
On-going entrepreneurship training schemes can be reviewed and strengthened. There is also a need to assess the quality and relevance to youth of training delivered.

- Entrepreneurs are a non-homogenous group with respect to their demographic profile, skills, experience and business ideas. The need for a review of curriculum and possible customisation or development of youth specific training modules is borne out by a MoRD study which shows that while the average age of participants in RSETI training is 22, the average age of first generation micro-entrepreneurs is 40 years and that older trainees are settled faster into self-employment.

- Specialised post-programme support for business planning and execution can be introduced for youth participants who lack the confidence, finances and contacts to become entrepreneurs, in order to enable them to set up businesses successfully. This could be institutionalised under NRLM and other programmes for self-employment.

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11 MSME RESULTS FRAMEWORK DOCUMENT (RFD) STATES THAT 2009-10 2.9 LAKH PEOPLE WERE TRAINED UNDER ENTREPRENEURSHIP DEVELOPMENT PROGRAMMES RUN BY MSME. PMEGP GENERATED EMPLOYMENT FOR 2.67 LAKH PEOPLE AND THE RAJIV GANDHI UDYAMI MITRA YOJANA (RCUMY) ASSISTED 4000 FIRST GENERATION ENTREPRENEURS.
d) Implement widespread monitoring and evaluation systems: It is essential that schemes have strong monitoring, data collection and evaluation mechanisms in order to ensure that they are achieving their targets and serving the interests of the cross-section of the population aspiring to become entrepreneurs.

- The MSME ‘Scheme of Surveys, Studies and Policy Research’ model can be reviewed and, if proven successful, adopted by other Ministries, drawing on appropriate support from the Planning Commission’s Programme Evaluation Organisation (PEO) and Independent Evaluation Office (IEO).

4.4  Priority Area 4: Health and Healthy Lifestyle

4.4.1  CURRENT STATUS:
Health is essential to social security and all individuals must have access to affordable healthcare facilities. Inadequate health resources and high out-of-pocket expenditure due to ill health are problems that are faced by all segments of the population, including the youth; and must be resolved. Additionally, there are a few youth-specific health issues that require a targeted approach. These include (a) promoting a healthy lifestyle among youth to combat non-communicable diseases attributable to lifestyle disorders like obesity, cardio-vascular diseases, diabetes, stroke, chronic lung diseases, cancer, etc. which have been increasingly affecting young adults, (b) creating awareness about family planning, birth control, STDs, HIV/AIDS and substance abuse, especially in rural areas and (c) addressing issues concerning emotional and mental health (e.g. risk of depression and potential suicide attempts), esp. in case of adolescent youth.
Given the need to significantly improve the health care system, funding to the Ministry of Health and Family Welfare (MoHFW) has trebled under the 12th Five Year Plan. The 12th Plan seeks to extend the outreach of public health services for moving towards the goal of Universal Health Coverage (UHC) through National Health Mission. In this context, various initiatives have been taken by MoHFW, Ministry of Women and Child Development (MoWCD), private sector groups and NGOs.

Key achievements include:

• The Maternal Mortality Rate (MMR) has improved during the 11th Five Year Plan, primarily due to the success of schemes like Janani Suraksha Yojana (JSY), Accredited Social Health Activists (ASHAs) and Reproductive and Child Health Programme with support from National Rural Health Mission (NRHM) in rural areas.

• India has achieved major success in terms of elimination of Polio.

• Disease control measures have led to a reduction in the incidence of HIV/AIDS infections in the country by 57%.

• The National TB Control Programme has been able to achieve its targets of a 70% case detection rate and 85% treatment success rate.

• Regarding non-communicable diseases, screening for Diabetes and Hypertension has been initiated under the National Programme for Prevention and Control of Cancer, Diabetes, CVDs and Strokes.

• Access to medical training and education has increased with the setting up of 6 AIIMS-like institutes and upgradation of 13 medical colleges under Pradhan Mantri Swasthya Suraksha Yojana (PMSSY) scheme. 72 State Government medical colleges have also been strengthened.

Despite these and other programmes undertaken by MoHFW, there are disparities in attainments across various health indicators and several unmet targets. Improvements in the delivery systems are required at all levels.

4.4.2 FUTURE IMPERATIVES

a) Improved service delivery: In order to achieve the goal of providing UHC, it is imperative to first have basic healthcare facilities in place.

• Adequate healthcare access must be created for individuals across the country, especially pregnant and lactating mothers. This requires a review of the efficiency of primary health care (PHC) facilities and course correction mechanisms to be implemented where existing strategies are proven to be ineffective.

• It is essential to create a large trained pool of doctors, nurses and health workers through expansion of medical colleges and training institutes. They must be incentivised to serve in remote areas, in order to promote equity in the system. Anganwadi Centres need to be developed as hub in rural areas to provide training to Anganwadi Workers (AWWs), ASHAs and other health activists.
Active participation of the private sector in setting up training centres, colleges and research institutes can provide support to the over-burdened government resources and machinery.

- There is a need to pay special attention to health issues concerning women youth. This would entail greater pre-natal and post-natal care for women in vulnerable age group of 14-18 years, need to bring down maternal and infant mortality rates, campaign against female feticide to improve child sex ratio, etc.

b) Targeted awareness programmes for youth:
Apart from increasing access to health care facilities, targeted awareness programmes on specific health issues must be implemented. The youth must be educated about nutrition choices and leading a healthy lifestyle. The youth must be made aware of the benefits of preventive healthcare.
There is also need to create awareness among the youth about ill-effects of drug/substance abuse. Inclusion of health and nutrition in the curriculum of schools and colleges will help further this goal.

In this regard, the existing hospitals, PHC facilities, anganwadi centres and NGOs can also contribute significantly through their extensive reach in rural and inaccessible areas. In creating such awareness, progressive adolescents (as under the Saksham scheme) and youth volunteers under NSS and NYKS can also play very effective role.

c) Targeted disease control programmes for youth:
Youth are at risk of contracting HIV/AIDS and TB due to lack of information and poor access to preventive care. This can be addressed by developing robust awareness and treatment programs especially in rural areas. The NRHM, NACP and on-going NGO programmes can be leveraged to expand disease detection, control and awareness programmes. Enhanced capacity for detection and treatment of communicable diseases must be developed, especially for pregnant mothers and other high risk groups.
4.5 Priority Area 5: Sports

4.5.1 CURRENT STATUS
Sports and recreational activities form an essential component of the growth and development of a young individual. Sports activities promote physical, mental and emotional growth. They help support a healthy lifestyle and ensure the youth are engaged and productive. Participation in sports can inculcate the spirit of competitiveness and teamwork which helps in the holistic development of the youth. Sports is increasingly being considered a viable professional option. Representing the country in international sporting events fosters national pride and helps inculcate a feeling of national unity and belonging amongst the youth.

The role of sports, including adventure sports, in the development of youth has been recognised and addressed not only by the government but also by various stakeholders like sports federations, private sector companies and NGOs. These organisations largely focus on promoting a sporting culture and providing access to sports infrastructure, coaching and training to youth. Some significant initiatives are:

- **Broad basing of sports**: The government is working towards broad basing sports by providing access to sports facilities and coaching in both urban and rural areas. This is done through programmes like Panchayat Yuva Krida aur Khel Abhiyan (PYKKA) [being recast as Rajiv Gandhi Khel Abhiyan (RGKA)], National Playing Fields Association of India (NPFAI) and the Scheme for creation of urban infrastructure at various levels. The RTE Act also mandates access to playgrounds and recreational facilities in all schools. Organisations like Sports Authority of India (SAI), national sports federations and state level organisations are also working towards provision of coaching facilities, organizing competitions, selecting talented sportsmen and supporting their development. National Institute of Sports (NIS) and Lakshmibai National Institute of Physical Education (LNIPE) provide academic courses at graduate and post graduate levels in the area of sports.
• **Promoting excellence in sports:** Investment in sports infrastructure and coaching facilities has improved the representation of Indian sports persons in international competitions. Centres of Excellence (COE), Special Area Games (SAG) and SAI Training Centre (STC) provide training facilities and a platform to promising young sports persons to participate in various local, national and international competitions. In addition, both the Central and State Governments provide incentives and awards to sports persons who excel at various levels.

**4.5.2 FUTURE IMPERATIVES**

Despite the efforts of various stakeholders to support the development of sports in the nation, significant progress must be made to reach the levels of participation and excellence of countries like China.

**a) Increasing access to sports facilities and training:** Access to sport and physical education opportunities still remains highly inadequate, especially in rural areas and the poorer parts of urban areas. Schemes like PYKKA (being recast as RGKA) and NPFAI that are targeted towards development and maintenance of infrastructure for sports need to be strengthened further with support from MoRD and Ministry of Urban Development (MUD). Private sector organizations need to be incentivised to participate actively in setting up playgrounds and sports facilities especially in schools, colleges and community areas.

**b) Promotion of sports culture among youth:** Current participation levels in sports activities are very low in India as compared to countries like China. A sports culture needs to be promoted among youth. The youth must be enabled to consider sports not just as recreational activity but also as potential career option. This would require a greater focus on sports activities as a part of the curriculum at school and college levels. State Governments, educational boards and the National Cadet Corps (NCC) programme must be leveraged and further integration of sports into formal education system can be achieved by strengthening existing infrastructure.

**c) Support and development for talented sportspersons:**

A seamless channel for talent identification, coaching, participation in competitions and incentive provision needs to be developed to promote excellence in sports. A significant proportion of the youth, and hence the sporting talent of the nation, is in the rural areas. Therefore, it is imperative to develop robust models to identify and train high potential sportspersons in rural areas. Coordination and collaboration between SAI, various sports federations, state level organizations and local associations is required in order to achieve this goal.
4.6  Priority Area 6: Promotion of Social Values

4.6.1  CURRENT STATUS
Youth are the future of the nation, and in the years to come will become the leaders of the nation. Hence, it is essential that the youth uphold social values and moral standards of highest order.

- India is a diverse nation with respect to ethnicity, religion, language, caste and culture. Alongside this diversity resides socio-economic disparity and extremism, which together have potential for creating a divide in the society. Hence, it is imperative to instil a sense of harmony and togetherness in individuals from a young age.

- It is also important to develop inner values like compassion, kindness, sympathy and empathy. There is also a serious need to inculcate the spirit of integrity and truthfulness in the youth. They must be encouraged to strive for excellence in all spheres of individual and collective activity.

- With increasing industrialization and pollution, sensitizing youth about protection and improvement of the environment and developing compassion for other living creatures has become essential for future sustainability.

- Youth must also be encouraged to develop an appreciation of the traditional arts and culture of the country. The rich and invaluable Indian art and culture will not survive without the active involvement of the youth in its adoption, promotion and preservation.

Values education is not the sole responsibility of the government and the education system. It starts at home with the family and society playing an equally important role. Values can be imparted in an individual through both classroom education and engagement in various activities aimed at improvement of the society.

Some significant initiatives are:

- The role of education in fostering values has continually been emphasised in education policies. Most recently, the National Curriculum Framework and the Framework on Values in Schools have been introduced by NCERT. The idea of imparting values education is closely linked with education reforms that have been introduced under the scheme of Continuous and Comprehensive Evaluation (CCE).
The framework articulates a holistic and pragmatic approach to values education in schools. It is suggestive, not prescriptive, leaving room for customisation suited to varied needs, contexts and resources of the schools. NCERT has been made the nodal centre for strengthening value education at all levels in the school system.

- Organizations like National Service Scheme (NSS), NYKS and the NCC are involved in the engagement of youth in various initiatives like rural development, environment protection, blood donation, immunisation, disaster management etc. These have the potential to foster national and social values among the youth and develop a sense of responsibility towards the nation.

- There are various other Government schemes/programmes that work towards promotion of social values. The Centre for Cultural Resources and Training (CCRT) under Ministry of Culture administers a Scheme under which youth are taken to heritage monuments/sites, museums, etc. – a significant initiative to make the youth aware of the rich heritage of the country. The Saksham Scheme (for holistic development for adolescent boys in age-group 11-18 years), inter-alia, aims at inculcating in them respect for women, and engaging them in nation-building activities. Similarly, the ‘Ahimsa Messenger’ programme of Ministry of Women and Child Development seeks to promote respect for women and eliminating violence against women.

4.6.2 FUTURE IMPERATIVES

Significant steps need to be taken in order to address the issue of promotion of social values and harmony among the youth of the nation.

a) Moving towards formalising values education: The Framework on Values in Schools outlines broad guidelines for schools related to provision of value education and holistic development of students. However, there is a need to have a formal system for imparting values at all levels of school and college, making it an integral component of an individual’s performance evaluation. There is a need for greater emphasis on civics, civil law and code in the formal education curriculum.

b) Strengthening engagement programs for youth: Organizations such as NSS, NYKS and NCC have been very successful in instilling a sense of belongingness, brotherhood and harmony among youth. These organizations need to be strengthened and expanded in their reach with increased focus on imparting national values among the youth.

c) Supporting non-government organizations working towards spreading values and harmony: It is not possible for the government and education system to completely address all issues related to values education. Social groups and society at large have a significant role in imparting and promoting social values and harmony among youth. Every individual must act to support and promote the work done by these organisations. Similarly organizations promoting Indian art and culture amongst the youth must also be encouraged and supported.
4.7 Priority Area 7: Community Engagement

4.7.1 CURRENT STATUS

Youth represent a large segment of the population that can be mobilised for community service and development programmes. On one hand, by participating in community service schemes, youth can contribute to grassroots development efforts and help create progress in backward regions. At the same time, these initiatives help the youth build their own skills, such as communication, leadership, inter-personal relationships and develop a sense of moral responsibility and national ownership.

MoYAS currently runs several schemes to enable youth to engage with their community, as well as to participate in grassroots development. Some of these schemes are NYKS, NYPAD and the NSS. These schemes target varying youth segments, and have different models of participation. In addition to MoYAS schemes, there are a range of other government schemes like the Bharat Nirman Volunteers (BNV) programme of Ministry of Rural Development. BNVs are dedicated volunteers working in rural areas for generating awareness among the people about their rights and entitlements. Similarly, the positions of community workers created under NRLM provide opportunity to such workers to get intensely involved in the development programmes, besides being avenues of substantial income to them.

4.7.2 FUTURE IMPERATIVES

a) Promote and leverage existing community development organisations (CDOs):

While the government should continue to implement the schemes that have seen great success, going forward it should also leverage the large number of organisations that are already working towards community development. This will multiply the scope of youth community engagement in the nation, and has significant potential to generate positive outcomes at the grassroots level.

• A framework for accreditation and certification of NGOs or CDOs should be developed. This will enable funding agencies and youth volunteers to select the most appropriate organisations based on their needs. It can promote the scaling up of organisations that have clearly defined goals and a successful track record for community development.

There are also several community-based youth organisations in various parts of the country (including the North Eastern Region) that work towards community development. NGOs, non-profit organisations, corporates through their CSR programmes and social entrepreneurs are engaged across the country on issues ranging from clean fuel usage to prevention of trafficking and rehabilitation. Several of these organisations have youth volunteers and youth employees.

There is a need to institutionalise community engagement and to design and streamline schemes such that they cater to the non-homogenous youth population.
b) Promote social entrepreneurship:
There are a growing number of social entrepreneurs in India who recognise that they can create sustainable grassroots development, while making a return for themselves. The social entrepreneurship space is fragmented and largely unregulated, and the government should create an enabling environment for social entrepreneurs.

- Promoting social entrepreneurship as an attractive employment proposition for young Indians will create a positive shift away from volunteerism and philanthropy to sustainable development. This can transform community development and engagement from a short-term prospect for the youth into a sustainable career option.

- Social entrepreneurs require support in the form of seed funding and angel investment. The government can create an enabling policy regime that supports the creation of these funds. It can enable identification of credible enterprises and financiers through an endorsement process. It can also reward the performance of social entrepreneurs through grants-in-aid and award programmes. These rewards can create further mobilisation of youth towards social enterprise.

- Promoting social entrepreneurship as an attractive employment proposition for young Indians will create a positive shift away from volunteerism and philanthropy to sustainable development. This can transform community development and engagement from a short-term prospect for the youth into a sustainable career option.

- The government is well positioned to create channels of communication between social entrepreneurs, local communities, investors and policymakers. Social enterprise forums can be convened that enable the exchange of information around successful models, navigating the complex policy environment, and can generate forward and backward linkages between enterprises. Removing barriers to business on a priority basis for organisations with a social objective can also spawn the development of more social enterprises.
4.8 Priority Area 8: Participation in Politics and Governance

4.8.1 CURRENT STATUS
Given the youth comprise 27.5% of the population, it is critical that youth are represented and can participate in politics at all levels. Youth participation and engagement on issues related to politics, democracy, accountability and governance will help create an able generation of future leaders of the country.

As the number of government schemes and direct pay-outs to beneficiaries increase, it is important to ensure that the citizenry is active and engaged in order to prevent leakages. In the 12th Plan period, the funds to PRIs has increased 10-fold over the 11th Plan period from Rs 636 crores to Rs 6,437 crores, further stressing the importance of social mobilisation at the grassroots. An engaged citizenry will help build accountability and ensure better governance, and can also facilitate the implementation of schemes. The youth can be leveraged as a resource to monitor the implementation and promote accountability of welfare schemes and development projects across the country.

MoPR runs Rajiv Gandhi Panchayat Sashaktikaran Abhiyan (RGPSA) under which the focus is on building the capacities of all elected representatives of the Panchayati Raj Institutions, including the youth and first-time elected representatives.

MoRD has also taken steps to build youth participation in the governance and monitoring of Central schemes. Youth have been co-opted to support fund utilisation and programme implementation in the IAP districts of the country via the Prime Minister’s Rural Development Fellowship (PMRDF). The Election Commission runs outreach programmes to get young voters to register and vote in elections, thereby supporting and promoting youth participation in politics and democracy.

Despite a growing focus on youth participation in lower levels of governance, and a clear political push to help more young people transition from student and youth politics to national politics; there is very little coordinated action to promote youth engagement in politics and governance. Furthermore, existing programmes such as those run by MoPR are focused on youth who are already elected leaders or in some way associated with politics, rather than on bringing more youth into political systems.

Civil society groups are working hard, often through partnerships with government, to bridge these gaps. However, without a coordinated push and clear youth focus, these programmes are unlikely to be sufficient to help bring youth into the folds of politics and promote civic engagement at all levels of governance.
4.8.2 FUTURE IMPERATIVES

a) Engage youth that are outside the political system:
It is important to ensure that youth participate in politics at all levels, from the grassroots to the national stage.

• There are several pull and push factors that govern youth participation in politics. A detailed analysis of these is required in order to create effective policies and programmes to enable youth participation in politics. Youth perceptions of politics must be understood in order to create effective strategies to combat any negative perceptions. Politics must be made attractive & appropriate reward systems must be created to incentivise youth to enter politics. Barriers to entry, such as financial resources for campaign activities, must be lowered. Improved channels of transition from student politics to national politics must be developed.

• It is important to note that youth political participation is not limited to young individuals contesting elections. It also includes mobilising the youth to vote and promote the effective functioning of democratic systems and processes. A more consistent effort is required to engage with young voters, understand their concerns and help them see the short-term and long-term benefits of voting for their most preferred candidate or party.

b) Create governance mechanisms that youth can leverage:
The Right to Information (RTI) Act is a landmark legislation that enables ordinary citizens to understand and question the workings of government.

• It is important to build awareness on the importance of an active citizenry. Education curriculums must be revised such that the civics component is made more relevant. Youth must be made aware of the various channels available to them to engage with and question government agencies.

• Youth monitoring and accountability creation in the areas of government expenditure and social welfare schemes must be institutionalised. Public expenditure records must be made more transparent and accessible for all segments of the population. The 12th Plan details out the role of social mobilisers and highlights the importance of citizen participation in planning and implementation of centrally sponsored schemes (CSS). It lists a provision for dedicated funds allocated to all flagship schemes to promote citizen participation in governance, and action must be taken to implement this. Social audit processes must be institutionalised to enable youth to provide structured inputs on the effectiveness of government expenditure.

The youth should be involved in Gram Sabha / Mahila Sabha meetings, for monitoring the implementing of programmes at village level. On-going monitoring & informal feedback channels must also be created between the bureaucracy and the citizens.

c) Promote youth engagement in urban governance:
There has been a significant focus on the functioning of PRIs and rural governance mechanisms that engage the citizenry. However, a similar focus on urban governance and the role of the citizenry in supporting Urban Local Bodies (ULBs) is missing. Given the increasing urbanisation and anonymity that characterises urban life, it is all the more important for the government to act as an intermediary and create channels and processes by which young Indians can engage with urban decision makers and contribute to urban governance.
4.9 Priority Area 9: Youth Engagement

4.9.1 CURRENT STATUS
The objective of GoI engagement with the youth is two-fold. First, GoI must engage with youth in order to provide them with information and enable holistic youth development. Second, GoI must engage with youth in order to get inputs on issues, policies and specific programmes, especially those that directly impact youth. By engaging with the youth and by ensuring youth develop leadership and other interpersonal skills, the GoI will help create a generation of individuals that are committed to civic, social and political progress.

GoI, through MoYAS, runs several programmes for youth engagement with the objective of promoting holistic youth development and leadership. These include the NPYAD, Scouting and Guiding, adventure schemes, etc. The Rajiv Gandhi National Institute of Youth Development (RGNIYD) also provides training and capacity building for members of various youth related organisations. GoI has decided to convert RGNIYD into an Institute of National Importance and this is currently under implementation. MoYAS is also in the process of setting up a Youth Development Fund which would help channelize private sector contributions under CSR for GoI’s youth development efforts.

Leadership and personal development is often a by-product of other youth schemes such as NYKS, NSS and NCC. These skills are also imparted in varying measures through the education curriculum in schools and colleges.

While there are a few programmes of varying success that support holistic development of youth, structured programmes that help the GoI engage with youth are absent. There are some unstructured interactions between policy makers and young Indians in forums such as educational institutions. However, there are no systematic channels for engagement between the government and young citizens and no mechanisms for youth to provide inputs to government. This gap has in part been filled by some organisations that provide analysis and commentary on public policy issues.

4.9.2 FUTURE IMPERATIVES

a) Measure and monitor effectiveness of GoI’s development schemes: MoYAS is well positioned to leverage its existing grassroots volunteer network through NYKS, NCC and NSS to undertake an assessment of the effectiveness of GoI’s development schemes. Successful efforts can be replicated to ensure that youth in all segments are benefiting from these programmes, and targeted schemes for unaddressed segments can be implemented.
b) Create a platform for engagement with youth:
It is critical for the government to create a structured platform for engagement with the youth across the country. There are different objectives for engagement, and therefore, different engagement models must be piloted and implemented.

- Government should engage with all the youth of the nation to provide them information and do a regular “pulse check”. Some ways this can be undertaken include *youth forums at various levels, an interactive online portal and wikipedia-style forums*. The government can leverage partner organisations like NYKS and NSS, NGOs and educational institutions to connect with the youth and use technology and social media in order to achieve this objective.

- Government should engage with a representative cross-section of youth to get inputs on specific policy issues. This can be done by *conducting thematic workshops, putting out calls for policy notes through ICT based channels*, etc. Based on the issue, the government can identify representative educational institutions, youth groups and other partners to create a channel to engage with the youth.

- MoYAS should identify a sub-section of youth that it interacts with in a more continuous & structured manner who can help support its programmes and activities. It should set up a Youth Advisory Council of exceptional yet representative individuals. This council can provide more detailed inputs to government on key policy issues, run programmes to mobilise youth and engage more regularly with diverse segments of the youth.

- GoI should also enable RGNIYD as an Institute of National Importance so that it fulfils its mandate of serving as an apex level resource centre for policy advocacy and capacity building in youth development efforts in the country.
4.10 Priority Area 10: Inclusion

4.10.1 CURRENT STATUS
There are a number of youth at risk and marginalised youth who require special attention in order to ensure that they can access and benefit from the government programmes. These youth can broadly be categorised as follows:

- Socially and economically disadvantaged youth, including but not limited to youth belonging to SC/ST/OBC groups, migrant youth and women.
- Out-of-school or drop-outs from the formal educational mainstream.
- Youth living in conflict affected districts, especially those affected by Left Wing Extremism (LWE) and youth from Jammu & Kashmir and the North East.
- Youth living with disability or suffering from chronic diseases.
- Youth at risk, including but not limited to youth suffering from substance abuse, youth at risk of human trafficking and youth working in hazardous occupations, sex workers.
- Youth that suffer from social or moral stigma including but not limited to Lesbian, Gay, Bisexual and Transgender (LGBT) youth, youth infected or affected by HIV/AIDS.
- Youth in institutional care, orphanages, correctional homes and prisons.

The categorisation reflects the shared solutions that may be devised to support these youth, whose enablement and empowerment must be a priority for the government.

A number of Ministries are working on addressing the challenges of these categories of youth. Some sector-specific Ministries have special programmes targeted at these groups that seek to create a more inclusive and equitable society. For example, MHRD has special schemes to support girls’ education and bridge the sizeable gender gap in enrolment at all levels of schooling. Other Ministries act as nodal agencies responsible for the well-being of specific groups, for example, MoTA deals with issues that tribals face such as livelihood security and promotion of or access to education.
SC/ST/OBC youth and women have a considerable number of policies targeted at them to promote equity and inclusion. These are in the areas of (a) education scholarships and hostels, (b) credit to support self-employment and entrepreneurship, (c) rehabilitation of individuals from certain occupations such as manual scavenging, and (d) reservations at different levels of governance. These policies attempt to mainstream individuals from these groups into the society from an early age, with the objective that successive generations will be able to benefit and move out of disadvantage and poverty.

With respect to LWE and other conflict-affected regions, there has been an increased focus on creating infrastructure and development in such regions. GoI has also set up a range of schemes to provide employment opportunities to youth living in conflict-affected regions in order to ensure that the youth are productively engaged. For instance, the Planning Commission has been implementing an Integrated Action Plan (IAP) in 82 selected Districts (now increased to 88) of the 9 LWE affected States since 2010-11 for accelerated development of these areas. Skill development has been a major area of focus under this Plan. Similarly, the Ministry of Home Affairs also provides funds to Central Armed Police Forces deployed in LWE affected areas to undertake skill development schemes under Civic Action Programme.

The Department of Disability Affairs under MoSJE supports individuals with disabilities through various Schemes for education scholarships, support for purchasing aids or appliances, grants for rehabilitation and incentives to employers for hiring disabled individuals, etc.

The government recognises that not only is it essential to support youth currently at risk but also to ensure that youth are not faced with circumstances in the future that put them at risk. For example, for youth currently abusing drugs and alcohol, the GoI takes an inter-sectoral approach of covering awareness and information dissemination, counselling and rehabilitation.

Besides the above programmes targeted at specific sections of disadvantaged youth or youth at risk, other government programmes also maintain special focus on such sections of the youth. For instance, NRLM of MoRD seeks to give high priority to youth belonging to categories like ST/ SC/ OBC/ Primitive Tribal Groups (PTGs), migrants, minorities, victims of human trafficking, youth from LWE Districts, North East and J&K, youth engaged in hazardous occupations etc.
4.10.2 FUTURE IMPERATIVES

a) Enablement and capability building for disadvantaged youth:

It is essential that the government continues to promote equity in the formal system and focuses on mainstreaming socially and economically disadvantaged youth. The GoI must review its current programmes for these youth and identify where these programmes have been effective, and where they have failed and the reasons for this. A critical area of focus for disadvantaged youth is education and while the MHRD is taking steps towards ensuring education for all, via RTE and other programmes, an inter-sectoral approach is needed to ensure that youth can make the most of education programmes by being in good health and not losing out on income generating opportunities that they perceive as more valuable.

b) Ensuring economic opportunities for youth in conflict-affected regions: A key factor thought to contribute to youth participation in violent conflicts and extremism is the lack of livelihood opportunities. Hence, it is essential to ensure that these youth are provided with livelihood opportunities. In the longer term, a programme of infrastructure development, socio-political access and awareness building can prevent youth from being attracted to such activities.

c) Develop a multi-pronged approach to supporting youth with disability: While the GoI has taken several steps to support youth with disability, it is important to create systems and infrastructure to enable these youth to lead normal lives. The 12th Five Year Plan makes a set of recommendations on steps required to empower individuals with disabilities, and all relevant Ministries must develop action plans in this regard.

d) Create awareness and opportunities to prevent youth being put at risk: While the government is working to create support and rehabilitation systems for youth at risk, it is essential to simultaneously build systems to ensure that youth are not forced to put themselves into situations that constitute physical or mental risk. A targeted awareness and outreach programme for youth that are likely to be at risk must be developed and undertaken as a matter of priority.
4.11 Priority Area 11: Social Justice

4.11.1 CURRENT STATUS

It is important to ensure that youth of all backgrounds are free from discrimination, stigma, and disadvantage; and have recourse to a justice system that is swift and equitable. A concerted effort has been made to ensure that GoI programmes are inclusive, and that disadvantaged groups are supported. It is important that an effort is made to mainstream the disadvantaged groups through affirmative action and other targeted programmes. Furthermore, there is need for greater monitoring and media attention to prevent illegal social practices such as dowry, child marriage, honour killings, caste-based discrimination and stigmatisation of LGBT youth. Hence, it is important to create systems of education and moral transformation at the grassroots level to eliminate these practices of stigmatization and discrimination, and deliver social justice for all.

4.11.2 FUTURE IMPERATIVES

a) Leveraging youth to eliminate unjust social practices:
The youth of the country can be leveraged to build awareness and provide education at the grassroots in order to eliminate unjust social practices. Furthermore, the youth can also be trained to monitor and report on the prevalence of unjust social practices at the grassroots.

b) Strengthen access to justice at all levels:
Individuals must be given stronger access to formal justice at all levels. The pace at which trials are held must be increased, in order for formal punishment to act as a serious deterrent. Inputs must be taken on the current constraints and bottlenecks at the grassroots level and appropriate action taken.
Defining success of NYP-2014

5.1 It is essential to monitor and evaluate the success of NYP-2014 in order to understand the impact of the policy on the youth and to determine future strategies for the youth of the nation. In the short-run, NYP-2014 can be considered successful if it documents priority areas that should be the immediate focus for youth development, creates guidelines from which stakeholders can develop actionable strategies and builds alignment amongst stakeholders, providing them with a concrete framework for action. In the longer term, success can be defined on the basis of whether the objectives of NYP-2014 for youth have been achieved. That is, whether the youth are productive, healthy and active, socially responsible, politically engaged and mainstreamed. Together, these definitions create a framework for measuring the success of NYP-2014, and provide guidelines for selecting appropriate indicators.
Monitoring and Evaluation

5.2 The NYP-2014 seeks to define the Vision of the Government for the youth of the country and to identify the key areas where action is required and not enough is being done, to enable youth development. It is intended to serve as a guiding document and provide a framework for action for all stakeholders.

5.3 Keeping in mind the diversity of the country and the need to address region-specific needs and concerns of young people that are not adequately reflected in the NYP-2014, each state should also enunciate its own State Youth Policy, keeping the overall national perspective set out in the NYP-2014 in view.

5.4 In light of the fact that many Ministries of GoI have significant components of their policies and programmes that are relevant to the youth, an inter-sectoral approach is imperative for dealing with youth-related issues. In view of this, the NYP-2014, consistent with the suggestion made in earlier Policy documents, advocates the establishment of a coordinating mechanism at the Centre and state levels. The State Coordinating Committee may be chaired by the Chief Minister of the state or a senior member of the cabinet. This will ensure optimum utilisation of resources available with different Ministries and Departments and streamlining of policy and programme interventions.

Indicators for measuring success of NYP-2014

5.5 There are two types of indicators that can be selected to measure the impact or success of a policy: leading and lagging indicators. Leading indicators measure short-run impact of the policy, and are more likely to be process-based. They are an early signal of whether the policy is on track to achieve its objectives. Lagging indicators, on the other hand, measure the longer term impact of the policy, once it has been in place for a sufficient length of time. These indicators measure whether the policy has had an impact on the outcomes it was intended to alter, and therefore, whether it has achieved its objectives.

5.6 Leading indicators of success of NYP-2014 measure whether the policy has provided a framework and guidelines for stakeholders, thereby achieving its purpose. The following four leading indicators have been selected:

a) Number of States that have created a youth policy?
b) Number of times has NYP-2014 been referenced in other Central/State policy documents, reports and RFDs?
c) Number of times NYP-2014 has been referenced in stakeholder documents, including media, civil society, private sector?
d) Number of policies/programmes that have been initiated to close gaps identified in NYP-2014?
5.7 Lagging indicators of success of NYP-2014 measure the progress towards achieving each one of the 5 objectives for youth set out in the policy. The following 8 lagging indicators have been selected for the corresponding objectives/ priority areas:

EXHIBIT E.6: LAGGING INDICATORS FOR NYP 2014

<table>
<thead>
<tr>
<th>Create a productive workforce</th>
<th>Youth Unemployment Rate</th>
<th>Completion Rate of Higher Education</th>
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</thead>
<tbody>
<tr>
<td>Develop a strong &amp; healthy generation</td>
<td>Maternal Matality Rate</td>
<td>Gold medals per capita won at Commonwealth Games</td>
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<tr>
<td>Instill social values and promote community service</td>
<td>Number of delinquent youth (IPC &amp; SLL1)</td>
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<tr>
<td>Promote participation and civic engagement</td>
<td>Number of elected PRI members below age 35</td>
<td>Youth voter turnout</td>
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<tr>
<td>Ensure inclusion and social justice</td>
<td>Unemployment rate across different social groups</td>
<td></td>
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</tbody>
</table>

5.8 A baseline assessment must be undertaken and annual targets must be set for each one of the indicators. In the event these are not met, an investigation into the reasons for this must be done and appropriate course correction actions must be initiated. These indicators may also be combined into a comprehensive Youth Development Index.

Biennial “Status of the Youth” Report

5.9 NYP-2014 recommends that MoYAS publish a Status of the Youth Report every 2 years. This report should provide comprehensive information on all youth related schemes and programmes, as implemented by various Ministries. The reports should identify progress against targets on the leading and lagging indicators of success of NYP-2014. This report should also synthesise the views and priorities identified through bottom-up engagement with the youth. Finally, the report will document any previously unidentified challenges facing the youth, and recommend the way forward in these areas.

Review of NYP-2014

5.10 NYP-2014 will be reviewed every 5 years in order to enable GoI to take stock of key achievements and challenges, and refocus the priorities for youth, going forward.
RECOMMENDATIONS ON THE WAY FORWARD

Given that youth comprise 27.5% of the population and will play a crucial role in the progress and development of the nation, supporting and enabling the youth must be made a priority. This document details 11 priority areas and highlights specific gaps where action is required in order to help youth overcome the challenges they face and India to reap the benefits of its demographic dividend.

It is important to identify the most appropriate set of interventions for youth development, and invest in the ones that will have the maximum impact in each of these priority areas. This requires a review of existing government programmes for the youth, an analysis of the impact of stakeholder activities and pilot projects before mass roll-out of new programmes for the youth. Furthermore, it must be noted that given the scale of the challenge, it is imperative to have a concerted effort from all stakeholders.
Stakeholders must be aligned on the objectives for youth development and participation, and must work in a coordinated manner to facilitate holistic youth development. Innovative solutions that leverage available resources and tools are required to empower the youth of the nation.

6.1 GoI needs to increase investment in the youth to capture the demographic dividend

Youth present a considerable economic opportunity today which the government should capitalise on. There is a huge opportunity for improvements in productivity of the youth through programs targeted towards education, skilling, entrepreneurship development and health care.

GoI is currently spending approximately Rs 2,710 on every young individual through various Ministries, of which Rs 1,100 is through targeted programs. In order to capitalise on this opportunity, the government would need to invest more in youth across the various priority areas.

6.2 Mainstream youth issues in the development process

It is evident that the youth will play a crucial role in the future development of the nation. Hence it is important that the issues related to youth are mainstreamed and youth become a national priority. This can be achieved in several ways, including:

• **Building Youth Development into RFDS:**
  As identified in Section-4, youth development is not an activity that can be performed in isolation by MoYAS. One key mechanism for ensuring that all Ministries work towards mainstreaming youth development and participation is to identify linkages between MoYAS and other Ministries and incorporate these into the respective RFDs. Youth engagement and participation measures must be included as metrics of success of various government programmes in the respective RFDs.

• **Key Ministries Should Develop a ‘Youth Connect’ Programme:**
  Given the fact that youth comprise 27.5% of the population, and represent a large proportion of the target segment of most of the Ministries, it is important to ensure key Ministries communicate with the youth. NYP-2014 recommends that all relevant Ministries should set up a mandatory ‘Youth Connect’ programme which is a targeted youth outreach programme. This programme will inform and educate the youth about the various schemes and programmes available to them that are administered by the Ministry. It can run offline through a combination of workshops, briefings and information sessions or online using ICT and social media, tailored to the relevant scheme. The outreach material and information from these programmes can also be fed into the more broad-based MoYAS youth engagement portal.
6.3 Discuss and define role of all stakeholders

Given the scale of the challenges facing the youth and the wide range of stakeholders engaged in various capacities, it is important to define the role of each stakeholder. There are two possible roles, that of a ‘doer’ responsible for creating programmes, or an ‘enabler’ that creates a supporting environment for action and promotes the work of other stakeholders. It is important to build stakeholder maps in each priority area in order to understand the range of actors and activities. For each priority area, it is important to determine which stakeholders are responsible for directly financing and implementing programmes, and which stakeholders are responsible for creating an enabling environment. Formal channels for stakeholder interaction must also be developed. For example, with respect to community engagement, MoYAS could act as a ‘doer’ through its programmes like NSS, NYKS and NYC, which work towards engaging youth in community development initiatives. MoYAS also has a key ‘enabling’ role to create systems that help the youth connect with existing community development organisations and support their work.

6.4 Leverage various channels for effective youth engagement and participation

There are several existing channels that the government can leverage to effectively engage with youth and promote youth development. Two key ones are ICT and other youth organisations.

- **Use ICT to engage with the youth:** ICT and social media are key tools that can be leveraged to connect and engage with the youth. Given the growing penetration of the internet amongst young people, especially via smartphones, the GoI should more actively engage with the youth using technologies that they access on a daily basis. Youth outreach programmes no longer have to be physically implemented through youth clubs and other such networks, but can also be implemented via the internet, mobile phone applications and social media.

- **Promote youth development through existing organisations:** The government should work towards leveraging the vast number of stakeholders that are already working to support youth development and participation, and expanding its own reach and access to the youth through the networks of these organisations.

All stakeholders should review their strategies in line with the priorities for youth development identified in NYP-2014. They should create action plans, design programmes in specific areas and monitor and evaluate their impact on the youth.
**LIST OF ACRONYMS**

<table>
<thead>
<tr>
<th>Acronym</th>
<th>Full Form</th>
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<tbody>
<tr>
<td>ASHAs</td>
<td>Accredited Social Health Activists</td>
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<td>AWWs</td>
<td>Anganwadi Workers</td>
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<td>BCG</td>
<td>The Boston Consulting Group (India) Private Limited</td>
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<td>BNV</td>
<td>Bharat Nirman Volunteers</td>
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<tr>
<td>CCE</td>
<td>Continuous and Comprehensive Evaluation</td>
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<td>COE</td>
<td>Centre of Excellence</td>
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<td>DAC</td>
<td>Department of AIDS Control</td>
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<td>EBRs</td>
<td>Economically Backward Regions</td>
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<td>GER</td>
<td>Gross Enrolment Rates</td>
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<td>GNI</td>
<td>Gross National Income</td>
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<td>GoI</td>
<td>Government of India</td>
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<td>ICT</td>
<td>Information and Communication Technology</td>
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<td>IEO</td>
<td>Independent Evaluation Office</td>
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<td>ITI</td>
<td>Industrial Training Institute</td>
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<td>JSY</td>
<td>Janani Suraksha Yojana</td>
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<td>LAMP</td>
<td>Legislative Assistants to Members of Parliament</td>
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<td>LNIPE</td>
<td>Lakshmibai National Institute of Physical Education</td>
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<td>LWE</td>
<td>Left Wing Extremism</td>
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<td>MECs</td>
<td>Micro-Enterprise Consultants</td>
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<td>MGNREGA</td>
<td>Mahatma Gandhi National Rural Employment Guarantee Act</td>
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<td>MHRD</td>
<td>Ministry of Human Resource Development</td>
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<td>MLE</td>
<td>Ministry of Labour and Employment</td>
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<td>MMR</td>
<td>Maternal Mortality Rate</td>
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<td>MoHFW</td>
<td>Ministry of Health and Family Welfare</td>
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<td>MoPR</td>
<td>Ministry of Panchayati Raj</td>
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<tr>
<td>MoRD</td>
<td>Ministry of Rural Development</td>
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<td>MoSJE</td>
<td>Ministry of Social Justice and Empowerment</td>
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<td>MoSME</td>
<td>Ministry of Small and Medium Enterprises</td>
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<tr>
<td>MoTA</td>
<td>Ministry of Tribal Affairs</td>
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<td>MoWCD</td>
<td>Ministry of Women and Child Development</td>
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<td>MoYAS</td>
<td>Ministry of Youth Affairs and Sports</td>
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<td>MSMEs</td>
<td>Micro, Small and Medium Enterprises</td>
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<td>MUD</td>
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<td>NACO</td>
<td>National AIDS Control Organisation</td>
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<td>NCC</td>
<td>National Cadet Corps</td>
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<td>NCERT</td>
<td>National Council of Educational Research and Training</td>
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<td>NIS</td>
<td>National Institute of Sports</td>
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<td>NPFAI</td>
<td>National Playing Fields Association of India</td>
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<td>National Programme for Youth and Adolescent Development</td>
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<td>Nehru Yuva Kendra Sangathan</td>
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<td>PHC</td>
<td>Primary Health Centre</td>
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<td>PMEGP</td>
<td>Prime Minister’s Employment Generation Programme</td>
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<td>PMRDF</td>
<td>Prime Minister’s Rural Development Fellowship</td>
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<td>PMSSY</td>
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<td>Results Framework Document</td>
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<td>ULBs</td>
<td>Urban Local Bodies</td>
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