



STANDARD OPERATING PROCEDURE

Yuva Sangam Phase - V

1. Roles of various Ministries

- a) **M/o Education** - Selection of youth and conducting tours through HEIs
- b) **IRCTC** - End to End tour arrangements and logistics (bus / meals *where required* and ticket booking);
- c) **D/o of YA** - Help in implementing 'Buddy System' and assist HEIs in organizing end of tour public functions through NYKS
- d) **M/o Tourism & M/o Culture** - Preparation of itinerary; ZCCs may organize cultural programmes during the visits; CIHMs may organize lunch/ dinner etc. based on regional themes
- e) **D/o Sports** - Organizing sports programmes, meeting with eminent sports personalities etc.
- f) **M/o I&B** - Communication and Outreach
- g) **M/o Home Affairs** – Ensuring security for the delegation, providing armed escorts during local travel in the state.

Other responsibilities may come up during the tours.

2. Action Points for Nodal Higher Education Institutions (Nodal HEIs)

There will be 01 Nodal HEI identified from each of the states/UTs and 01 nodal officer identified from each HEI for further end-to-end communication. The list of Nodal HEI identified for Yuva Sangam Ph-V is at Annexure - I. The Nodal HEI will:

- a) Assign a nodal officer from the Institution. The nodal officer will be provided access to the Yuva Sangam repository (communications from Ministry, presentations, guidelines/Checklist, designs, banner, merchandise, AV material, directory of officials from participating agencies, previous itineraries etc) and will be the lead coordinator for Yuva Sangam on behalf of the HEI.
- b) Make the final selection of Yuva Sangam, based on the criteria for the youths residing in the State/UT where the HEI is located, by constituting a Selection Committee.
- c) Arrange for the educational cum cultural tours using funds in its Head OH-31 and by mobilizing resources through sponsorships
- d) Act as **both SENDER and RECEIVER** institution and therefore will select 45-50 youth from their state/UT for visit to the paired HEI in paired state/UT. Will also prepare for receiving 45-50 youth and coordinators accompanying them from their paired state/UT.
- e) Send one set each of merchandise prepared for Yuva Sangam to AICTE, both as Sender and as Receiver HEI for the Yuva Sangam repository. Both sets of merchandise may be couriered to AICTE on completion of the visit.
- f) Prepare suitable standard design Banner to be carried by the delegation during their visit to the paired state (open files for design will be made available in the Yuva Sangam repository).
- g) Connect with private and state universities in their region to disseminate information and increase number of youth registering for the tours.
- h) Form one Core Committee with sub-committees, based on requirement, to perform the functions listed below:

- i. Aiding the Selection Committee in finalizing the delegation, addressing queries and concerns raised by applicants or parents, sensitizing selected delegates before the tour and coordinating with institutions (where the delegates are enrolled) to facilitate relieving of the delegates.
- ii. Coordinating with IRCTC and paired HEI to lock in dates for the tours and for booking trains, buses, meals during the tours.
- iii. Arranging bookings in Guest Houses of other HEIs, State Guest Houses, etc. in case itinerary demands halt at different station for night stay.
- iv. Finalising itinerary covering the 5 Ps; **Paryatan** (Tourism), **Parampara** (Traditions), **Pragati** (Progress), **Prodyogiki** (Technology), **Paraspar Sampark** (People to people connect) and coordinating/ liaising for visits to Raj Bhawan, SAI, industrial visits, other places of interest, end of tour public function etc.
- v. Ensuring adequate infrastructure and conducive environment for the delegates. This would include hostel rooms, playground activities, medical centre, security, campus walks, food etc.
- vi. Arranging ice-breaking and orientation sessions, identifying local buddies for the delegates and coordinating for overnight stay/ short- visit of delegates at homes of local buddies.
- vii. Curating and organizing cultural events showcasing native/regional art forms of the state/UT, (assistance may be sought from ZCCs of M/o Culture, if needed)
- viii. Designing merchandise and mobilising additional resources through sponsorships.
- ix. Submitting feedback form after the conclusion of the tour, designed to capture both SENDER and RECEIVER institution experience, and any challenges faced during the tour.
- x. Manage media as per guidelines mentioned in the SOP

3. Action Points for Nodal Institutions (HEIs) as SENDER Institution

- a) Will select youths across their states ensuring representation across different regions, academic disciplines, gender, socio-economic status etc. The institutions may devise their own screening methodology for selection of the delegates.
- b) Will engage IRCTC for booking train tickets and buses, if required for sending their State's delegates to the paired destination, and for local travel. At least three sets of travel dates to be conveyed to IRCTC, after consulting the Receiver Institute, for ticket bookings. This will allow IRCTC to issue tickets after assessing availability of trains/ technical feasibility of adding coaches etc.
- c) Will finalize travel details with Host (Receiver) HEI and IRCTC (start date, end date, start destination, end destination, train number, name, reservation details, details of program in major halting stations etc.)
- d) Will arrange to send upto 5 coordinators (including a Public Relation Officer) for accompanying the youth, including at least two female coordinators, after ensuring proper orientation of the delegation (youth and coordinators) as to the objectives of Yuva Sangam and the conduct expected during such tours. In case of shortage of faculty/ staff in Nodal HEI, they can contact other HEIs in the state.
- e) Will award Certificates and/ or Credits to the participating youths
- f) Will arrange for convening the delegation at single boarding place, preferably call them a day prior to the date of travel and utilize the time for orientation and inter se rapport building.
- g) Will ensure engagement of adequate volunteers/ Faculty members to maintain discipline during the tours
- h) Will coordinate with Railways/MHA to ensure adequate security during travel to paired States/UT and availability of emergency medical attention.
- i) Will organize flag off ceremony with participation of eminent personalities
- j) Will maintain contact details of the nodal/key Officials of the paired HEIs and State/UT Governments
- k) Will create and provide merchandise of YUVA SANGAM - T-Shirts, Caps, Wristbands/ Handbags/ Pouches/ Keychains etc.
- l) Will document the entire tour and share high resolution AV content for amplification by AICTE and the Ministry through social media handles.
- m) Will select 3 papers/essays/ testimonials submitted by the participating delegates at the end of the tour and share with the M/o Education.
- n) Will ensure tasks mentioned in checklist annexed at Annexure-II are executed.
- o) Will undertake any other action required as per the assigned responsibilities as a SENDER Institution.

4. Action Points for Nodal Institutions (HEIs) as RECEIVER Institution

- a) Will coordinate with M/o Culture, M/o Tourism and AICTE for designing the itinerary for youths coming to their states/UTs. Details of Nodal Officers are provided at Google Drive Link
https://drive.google.com/drive/folders/18fgAfxVSsfJdZX9MQjJ28LfYSSfJZClO?usp=drive_link
- b) Will engage IRCTC or any local vendor (if need be) for end to end travel, local movement and other logistic arrangements, and arrange for travel by AC III Tier and/ or local travel by bus.
- c) Will receive the delegation and make arrangements for boarding and lodging of the participants on campus or any other Govt. guest house
- d) Will organize an ice-breaking session, buddy interaction and orientation workshop on local crafts, traditional sports, and other unique activities of the region to provide an overview of the

State/UT to the incoming delegation and sensitise them on the itinerary and highlights of the tour.

- e) Will coordinate with D/o Sports for organizing sporting events/visit to SAI and interaction with eminent sports personalities
- f) Will finalize places, accommodation and food, Local Travel & Sightseeing as per itinerary. Services of local tourist guides may be availed if required.
- g) Will create and provide merchandise of YUVA SANGAM - T-Shirts, Caps, Wristbands/ Handbags/ Pouches/ Keychains/souvenir etc. depicting/ pertaining to their own state's art, culture etc. for the delegation visiting them. Resources may be mobilized through sponsorship. Logos of sponsors, of size not greater than that of EBSB, may be added to the merchandise.
- h) Will maintain details of Yuva Tourist Guide, Industrial Bodies such as FICCI, CII, etc., Local NGOs involved, planned interaction at Raj Bhawan, CM Office etc.
- i) Will plan Welcome event, interaction with MSMEs, Start-up Entrepreneurs, Artists, Singers, Sports Persons, Musicians, SHGs, etc.
- j) Will plan interaction with VIPs- Governor/ CM/ Ministers/ MPs etc.
- k) Will finalize Cultural events and sporting events in coordination with ZCCs, SAI, District and State Administration
- l) Will engage NYKS for effective implementation of Buddy system, and End of tour public function
- m) Will include local and traditional cuisines in the meal plans to give delegates a taste of the host state's culinary heritage.
- n) Will ensure suitable Standard design banner/ backdrop during the events organized. For reference, previous designs may be seen at Google drive link: <https://drive.google.com/drive/folders/1amJugK3CltXIL1MTbvacosxYr5QWfn1Z>
- o) After the tour is over,
 - i. an end of tour function will be held where the youth shall be felicitated and awarded certificates. Heads and Students of other institutions may be invited for greater outreach of the programme. Format for certificate may be accessed using the link: <https://drive.google.com/drive/folders/1amJugK3CltXIL1MTbvacosxYr5QWfn1Z>
 - ii. session will be held for all the delegates to reflect on their experiences and write a paper as per Para 5(h), before sending them off and identify three best papers to be shared with AICTE
 - iii. Will pair the delegates with NYKS youth or youth from their own institute as a part of the buddy system, encourage them to stick together during the entire duration of the tour, inspire maximum pairs of buddies to share their stories in the valedictory function and give non-monetary rewards to the best buddy story. Such stories to be shared on social media platforms also duly tagging the PMO, MoE and EBSB handles. Detailed guidelines available at <https://drive.google.com/drive/u/1/folders/1Hh83whZAddgYloO1kWLWSV5axYkiXoJ->
- p) will share the report of the Yuva Sangam tour within three weeks of its completion with AICTE
- q) Any other action required to be undertaken as per the assigned responsibilities as a Receiver Institution.

5. Action points for accompanying Coordinators:

- a) Will be conversant with the YS programme, its objectives and their roles as Coordinator during the programme
- b) Will hold 2-3 virtual meetings with the delegates before the travel dates, enabling both sides to be familiar with each other
- c) Will emphasize that '**It's an educational-cum-cultural tour**', and not just a leisure trip
- d) Will encourage discussion on themes related to NEP and its benefits for the youth, Vikasit Bharat Sankalp, AmritKaal Vimarsh, Drug Free Bharat, Ek Ped Maa ke Naam etc. for during Tour
- e) Will ensure emergency medical care is available at all times during the tours
- f) Will maintain details of the Officials of the paired HEIs, State Governments and

- participating agencies
- g) Will hold regular meetings with the Nodal Officer of the Receiving HEI to discuss plans for next day and inform the delegation accordingly
 - h) Will sensitize the delegates from the beginning that they need to prepare a paper (write-ups) to be submitted within 10 days of end of the tour capturing their experience in the 5 areas of — **Paryatan** (Tourism), **Parampara** (Traditions), **Pragati** (Progress), **Prodyogiki** (Technology), **Paraspar Sampark** (People to people connect) and his general experience. The topic for the paper shall be “**How Ek Bharat is truly a Shreshtha Bharat: My learnings from YUVA SANGAM tour**” in approx. 2000 words. These papers will be submitted to the Receiver Institute who will identify three best papers and share with AICTE and M/o Education.
 - i) Will encourage the youth to effectively leverage social media at various stages - right from their selection to the completion of trips; and their complete experience sharing for amplification of the Yuva Sangam initiative
 - j) Will encourage youth to post updates on YS Portal as suggested in Section 7

6. Selection of Youths

- a) The applications will be invited through the portal <https://ebsb.aicte-india.org/>
- b) The Nodal HEIs will publicise the call for applications among eligible youths of their states/UTs, not just their institute, through social media (including professional networking groups such as LinkedIn), press conference, emails to other institutions, coordination with regional PIB offices, local radio channels etc.
- c) The Nodal HEI will constitute a Selection Committee with members from reputed HEIs to scrutinize applications and may devise their own screening mechanism for selection of a group of 45-50 youth (including 10 youth from UT wherever applicable) in a fair and transparent manner, maintaining diversity and balance across gender, region, academic discipline (i.e. Journalism/ Hospitality/ Multimedia course/ arts/ law/ commerce/ science, etc.) and socio-economic groups.
- d) A provisional/waiting list of 5-10 students/youths, selected in a fair and transparent manner, may also be maintained to provide buffer in case of drop outs.
- e) Selection should not be restricted to own campus and should include youth from multiple institutions across the state/UT.
- f) Nodal HEI may ascertain selected youth are domiciled in the State/UT and seek Certificate of Character from their parent institute. Off-campus selected youth may submit Certificate issued by any Gazetted officer
- g) Nodal HEI may ensure requisite consent has been obtained from parents/ guardians.
- h) Nodal HEI may conduct online interviews to assess shortlisted youth's motivation and suitability for the program.
- i) Once the process of selection has been completed, the results may be entered in the portal having dashboards for each Nodal HEI.

(A nodal HEI launched a special help line center to address the queries of participants/ parents pertaining to the Yuva Sangam programme)

7. Action Points for Participating Youths

- a) Will prepare a paper (write-ups) at the end of the tour to the Receiver HEI, mentioning their experience in the 5 areas of — **Paryatan** (Tourism), **Parampara** (Traditions), **Pragati** (Progress), **Prodyogiki** (Technology), **Paraspar Sampark** (People to people connect) and his general experience. The topic for the paper shall be “**How Ek Bharat is truly a Shreshtha Bharat: My learnings from YUVA SANGAM tour**” in approx. 2000 words. Three best

papers (write-ups) of each visit will be shared by the Nodal HEI with AICTE and M/o Education.

- b) Will serve as a Yuva Sangam volunteer and effectively leverage social media/ other platforms to sensitise the larger public regarding experiences gathered during Yuva Sangam tours and other nation building activities.
- c) Will actively engage on the Yuva Sangam platform by sharing content in the form of short films/ video clips (in landscape/full width format) of the events/sightseeing etc. during and after the tour. Steps for posting content/ testimonials are as follows
 - i. The participants can upload the posts on AICTE using the link: <https://ebsb.aicte-india.org/student/login.php>
User ID: <email ID>
Password: <10 digits Phone no.>
 - ii. The nodal officers will then need to approve or reject the post. Once approved, the posts will reflect at: <https://ebsb.aicte-india.org/social-board/index.php>
 - iii. Link for nodal officers to login: <https://ebsb.aicte-india.org/student/login.php>
 - iv. After the tour is over, youth will share their experience on: https://docs.google.com/forms/d/e/1FAIpQLSfOeayZnwR1FxSsAPcf3MIORkZ3YgXH3j_9bvtJFqUv399zKA/viewform

8. Itinerary Finalization: Guidelines

- a) The tour duration will be 5-7 days (excluding travel time)
- b) Nodal HEI may coordinate with agencies of M/o Culture and M/o Tourism to prepare an indicative itinerary keeping in view the following points:
 - i. Youths will visit 2-3 towns/ villages in the state/UT and will interact with locals of the state/UT.
 - ii. Youths will visit important industrial, infrastructural, architectural or engineering marvel such as port/ factory/ handicraft/ textile hub/ PSU/ manufacturing unit/ dam/ tunnel/ bridge/ mandi/ sports stadium— depending on what the state/UT has to offer.
 - iii. Important tourist spots/ places of national pride and significance that have come up in the state/UT during the recent years should be included in the itinerary.
 - iv. Youths should be introduced to the art & culture of the state/UT through live cultural shows, museum visits, hands on training or exposure to native art forms, visits to architecturally important sites in the state, crafts villages, etc.
 - v. Any important festival/event/fair celebrating local culture, heritage, sports etc. coinciding with the time of visit may be included in the itinerary.

(IIM Sambalpur capitalized on newly launched Vande Bharat train to make the delegates travel from Sambalpur to Bhubaneshwar during the YS Ph III. Most of the Kerala delegates travelled in Vande Bharat for the first time. IIM Trichy arranged a visit for Rajasthan delegates to village 'Mandaiyur', where they interacted with the village president, VAO and the common people to understand the Village culture of Tamil Nadu.)

- c) M/o Sports will make the final decision as regards sporting events and will organize sporting events/ indigenous sports, meeting with eminent sportspersons of the state etc.
- d) The indicative itinerary may be finalized only after locking in/ freezing dates of travel in consultation with IRCTC and paired HEI.
- e) Nodal HEIs will maintain the day wise Itinerary (Day, Scheduled Date, from, to, arrival/start place, places to visit, travel time in kms, Local Travel & Sightseeing etc.), finalizing itineraries in advance, keeping in view the below-mentioned points
 - o Preventing drop-outs by making advance contact and liaising with the selected

participants and sensitizing parents/guardians

- Asking participants to submit undertakings related to physical and mental fitness for performing travel before commencement of the tours
- Having continuous communication with all stakeholders regarding date of travel, itinerary etc.
- Defining structure for VIP Interaction for good outcome of the interaction
- Earmarking adequate time for familiarization with campus, buddy interaction, shopping from local markets in order to promote local art & crafts, handlooms etc.
- Emphasizing people to people connect through informal interaction or focused group discussions with villagers, senior citizens, MSMEs etc
- Ensuring participation of local public in end of tour functions

f) The itineraries finalized in previous phases of the Yuva Sangam may be referred to using link <https://drive.google.com/file/d/1LnuxH4gJXmkZd6XdcVG9aKU4gN3oTDQv/view>

9. Local Logistics Arrangements

- This will be the overall responsibility of IRCTC except local stay at hostel & food provided by the receiver HEI.
- The Receiving Institution will coordinate with M/o DONER (if located in North East)/ Local Administration to facilitate

10. Communication and Outreach

Ministry of I&B will devise an SOP for Communication and Outreach, onboarding Media Units in the identified states/ UTs and preparing a plan for syncing the publicity efforts of all ministries for maximum visibility.

11. Media Management by the Nodal HEIs

- Assigning nodal person/ PRO for media management who will be in regular connect with the media team of M/o Education
- Sharing Documentation/ photographs/ Videos/ animations/ Newspaper Cuttings/ Write-ups etc. of youth during the tours
- Engaging a **dedicated photographer /videographer for taking HD quality pics and videos** of the delegates being hosted (visiting team in their campus) for uploading good quality video clips and photographs on links provided for preparing a composite video of the event.
- All Photographs and videos to be taken in Landscape / full width HD format for uploading. Photographs and Videos of the delegates should also show (in background/sides etc.) the event/ monument/ place /VIP visited etc. so as to identify where they have visited. Avoid uploading pics/selfies/ videos where place of visit is not identifiable.
- Providing HD quality pics and videos of the outgoing delegation from the institute during their send off and return. Suitable Banners / Back drops during events/ visits may be visible in group pictures(HD)
- Conducting Press Conference before the event; merely press release is not sufficient; Press Releases to be done after the event.
- Live-streaming/ web casting of the event and ceremonies if possible.
- Submissions of the Final Report related to media coverage of the tours.
- Organizing at least one event for experience sharing. Recording of the same in landscape format be done and best 2/3 clips may be uploaded on video links.
- Organizing an Exhibition of best photographs clicked during the tours, in their campus.

- Amplifying testimonial videos made by delegates through social media
- Developing/ providing platform for youths to stay connected even after the tour has concluded
- Organizing cultural events and also engaging other institutions and their students in order to popularize this initiative
- Creating a dedicated microsite or portal for the program to disseminate information, updates, and tour plans to participants.

(A nodal HEI launched an institutional microsite of Yuva Sangam for disseminating information/ updates/ selection status/ tour plan etc. to the delegates of their states (<https://www.iimtrichy.ac.in/yuva/>)

Some of the best practices from previous phases have been documented and are available at the link: <https://docs.google.com/document/d/1KfBIIOycvva1y-AfsteaJq0oKV5G3v5W0MEdRpt1uyo>

For more details and registering for Yuva Sangam, please visit: <https://ebsb.aicte-india.org/>



CONCEPT NOTE

YUVA SANGAM (Phase - V)

An initiative by Government of India to strengthen people to people connect especially between youth belonging to various States.

Introduction

Yuva Sangam is an initiative of Government of India which focuses on conducting exposure tours of the youths comprising mainly students studying in Higher Educational institutions (HEIs) & some off-campus youths from one state to other states & vice versa. It provides an immersive experience of various facets of life, development landmarks, recent achievements and a youth connect in the host state. During their visits, the youths will have a multi- dimensional exposure under five broad areas — **Paryatan (Tourism), Parampara (Traditions), Pragati (Development), Paraspar Sampark (People-to-people connect), and Prodyogiki (Technology).**

In order to build empathy and strengthen people to people connect between youth of the various states of the country, under this initiative of sustained youth exchange programme under Ek Bharat Shreshtha Bharat (EBSB), youths across various states will visit other states for a 5-7 days' period in which they will get an immersive experience of various facets of the state they are visiting, and interact with the local youth. The participating ministries of EBSB — M/o Education, Home Affairs, Culture, Tourism, Youth Affairs & Sports, I&B, Railways; and DONER having distinct roles and are responsible for implementation of their respective parts.

Objective

To provide youths a multi- dimensional exposure under five broad areas — Paryatan (Tourism), Parampara (Traditions), Pragati (Development), Paraspar Sampark (People-to- people connect) and Prodyogiki (Technology).

Eligibility Criteria to Apply

All Indian Youths in the age group 18-30 years comprising mainly Students, NSS/ NYKS volunteers, employed/ self-employed persons, etc.

General Guidelines

- Undergraduate (UG), Post-Graduate (PG), Ph.D. students & other youth will be considered for selection.
- The selection will be made keeping in view various parameters like equal representation of male and female, educational background, adequate representation from rural/ remote areas, inclusivity, representation from all sections of the society etc.
- The youth selected to participate in the Yuva Sangam, i.e. the delegates will be contacted by the Nodal Officers of Higher Education Institutions for all further correspondence.
- The applicant should be medically fit and able to travel.
- During the journey, the delegates will need to maintain decorum at all times.
- Delegates traveling in a group are expected to adhere strictly to the guidelines given by the coordinator of the group. Delegates must respect the cultural and ethnic sensitivities during the visit.

Here are some ways to inspire your students to register for Yuva Sangam:

- Put up posters and flyers around the campus to promote registration to the program.
- Organize an information session/ workshop about Yuva Sangam. Share details about the program, such as the itinerary, the activities, and the benefits of participating.
- May invite a Yuva Sangam alumnus to speak to your students during the workshop. They can share their personal experiences and insights about the program.
- Create Ek Bharat Shreshtha Bharat /Yuva Sangam club or society at your institution. This will give students a chance to learn more about the program and to prepare for their participation.
- Work with and persuade the Student Council/bodies to promote the program among students.
- Offer incentives to students who register / get selected for Yuva Sangam. For example, you could offer academic credit, extra-curricular points, small souvenir or even small financial assistance.
- Make sure that all students have access to the Yuva Sangam website and registration portal. You could also provide assistance to students who need help with the registration process.

We believe that Yuva Sangam is a valuable experience for all students. It is an opportunity for them to learn about their country, to make new friends, and to develop a deeper sense of national pride. We encourage you to do everything you can to inspire your students to register for Yuva Sangam Phase-5.