



YOUTH CAMPAIGN FOR RURAL ADVANCEMENT



National Council of Rural Institutes (NCRI)
in collaboration with
Rural Institutes, Local Organisations,
Educational Institutions and Government Agencies
Working in Rural Development



"I will give you a talisman. Whenever you are in doubt or when the self becomes too much with you, apply the following test:

Recall the face of the poorest and weakest
whom you may have seen and ask yourself
if the step you contemplate is going to be of any use to them.

Then you will find
your doubts and self melting away."

YOU CRA : At a Glance

- *Context:* The Programme is the outcome of NCRI's Youth Sensitisation Programme (YSP).
- *Pledging Common Action :* Sensitising and mobilising youth for development initiatives.
- *Operationalisation of the Programme* with Youth Volunteers and Youth Organisations.
- *Advancing Shared Security* by Awareness Camps, Shramdan Programmes and Yuva Yatras.
- *Duration and Timing:* 2nd October to 19th of October, 2009.



Context :

Human society is a ceaseless growth, an unfolding in terms of spirituality.....said Mahatma Gandhi. This vision of Gandhiji was rooted in the underlying unity of all people. Building on these commitments, further dynamic partnerships must be developed to address the common problems faced by our country and in particular Rural India.

The YOUTH CAMPAIGN FOR RURAL ADVANCEMENT (YOU CRA) has been launched by the National Council of Rural Institutes to foster leadership opportunities for young people in advancing holistic development in Rural India.

The Problem:

Today,

- Voices are heard world-wide in support of youth participation
- Action affirming the engagement of youth is also advocated & practised across India
- Disproportionate numbers of Young Indians are directly affected by the problems of poverty, illiteracy, hunger, ill-health, terrorism, violence and natural disasters
- Young people increasingly seek involvement in informed initiatives for community development

We are at the crossroads of a new paradigm of development in modern India. As we advance socially, scientifically & economically, we find new divides emerging. This is most evident when assessing the growing gap between urban and rural communities. We must remember as, Mahatma Gandhi once stated, *India lives in her villages*. New development opportunities can be unleashed for rural communities if the development machinery interfaces with people and particularly our youth.

Engaging youth *as agents of change* will be critical in shaping the new and developed face of Rural India. Over 50% of India's population is below 25 years of age. Their untapped energies are the country's greatest resource and asset. Many young people across India already acknowledge their commitment to peace, progress and are willing to be active partners in development. They can contribute enormously to community development. However a well defined approach of engaging young people needs to be articulated.



Strategic investment in youth leadership and its role in understanding the challenges of Rural India as well as finding sustainable solutions to such challenges will help create a coalition of active citizens. The leaders of tomorrow spring from today's youth: YOUCRA therefore aims to engage youth leadership in constructive initiatives.

Pledging Common Action : **YOUTH CAMPAIGN FOR RURAL ADVANCEMENT**

YOUCRA acknowledges that,

- Our Communities need our commitment
- Our Young people need the necessary information, skills, resources & opportunities to be active citizens
- We must emphasize the value of education at every stage of life and its proactive use for informed action

The specific objectives for YOUCRA include :

- To share Gandhian values with young people
- To sensitise and mobilise youth for community development
- To catalyse the youth leadership & power in micro-planning for grass-roots development.
- To provide learning opportunities & exposure to various developmental challenges of Rural India
- To create a programmatic platform for young people for holistic peace building initiatives
- To mobilise youth volunteers for emergency relief & disaster mitigation.
- To engage youth in the activities of the NCRI particularly in promoting rural higher education.

To achieve these objectives YOUCRA seeks partnerships with:

- Youth Organisations.
- Individuals committed to and having expertise in the areas identified by YOUCRA

Operationalisation of the Programme:

The programme will focus as stated on the rural issues that constitute its core agenda. It will identify volunteers and institutions, who can assist NCRI in implementing YOUCRA.

The activities will include :

- Youth camps, workshops, seminars, focussing on rural issues and needs
- Field based programmes
- Shramdan :Volunteering together
- Yuva yatras
- Art fares & concerts
- Peace rallies
- Talks by Gandhians
- Competitions for rural youth


ACTION

Ensuring Youth Participation :

We would like to realise this with a multifaceted approach that includes :

- ***Advocacy and putting information within reach :***

Today policy makers, researchers, educators & development practitioners have generated useful information & expertise. The analysis & dissemination of this expanded resource can be a vital part of community advocacy. YOUCRA in its effort



to impact rural development has identified the priority areas i.e., Nai Talim, Micro Planning, Rural Technology, Women Empowerment, Environment Protection, Peace-building , Rural Crafts and Culture, Health and Hygiene, Disaster Management and Panchayat Raj.

● ***Community Mobilisation and leadership building***

YOU CRA will lend its expertise, institutional resources & networks to mobilise communities through proactive engagement of youth. By so investing in youth-led programming it will mainstream the vision, leadership & participation of youth in various developmental processes currently in operation in Rural India.

● **Bringing knowledge to the field for Gandhian Constructive Programmes**

Our breadth of knowledge will truly be put to test when it is applied in field projects country-wide. As a neutral forum NCRI will demonstrate through YOU CRA programme innovation, participatory programming & collation of good community interventions. Some of the programmes envisaged will include i.e., Nai Talim, Micro Planning, Rural Technology, Women Empowerment, Environment Protection, Peace-building , Rural Crafts and Culture, Health and Hygiene, Disaster Management and Panchayat Raj.

- Educational Interventions for Value Education & Behaviour modification
- Micro-planning for Good governance at the Grass-roots level
- Youth supported interventions for the prevention of environmental degeneration & disaster management.
- Youth leadership in promotion of rural sanitation & hygiene and public health outreach
- Youth initiatives for sustainable development through promotion of non-conventional energy resources and economy in the use of conventional energy resources.

About NCRI

The NCRI was established, by the Government of India, in Hyderabad in 1995. NCRI has been functioning as a catalyst organisation, helping rural institutions, Gandhian organisations, NGOs, universities and state government agencies in various projects connected with the promotion of rural higher education. Its participation in rural higher education had the larger objective of enhancing support mechanisms for rural development. More specifically, its objectives focus on promoting institutions engaged in programmes of Nai Talim (Gandhian Basic Education) and strengthen teacher-training facilities for this purpose, support extension services to the community through micro-level planning, design of appropriate courses for emerging rural occupations; encourage field-oriented courses of rural institutes; strengthen the content of all these institutions with emphasis on science and technology; promote research as a tool for social and rural development; and advise the Government of India on all such matters pertaining to rural institutes. Over the years, a number of eminent personalities have been associated with the NCRI, prominent among them are Dr. M.Aram (former MP, Rajya Sabha) and Dr. L.C.Jain, (former member of the Planning Commission/High commissioner to South Africa), who served as the honorary chairmen at different periods. The present Chairman of the Council is Dr. S.V. Prabhath.

Feel free to contact us at the following address:



National Council of Rural Institutes

(Ministry of HRD, Government of India)

Shakar Bhavan, Hyderabad-500 004

Contact Person : Ms. P. Ch. Sita Devi

Ph: 040-23422108 Fax.No:040-23212114.

E-Mail: info@ncri.in www.ncri.in