सावित्रीबाई फुले पुणे विद्यापीठ

(पूर्वीचे पुणे विद्यापीठ)

राष्ट्रीय सेवा योजना

गणेशखिंड, पुणे – ४११ ००७

प्रो. (डॉ.) सदानंद भोसले

एम.ए., पीएच्. डी.

संचालक (अतिरिक्त कार्यभार)

स्वातंत्र्याचा अमृत महोत्सव

कार्यालय क्र. : ०२०–२५६२२६८८/८९
: ०२०–२५६२२६९०/९१
: ०२०–२५६२२६९२
: ०२०–२५६९७३४१

संदर्भ : रासेयो/२०२४–२५/४०३   दि. २३/१२/२०२४

प्रति,
मा.प्राचार्य/संचालक,
रासेयो संलग्नित सर्व महाविद्यालये परिसंस्था,
पुणे, अहिल्यानगर व नाशिक जिल्हा,
सावित्रीबाई फुले पुणे विद्यापीठ.

विषय : सार्वजनिक ठिकाणे दत्तक घेऊन रासेयो नियमित कार्यक्रम व विशेष शिबिरांतर्गत कार्यक्रम राबविण्याबाबत

महोदय,

मा. क्षेत्रीय संचालक, रासेयो क्षेत्रीय संचालनालय, युवा व खेल मंत्रालय, भारत सरकार, पुणे यांच्या पत्रानुसार युवा व्यवहार आणि क्रीडा मंत्रालय, रासेयो, नवी दिल्ली यांच्या निर्देशानुसार My Bharat संकल्पनेनुसार सार्वजनिक ठिकाणे दत्तक घेऊन रासेयो एककांमार्फत दि. २० डिसेंबर २०२४ पासून रासेयो नियमित कार्यक्रम व विशेष शिबिरांतर्गत हा कार्यक्रम राबविण्यात यावेत.

त्यानुसार आपल्या महाविद्यालयातील रासेयो एककांमार्फत My Bharat संकल्पनेनुसार सार्वजनिक ठिकाणे दत्तक घेऊन दि. २० डिसेंबर २०२४ पासून रासेयो नियमित कार्यक्रम व विशेष शिबिरांतर्गत हा कार्यक्रम राबविण्यात यावेत. या उपक्रमाचा उद्देश रासेयो स्वयंसेवकांनी स्थानिक सार्वजनिक ठिकाणाची देखभाल करणे, विकास करणे तसेच नागरी जबाबदारी व सामुदायिक सहभाग वाढविणे हे आहेत. सदर कार्यक्रमांतर्गत खालील उपक्रम राबविण्यात यावेत.

१.'अमृत वाटिका' उपक्रमांतर्गत वृक्षारोपण करणे.

२.'नेकी की दिवार' सारख्या देणगी जागांचे व्यवस्थापन करणे.

३.सार्वजनिक ठिकाणांची स्वच्छता व देखभाल करणे.

४.सामुदायिक ठिकाणी कार्यक्षम व सौंदर्यपूर्ण विकास करण्यासारखे उपक्रम राबविणे.

या उपक्रमांचा प्रगती अहवाल त्वरीत पुढील गुगलशीट द्वारे रासेयो क्षेत्रीय संचालनालयास सादर करणे अनिवार्य आहे.

लिंक : https://docs.google.com/spreadsheets/d/1XVEyjlTNbv3nuthljAl700M-QGDlnEy7JqyhKt36yE8/edit?usp=sharing

तसेच राबविण्यात आलेल्या उपक्रमाचे फोटो व अहवाल nssrcpune@gmail.com व nss_student_list@pun.unipune.ac.in या मेलवर "सार्वजनिक ठिकाणे दत्तक उपक्रम" या विषयासह पाठवण्यात यावा. आपल्या माहिती व उचित कार्यवाहीकरिता सोबत जोडलेल्या पत्राचे अवलोकन करावे. कळवे, ही विनंती.

संचालक
राष्ट्रीय सेवा योजना

सोबत : मा. क्षेत्रीय संचालक, क्षेत्रीय संचलनालय, भारत सरकार, पुणे यांचे पत्र

To
NSS Program Coordinators
In Maharashtra & Goa
Sir/Madam,

In continuation to email & communication on the subject, it is to inform that , Directorate of NSS , Ministry of Youth Affairs & Sports New Delhi has informed to conduct <u>**"Adopt a Community Asset Program" under MYBharat as per the approved concept note by all NSS units from 20th December, 2024 as a part of NSS Regular Activities as well as in ongoing Special Camp.**</u>

This initiative aims to engage volunteers in identifying, improving, and sustaining local public assets, fostering a sense of civic responsibility and community engagement at large.
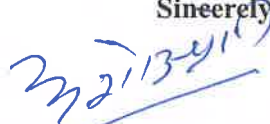
Program Highlights:

1. **Objective: Volunteers will adopt and restore local community assets such as parks, playgrounds, schools, hospitals, and public spaces to enhance their functionality and aesthetics.**

2. **Target Group: Volunteers aged 15-29 years from schools and colleges.**

3. **Example Activities:**

- <u>**Plantation drives under initiatives like "Amrit Vatika."**</u>
- <u>**Maintenance of donation spaces such as "Neki Ki Deewar."**</u>
- <u>**Cleanliness Drive -Maintenance of public Asset Other relevant activities to enhance their functionality and aesthetics of Community Asset**</u>

Action Points for University NSS Program Coordinators & Universities:

1. <u>**Disseminate the program details to all NSS units under your jurisdiction- Copy of concept Note & guidelines attached**</u>

2. **Instruct the all NSS Programme Officers (Nodal Officers of MYBharat) to create Volunteer Opportunity (VO) on their Knowledge Institution (KI) page of MYBharat Portal. (See Annexure II: Process to create Volunteer Opportunity (VO) on MYBharat Portal) - SOP to create Volunteer Opportunity is enclosed**

3. **Supervise and guide the implementation process to ensure effective execution.**

4. <u>**Monitor activities and submit periodic updates on Adoption of Community Asset program to the Regional Directorate of NSS Pune in the google sheet link provided below for further submission to Ministry:**</u>

LINK: https://docs.google.com/spreadsheets/d/1XVEyjlTNbv3nuthljAl700M-QGDlnEy7JqyhKt36yE8/edit?usp=sharing

1. **Engage with local stakeholders to strengthen community participation and support.**
   The detailed concept note (Annexure I) is attached for your ready reference. You are requested to take necessary action for the successful implementation of the program in your Jurisdiction

Encl: 1. Annexure I : Approved Concept Note
    2. Annexure II : SOP for VO creation on Adopt a Community Asset

Regards,

AJAY B SHINDE
Regional Director (Maharashtra & Goa)
Regional Directorate of N.S.S.
Government of India, Ministry of Youth Affairs & Sports
A Block, College of Agriculture Campus,
Shivaji Nagar, Pune- 411005

To,   **Date: 16.12.2024**

All Regional Directors,

Subject: Implementation of "Adopt a Community Asset Program" on MYBharat Portal

In reference to the approved concept note for the **"Adopt a Community Asset Program"** under MYBharat, the program is being initiated for implementation in all NSS regions. This initiative aims to engage volunteers in identifying, improving, and sustaining local public assets, fostering a sense of civic responsibility and community engagement at large.

Program Highlights:

1. **Objective:** Volunteers will adopt and restore local community assets such as parks, playgrounds, schools, hospitals, and public spaces to enhance their functionality and aesthetics.
2. **Target Group:** Volunteers aged 15-29 years from schools and colleges.
3. **Example Activities:**
   - Plantation drives under initiatives like "Amrit Vatika."
   - Maintenance of donation spaces such as "Neki Ki Deewar."

Action Points for NSS Regional Directors:

1. Disseminate the program details to all Programme Coordinators under your jurisdiction.
2. Instruct the Programme Coordinators to further instruct Programme Officers (Nodal Officers of MYBharat) to create Volunteer Opportunity (VO) on their Knowledge Institution (KI) page of MYBharat Portal. (See Annexure II: Process to create Volunteer Opportunity (VO) on MYBharat Portal)
3. Supervise and guide the implementation process to ensure effective execution.
4. Monitor activities and submit periodic updates to the Directorate of NSS in the google sheet link provided below:
   LINK:
   https://docs.google.com/spreadsheets/d/12G8dYaR1UaysPZxWx3U5N-eHX3KW8ZAOh
   Bp7rXDTs3E/edit?usp=sharing
5. Engage with local stakeholders to strengthen community participation and support.

The detailed concept note is attached for your ready reference. You are requested to take necessary action for the successful implementation of the program in your region.

Sincerely,

Encl: 1. Approved Concept Note
            2. SOP to create VO on MYBharat Portal

(Dr. Ashok Kumar Shroti)
Deputy Programme Adviser
Directorate of NSS, New Delhi

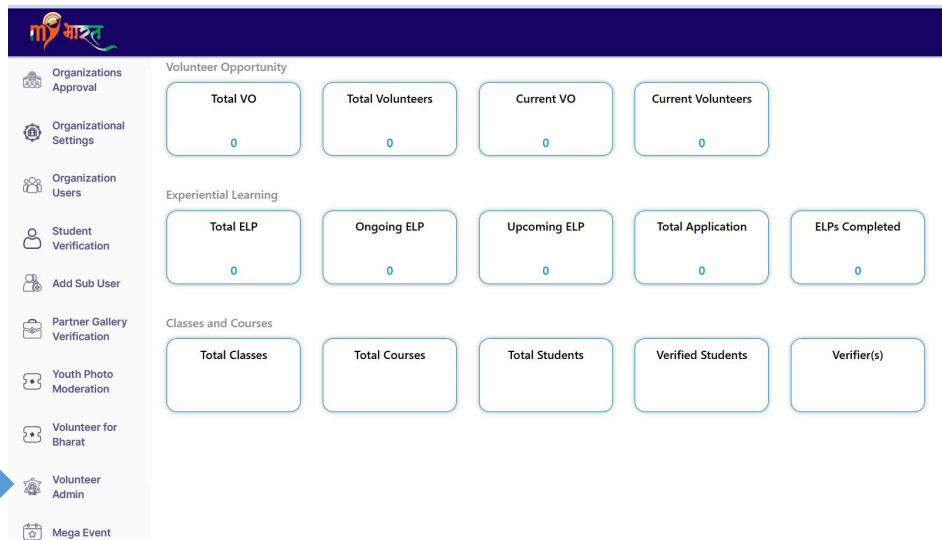# Process to create Volunteer Opportunity (VO) on MYBharat Portal

Step 1: Log in to MYBharat

i.   Open the MyBharat website, *mybharat.gov.in* in your browser.
ii.   Click on the 'Sign In' button.
iii.   Enter your **KI Page credentials** in the provided fields and click '**Sign In'**.
iv.   Enter the OTP sent to your registered number and click 'Sign In' again.
v.   You will be redirected to the KI Page.
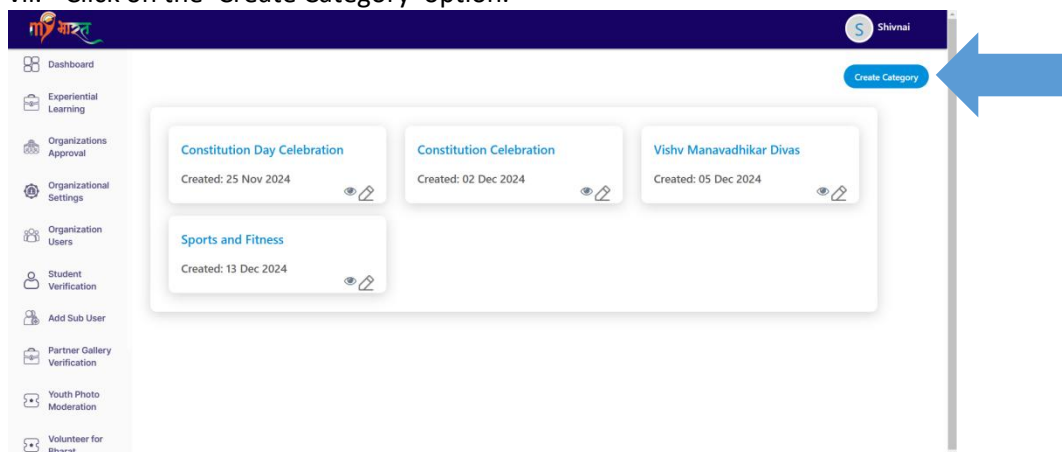
Step 2: Create a Category

To create an event, you first need to create a category.

vi.   On the left-side panel, go to the 'Volunteer Admin' section.

vii.   Click on the 'Create Category' option.

viii. In the next page, fill in the following details:

a)   **Category Name:** Enter a name related to your event. For example, if the event is about "Adopting a Community Asset," use the same as the category name.

b) **Specialization:** Choose the name of the Event, for eg, **Adopt a Community Asset** from the drop-down list.
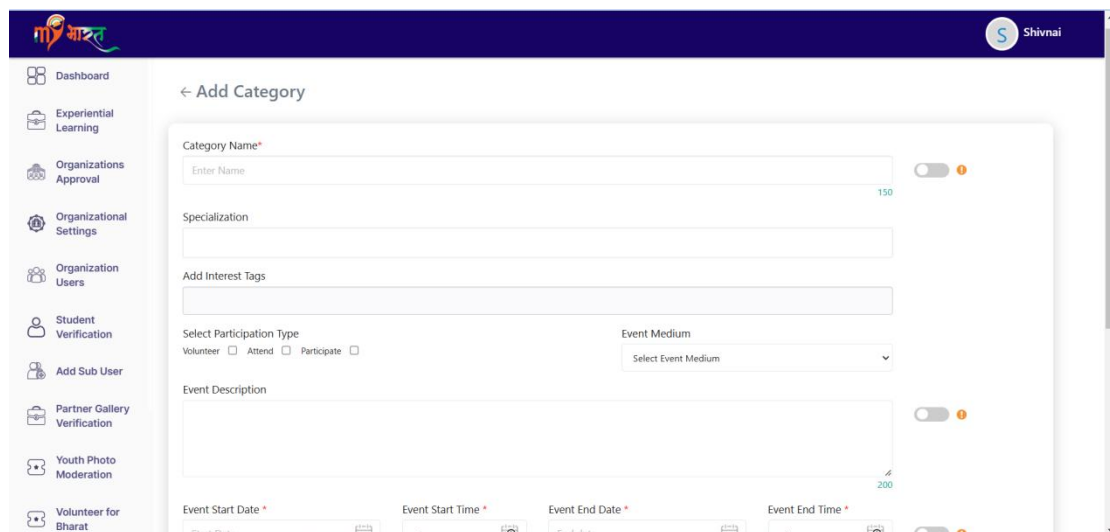
c) **Interest Tags:** Add one-word tags related to the event, such as "maintenance" or "cleanliness."

d) **Participation Type:** Select how youth will participate. Options include:
- Volunteer
- Participant
- Attend

e) **Event Medium:** Choose how the event will be conducted:
- Online
- In-person
- Phygital (a combination of physical and digital).

f) **Event Description:** Write a brief description of the event.

g) **Event Timing:** Fill in these details:
- Start Date
- Start Time
- End Date
- End Time

h) Theme & Activities: Enter the event's theme and planned activities.
For example:
Theme: Park Maintenance and Beautification
Activities:
i. Cleaning the park
ii. Repairing benches
iii. Fixing signage
iv. Planting trees and flowers

ix. To add more themes or activities, click **'Add More'**. Next, Click on '**Create'** to save the category.

If you need to edit the category, click on the pencil icon.

Step 3: Create an Event
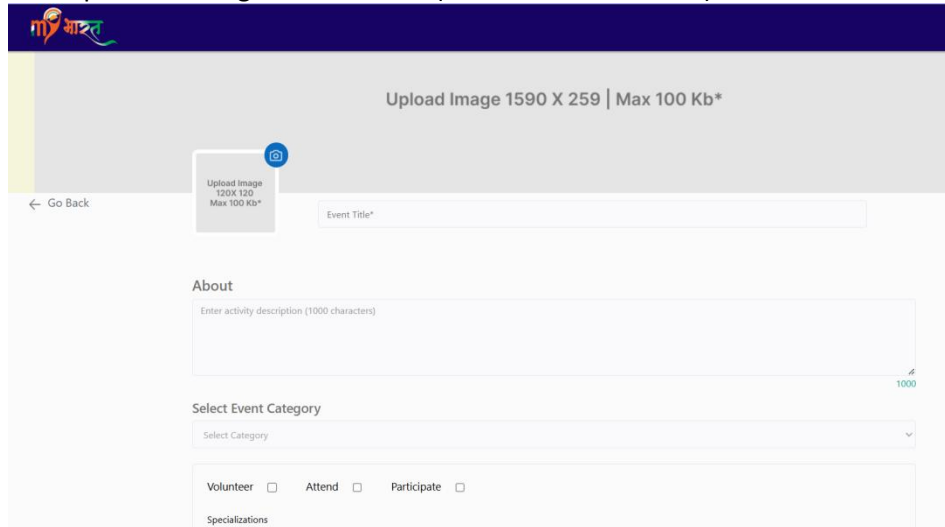
Once the category is created, you can create the event.

x. On the left-side panel, go to 'Volunteer for Bharat'.

xi. Click on the **'Add VO'** button on the right side.

xii. Upload an image for the event (maximum size: 100KB).

xiii. Provide the following event details:

a) **Event Title:** Enter the event name.
b) **About:** Write a brief description of the event.
c) **Event Category:** Select the category you created earlier from the dropdown menu.
d) **Activities**: The activities will auto-fill based on the selected category.
e) **Participation Type:** Tick the appropriate options for youth participation: Volunteer, Attend and/or Participate
f) **Event Time Table**: Add the date and time for each activity under the theme.
g) **Event Partner Name:** Enter the name of any organization(s) associated with the event, such as MyBharat, NSS, or Municipality.
h) **Event Location:** Fill in the complete location details.
i) **Speaker Details:** Add the following:
● Name of the speaker
● Speaker type (e.g., Chief Guest, Guest Speaker)
● File Name: Upload the event poster or banner in PDF or PPT format.
Ensure all mandatory fields marked with an asterisk (*) are filled.
j) **Event organizer's details:** Complete the event organizer's details to finalize the setup.

Step 4: Complete the remaining details
Click on **Preview** to check your entered details
Next, click on '**Publish'** to share this opportunity with your students.

Concept note on "Adopt a Community Asset Program" under MYBharat

Rationale

Taking the spirit of Swachh Bharat forward and to make it an integral part of our behavior the educational institutions can play a pivotal role in promoting this ethos by adopting nearby public spaces for cleaning and maintenance drives. This initiative not only helps maintain essential community assets but also fosters a long-term culture of cleanliness and civic responsibility among students and general masses at large. Activities like cleaning, maintenance, and small-scale improvements lead to better community facilities, ensuring their sustained usability and long-term behavioral change

Stakeholders and Target Group of Action

The program focuses on engaging **youth aged 15–29 years,** particularly students from schools and colleges. Key stakeholders include:

- Knowledge Institutions registered on MYBharat Portal
- Local Authorities (ex: Police, Councillors, Panchayat Officials, and Municipal bodies) grant permissions, provide logistical support, and oversee safety.
- Community Members
- NGOs and Local Organizations
- Influential Figures (ex: Padmashree Awardees, Retired Professors, Social Media Influencers, Youtubers, etc.)
- Donors and Sponsors (ex: RWAs, local councillors, etc fund essential tools, materials, and improvements, ensuring the sustainability of the project).

Activities Proposed

- **Organize Cleaning Drives:** Firstly, the volunteers will be engaged in cleaning of the asset.
- **Repair and Renovate:** Tasks range from basic fixes to major enhancements, through volunteer involvement and professional support where necessary.
- **Install Basic Amenities:** Volunteers can enhance public spaces by adding dustbins, benches, and signage, with larger upgrades through sponsorships or partnerships. For example, in the "Amrit Vatika" event, 75 native trees were planted. Similarly, volunteers maintain "Neki Ki Deewar" spaces for cleanliness and organized donations.

- **Involve the Community:** Involve local Influential figures of the community such as Padmashree Awardees, Retired Professors, SHO, MP, MLA, Retired Defence Personnel, Social Media Influencers, Youtubers, etc in the activity.

Expected Outcome

- Transformed public spaces will inspire cleaner, safer, and more vibrant communities.
- Students and residents will embrace accountability and foster a culture of sustainable cleanliness.
- Volunteers will emerge as empowered leaders with skills in teamwork, problem-solving, and project management.
- Long term behavioral change in citizens towards littering in public places and greater awareness of need for regular cleanliness

Way Forward

1. **Identifying and Selecting Community Assets**
   - Survey the Area
   - Assess the Condition
   - Community Consultation
   - Finalize Selection
   - Securing Necessary Permissions
2. **Planning of Activities**
   - Form a core team
   - Create an Action Plan
   - Develop a Schedule
3. **Onboarding of KI and creation of VO on MY Bharat Portal**
   - Onboard the Knowledge Institute (KI) on MY Bharat Portal
   - Creation of Volunteer Opportunity (VO) on the KI page by the Nodal Officer.
   - Upload pictures of program on the KI Page of MYBharat portal after completion.
4. **Monitoring, Documentation and Evaluation of Impact**
   - Maintain Activity Logs
   - Photographic Documentation
   - Collect Feedback
   - Submit Reports
5. **Sustaining and Improving the Asset**
   - Plan recurring activities to preserve the asset's functionality and appearance.
   - Develop a Funding Strategy
   - Train Successors to ensure project continuity.