



YOJANA

अभिलेख | Amit Mahotsav

FEBRUARY 2023

A DEVELOPMENT MONTHLY

YOUTH & SPORTS

LEAD ARTICLE

Initiatives for New India

Anurag Singh Thakur

SPECIAL ARTICLES

Nurturing Excellence of our

Yuva Shakti

Bharat Lal

FIT India: Towards a Healthy Future

Rashi Sharma, Purabi Pattanayak



FEBRUARY 2023

Volume-67
No. 02



YOJANA

Since 1957 A DEVELOPMENT MONTHLY

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JOINT DIRECTOR, PRODUCTION
D K C HRUDHAINATH

COVER DESIGN
BINDU VERMA

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E-mail (Editorial): sec-yojanaeng-moib@gov.in

YOJANA, a development monthly published since 1957, is a theme-based journal providing in-depth analyses and views on socio-economic issues in the broader framework of government policies. Although published by the Ministry of Information and Broadcasting, **YOJANA** is not restricted to expressing the official point of view.

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Postal Address: Abhishek Chaturvedi, Editor, Journals Unit, Publications Division, Room No. 779, Soochna Bhawan, CGO Complex, Lodhi Road, New Delhi-110 003.

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*Let noble thoughts come to us from all sides.
Rig Veda*

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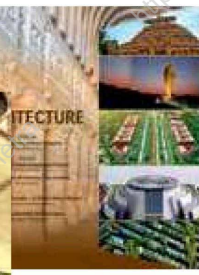
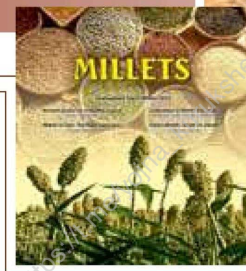
Number of pages: 56

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YOJANA is published in Assamese, Bengali, English, Gujarati, Hindi, Kannada, Malayalam, Marathi, Odia, Punjabi, Tamil, Telugu, and Urdu.

Inbox

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Informative and Praiseworthy

Your monthly issue of November 2022 titled Indian Maritime was highly informative, educative and praiseworthy. I hope you will publish articles as well as special edition on national security matters from time to time, which will definitely bring sensitivity among the readers, especially among youth of the nation.

– Ravi Bhushan
Kurukshetra

Insightful December Issue

I have been a regular follower of Yojana for last two years. I would like to take a moment and thank you for publishing such an amazing magazine which provides a great platform to know India's development in different fields in a much better way. It's very useful for the Civil Service Aspirants. All the contents are highly insightful. The December 2022 issue was really amazing. I thoroughly enjoyed each and every topic. We have read about some of the marvelous architecture in this edition. Much obliged to team Yojana for their constant dedication and commitment.

– Sandeep Swain
Odisha

Holistic Learning

As a reader of all the issues and seeing the issues from generalising perspective, I am getting immense knowledge from them. I would like to thank Yojana and Dr. Bimal Patel for writing such an extensive article on the Central Vista Redevelopment project. I did not look at the project from this perspective. This has given me a lens to look at issues differently. I hope now I take help from the given lens and appreciate all the happenings around me like a learned person without just criticising it.

– Priyanka Mishra
Mumbai

Showcasing Unseen India

Yojana is one of the best study materials available in the market. It helps us to gain knowledge about overall development in our country. Also, it is very helpful to stay updated with current affairs. Civil services students must read this journal. The December edition about "Architecture" is my favourite. The Kartavya Path article was really great.

Every Indian must know and be proud of this development. It brings the unseen and unheard sites of India to us. I hope that the upcoming Yojana issues will bring more interesting facts. Lastly, the advertisement of 'Kartavya Path Photography Competition' is a great initiative and thanks to Yojana that published it or we'll never have known about it. It will encourage students and youth to be active in extra-curricular activities along with studies.

– Siddhartha Malakar
West Bengal

Aiding Students

Articles in the December 2022 issue covering 'Architecture' were so interesting and this content deserves applause by the student community, in particular. This issue is worth the reading rooms as always. Team Yojana deserves due commendation.

– Rajiv Magal
Karnataka

Conserving Indian Values and Tradition

Going through the "Development of historic city centres" in the December issue, the most fascinating thing I realised is the importance given to the native craftsmen in the process of conserving the historic and architectural value of Indian monuments. Not only this helps in the transfer of age-old traditions and culture to future generations but also in the preservation of indigenous art skills, the valuable asset we inherited from our ancestors. Monuments are the epitome of engineering skills of that era and their preservation should be our responsibility.

– Viveka Vardhan Bhyripudi
Vijayanagaram

Enhancing General Knowledge

I am a regular reader of Yojana and buy Yojana every month because its useful and knowledgeable content enhances my general awareness about current affairs. It covers every major topic which is useful for competitive exams like UPSC, UPPSC, etc. I want to express my gratitude to Yojana for its thoughtful approach towards the students who really need such magazines to enhance the general knowledge.

– Richa Rai



Igniting Pathways For Youth

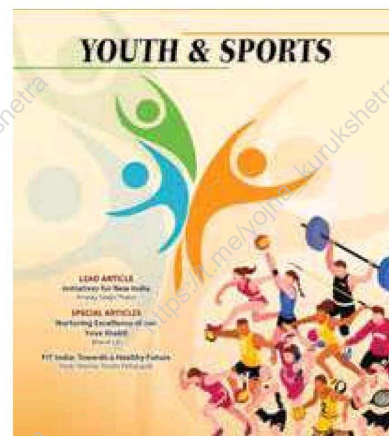
Today, India has one of the largest youth populations in the world. Youth being a key demographic, and with the right policy measures, has the potential to usher in positive change to transform India into an economy with diversified and sustainable high economic growth. Therefore, it is necessary not only to address problems faced by the youth but also to provide them opportunities to grow.

To optimally tap constructive and creative energies of the youth, the Government of India has the twin objectives of personality-building and nation building, i.e., developing the personality of youth and involving them in various nation-building activities. Apart from this, other avenues concerning youth such as Education, Employment & Training, Health and Family Welfare, etc., too are a focal point of the Government to support youth development and to enable productive youth participation. When youth develop valuable skills and build self-confidence, we prosper multi-fold as a country.

The expansion and growth of the India's economy is reliant on youth demographic and their contributions multiplying with skill development, widening job market and easing global market access for them. As India braces itself for the new world order, the Government is making dedicated efforts to skill and up-skill India's youth and making them job-ready for the requirements of the global market. Not only that, we have also built a robust ecosystem that nurtures startups and encourages the entrepreneurial spirit amongst our youth.

Sports is particularly key to youth development. The fundamental principles of sport, such as teamwork, fair play, cooperation, and discipline, contribute to the development of soft skills in the youth such as collaboration, self-initiative, self-direction, self-discipline, teamwork, responsibility, citizenship, etc. FIT India movement with a goal to make fitness an integral part of our daily lives has been a symbol of paradigm shift in our approach towards sports. Under Khelo India Scheme, there is a considerable focus on creating world-class sports infrastructure, identification of talented sportspersons in various sports disciplines and conducting sports competitions for positive engagement of youth.

We hope that this issue of Yojana will help shed light on the aspirations and concerns of the youth in our country, and also introduce them to a lot of helpful information which they can leverage to succeed and take the nation forward. □





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Initiatives for New India

Anurag Singh Thakur

*"The world is the great gymnasium where we come to make ourselves strong."
- Swami Vivekananda*

India has one of the youngest populations in the world with 27.2 per cent of the nation's population belonging to 15-29 years age-group.¹ A demographic dividend of this magnitude has the capability to uplift the nation and raise living standards for all. The potential to catalyse the social and economic progress of the country through the active participation of youth is limitless. The role of youth in nation-building is crucial in the 21st century with India playing a very important role with the whole world watching us.

The youth of the nation will be a critical asset for the development; key for social & societal change; and driving force for economic development and technological innovation. The Government is leaving no stone unturned to ensure that the youth are sufficiently skilled to compete at the global job market. The global supply chain, services sector and economy as a whole have immense potential to hire young, educated, skilled manpower, and India is developing a huge pool of skilled manpower to cater to this demand. In addition to that, we have also built a robust ecosystem that nurtures startups and encourages the entrepreneurial spirit amongst our youth.

Swachh Bharat Abhiyan

Today, the youth of our nation are the biggest ambassadors and advocates of the flagship Swachh Bharat Mission. The Swachh Bharat initiative, more than a scheme or a government programme, is a citizen's movement addressing the genuine concerns of commoners and their pledge to address a societal issue head-on. Hon'ble Prime Minister Shri Narendra Modi has always asserted 'Jan Bhagidari se Jan Andolan' and any campaign is incomplete without the active participation of the youth.

As part of Azadi ka Amrit Mahotsav, Nehru Yuva Kendra Sangathan (NYKS) under the guidance of

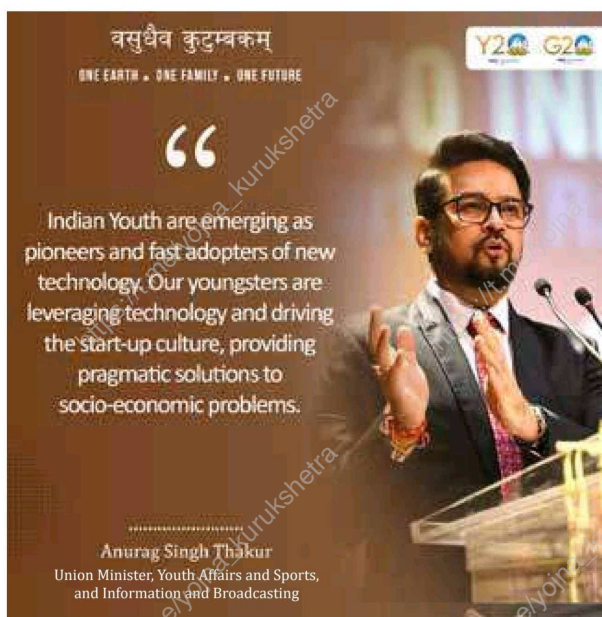
Department of Youth Affairs, Ministry of Youth Affairs and Sports (MoYAS) organised various activities of "Swachh Bharat 2.0" programme from 1 October to 31 October 2022. This programme was organised in 1.68 lakh villages by undertaking 2.22 lakh activities of waste collection and cleanliness drives. More than 1.55 crore kgs waste was collected through Youth Club Members, Youth Volunteers and other segments of the society, out of which 1.54 crore kgs waste was disposed of. This work was carried out in historical places, community centres, schools, villages and other places in districts across the nation. People, particularly the youth, not only participated in the programme but played a pivotal role in motivating and encouraging others to join the programme purely on a voluntary basis.

Youth Volunteers

The Ministry of Youth Affairs and Sports has had a large focus to engage youth volunteers for the twin objective of personality building and nation building. While India is celebrating its 75 years of independence, we must pledge and commit to what we are aspiring to achieve and contribute during the nation's Amrit Kaal, i.e., from now to India@100. The youth has a pivotal responsibility to build the present and future of this country. My young friends are already involved in several



The author is Union Minister, Youth Affairs and Sports, and Information and Broadcasting.



central government and state government schemes for sustainable development of the country. I would further urge our partners in the private sector to promote volunteerism by creating new avenues and coming up with unique ideas to engage the youth for active and significant contribution.

The Ministry has launched a Capacity Building Training Programme for 14,000 Youth Volunteers of NYKS to enhance their life skills. These trained youth volunteers will play pivotal role in realising the *Panch Pran* (five resolve) about which Hon'ble Prime Minister spoke during his Independence Day Speech. Youth Volunteers played a significant role by successfully reaching out to 3.70 crore households and motivating around 9.38 crore citizens of India to hoist Tiranga on their homes; which resulted in over 2 crore households voluntarily hoisting Tiranga in their houses during 13-15 August 2022.

FIT India

The Central Government is sparing no effort to bring in revolutionary development in the fields of sports, education, skill development and regional language education by bringing a new National Education Policy. I call upon the youth to be proactive and innovative, embrace new technology, make a strong network, and skill, up-skill, and re-skill themselves as a key growth engine of the nation, with India on the path of becoming the growth engine of the world. Today, universities and educational institutions are upgrading their sports infrastructure, thereby enabling the youth to actively participate in the FIT India movement to lead a fit and healthy lifestyle on the lines of the inspirational slogan 'Fitness Ka Dose, Aadha Ghanta Roz'.

With the aim of promoting physical fitness and endurance, and reducing carbon footprints, MoYAS

celebrated World Bicycle Day on 3 June 2022 which was launched at the national level where I too participated by peddling a distance of 7.5 km along with 750 young cyclists and other dignitaries. Also, Pan-India Bicycle Rallies were organised by NYKS in 35 States/UTs, 75 Iconic Places across the country with the participation of 1,23,149 cyclists covering 8.06 lakh km distance. Bicycle Rallies were also organised by NSS Units in which 3,28,601 volunteers and others participated and covered a 16,43,005 km distance throughout the country.

The Inaugural edition of the FIT India Freedom Run was organised to celebrate our 74th Independence Day from 14 August to 2 October 2020 (151st Birth Anniversary of Mahatma Gandhi). This virtual run, where people could run at a place and pace of their choice, witnessed over 7 crore people participating. The second edition was organised as part of Azadi Ka Amrit Mahotsav from 13 August to 2 October 2021 and saw a mass participation of over 9 crore people.

Sports, Education and Youth Development

Sport is a great unifier and equaliser. It is a key driver for societal harmonisation irrespective of various differentiating factors including culture, language, colour and geographic boundaries. There has been a tremendous shift in the public perception towards sports with the Government's persistent efforts and impetus given to sports ecosystem that got reflected in the nation's impressive performance in the recent editions of the Olympics, Paralympics and the Commonwealth Games.

When the society overall, especially young kids, youth and parents get to witness the nation's athletes excelling on the international stage, and their success getting celebrated as the nation's success with the Hon'ble Prime Minister, who himself finds various opportunities to interact with the athletes personally; the morale of the society boosts up with more parents being open for their children pursuing sports as a career. More importantly, observing all the efforts of the Government and the corporate sector's crucial role to support nation's athletes, it is high-time for the society to realise that sports make for an attractive and rewarding career. Identifying sporting talent at a young age is advantageous since children best suited for a particular sport can be trained from an early age. To this end, more than 23 lakh school going children in the age group of 5-18 years have been assessed using the Khelo India Mobile App. More than 82,000 physical education teachers have been trained to assess the sporting prowess of children.

One of the key pillars of the Khelo India Scheme is to make quality sports infrastructure equitably accessible to the citizens. To ensure the same, MoYAS has sanctioned 294 sports infrastructure projects across the country, amounting to close to Rs 2,500 crore. Our Ministry and Sports Authority of India are in a mission mode, supporting athletes and other stakeholders in the sporting ecosystem through various initiatives under the Khelo India

scheme including establishment of district level Khelo India Centres, Khelo India State Centres of Excellence, organising annual Khelo India Games (Youth Games, University Games, Winter Games, etc.), community coaching development programmes (e-Khelfathshala), promotion of women's participation in sports through women sporting leagues in various sporting disciplines, large-scale sports & fitness promotion events through the FIT India programme.

In addition to the above, the scheme has a robust early-stage talent identification and development mechanism through which talented sportspersons in various sports disciplines are identified and supported through out of pocket allowance and training support through Khelo India Accredited Academies. Currently, there are 2745 identified sporting talents across 21 sports disciplines (including Para sports) selected under Talent Search & Development. They are supported with financial assistance of Rs 6.28 lakh per year that includes funding for training and travel, sports science support, diet charges, medical expenses and out of pocket allowances. These budding athletes are being groomed to be our Olympic Medallists of tomorrow. A total of 264 Sports Academies (190 Non-SAI and 74 NCOE & SAI) have been accredited for training of athletes identified under Khelo India across the country. The identified athletes have state-of-the-art training programmes curated for them at these academies.

In order to constructively channelise the energy of the youth in extremism and terrorism infested areas of the country, sports competitions and programmes are organised in such landmasses across the country engaging the youth. To ensure inclusivity in the nation's sports development programme, persons with disabilities are supported through the Khelo India scheme in addition to promoting rural and indigenous games to re-energise the nation's centuries long culture and heritage.

The NEP 2020 envisages the holistic development of India's youth. To achieve the same, special emphasis is given for skill development to effectively attain AatmaNirbhar Bharat. Even the students of middle level shall be exposed to hands-on training in vocational skills like carpentry, plumbing, electrical repairing, horticulture, pottery, embroidery amongst other skills. We are also leveraging the power of sports to provide a holistic educational experience to our youth, to effectively build team spirit, mental agility, physical well-being among other important aspects crucial for development.

Integration of sport in curriculum as in NEP, is a cross-curricular pedagogical approach to leverage sports and physical activities for skill development including collaboration, teamwork, discipline, etc. The key objective of sports-integrated learning is to enable students to integrate fitness to their lifestyle and to promote physical and psychological well-being and to gain the related life skills along with the levels of fitness as envisaged in the FIT India movement.

The FIT India Quiz, India's biggest quiz on sports and fitness for school going children with a prize money of Rs 3.25 crore, was launched on 1 September 2021 as part of Azadi ka Amrit Mahotsav. It saw participation of 36,299 students from 13,502 schools.

Amongst the various ways to enhance India's sporting success to multifold, states can be encouraged towards a "One State, One Sport" outlook where they are encouraged to prioritise one game (while not ignoring others) based on the available talent pool, natural interest, available infrastructure, etc. This will bring a focused approach and also allow for optimum utilisation of existing resources in the state.

Another major driver for nation's sporting excellence is to embed an active sporting culture. To achieve the same, it is important to organise games at local, district, state and national levels. The nation needs more leagues and competitions, at different levels on higher frequencies to increase participation and to provide necessary platform for young athletes to hone their skills and ultimately to enhance the sporting culture and ecosystem. Our university system, when transformed, has tremendous potential to create a large talent pool for Olympic excellence and to bridge the gap between interest in sports and participation in the long-term.

The Government is focused on nurturing India's young sporting talents, enabling and handholding them towards podium finish on the international stage. We will ensure all facilities and best training services for the athletes are put in place to excel in international competitions. Former athletes need to come up in the field of coaching to support emerging athletes and motivate them.

Conclusion

The youth of India, while being the "Future of India", is more importantly "India's Present". They are the drivers of ideas and innovation in this age of AI- "AatmaNirbhar Innovation". A youthful mind, body and soul is the key driver of a healthy and fit India. They have a crucial role to play in nation building. More and more youth should come forward and work in rural areas, where they will get the feel of real India and its problems. The youth represent the most progressive section of society and have a transformational role to play in the vision of a New India. The youth must remain conscious about their duties and contribute to nation-building as a tribute to Azadi ka Amrit Mahotsav to celebrate 75 years of India's independence.

With India taking over the prestigious presidency of G20 nations this year, it is an opportune moment for our youth to showcase their skills, talents, art, and exhibit their commitment and conviction towards the greater good of the nation. □

Endnotes

1. Youth in India 2022 report, Ministry of Statistics and Programme Implementation (MoSPI)

26TH NATIONAL YOUTH FESTIVAL HELD AT HUBBALI, KARNATAKA



The Prime Minister Shri Narendra Modi inaugurated the 26th National Youth Festival in Hubballi, Karnataka on 12 January 2023. The programme was organised on National Youth Day which is celebrated on the birth anniversary of Swami Vivekananda, to honour and cherish his ideals, teachings and contributions. The theme of the festival was 'Viksit Yuva - Viksit Bharat'. It brings diverse cultures from all parts of the country on a common platform and unites the participants in the spirit of Ek Bharat, Shreshtha Bharat. The National Youth Festival is held every year to provide exposure to our talented youth at the national level, along with galvanising them towards nation-building.

This five-day festival witnessed the Youth Summit, which had plenary discussions on five themes stemming from G20 and Y20 events such as Future of Work, Industry, Innovation and 21st Century Skills; Climate Change and Disaster Risk Reduction; Peace Building and Reconciliation; Shared Future-youth in Democracy and Governance; and Health & Well-being.

Addressing on the occasion, the Prime Minister highlighted the importance of National Youth Day in the year 2023, and remarked that on one hand, we have the exuberant National Youth Festival and on the other hand there is the Azadi Ka Amrit Mahotsav. "Arise, awake and stop not till the goal is reached," the Prime Minister

exclaimed quoting Swami Vivekananda Ji and said that it is the life mantra of the youth of India and said that we must emphasise and understand our duties to take the country forward in the Amrit Kaal. The Prime Minister highlighted the inspiration from Swami Vivekananda Ji derived by the youth of India in this endeavour. "I bow my head at the feet of Swami Vivekananda Ji on this special occasion", the Prime Minister remarked.



In his address, Shri Anurag Singh Thakur, Union Minister of Youth Affairs and Sports said, "The National Youth Festival brings out the culture and inquisitiveness of our nation, the inquisitiveness of its communities and its geographies". Reflecting upon the importance of sports and physical fitness emphasised by Swami Vivekananda, the Union Sports Minister said that Swami Vivekananda ji always believed that a healthy mind resides in a healthy body.

In the festival, several competitive and non-competitive events were held. Competitive events included folk dances and songs, held to provide an impetus to local traditional cultures. Yogathon with an aim to mobilise close to 10 lakh people to do Yoga, was one of the major non-competitive items. Other attractions included Food Festival, Young Artist Camp, Adventure Sports activities, special Know Your Army, Navy and Air Force camps, among others. □

Source: Press Information Bureau

Nurturing Excellence of our Yuva Shakti

Bharat Lal

‘अपि यथा युवानो मत्सथा नो विश्वं जगदभिपित्वे मनीषा’

This Rig Vedic phrase reminds us that it is the youth who pave the way for a better world. With India's median age today being 29 years, we are witnessing a youth bulge. It is no surprise that India's youth are leading towards the change, as they traverse multiple paths to carry forward the legacy of India and build the future. Under Prime Minister Narendra Modi's vision for India @2047, empowerment of youth is seen as an essential step to create an empowered future.

The Government of India has undertaken a number of steps to improve the quality of lives and enhance ease of living, such as ensuring housing to all; clean drinking water; rural electrification; cooking gas; internet and communication facilities; health insurance; road connectivity; quality education; and vocational training for all citizens so that they are able to concentrate on their future and realise their full potential.

Today, India's demographic dividend constituting of working age population between 15-64 years stands at 80 crore (67%) of the total population. Years 2020–2050 dubbed as the ‘golden period’ of Indian economy constitutes youth as a key demographic, and with the right policy measures they have the potential to usher in positive change to transform India into an economy with diversified and sustainable high economic growth. The country is getting its foothold in the global market and is not only fiercely competing with many developed economies, on sheer force of innovation, incubation and youthfulness, but is also being recognised for its remarkable contributions across major economies by our vibrant diaspora.

Era of the ‘Techade’

With an annual 1.2 crore new entries to the workforce, the Government's role has become more crucial in not only creating opportunities for everyone but also in building a strong ecosystem of education; skills; entrepreneurship; improving public services; infrastructure; integrating digital tech; labour protection; and most importantly, creating a sustainable market system which is aligned

with economic growth and stability of the country.

India is the 3rd largest startup ecosystem with one in every 10 global unicorns claimed by India. This is an exceptionally upward trend cloaked with Startup India scheme and efforts to pursue ‘ease of doing business’. From a country having just 4 unicorns in 2014 to more than 100 unicorns in 2022, the growth has been meteoric. From almost 4,000 globally filed patents by India in 2014 to more than 15,000 in 2022, India has maxed out the innovation charts with scale and speed. India's rapidly advancing stand on ‘Global Innovation Index’ is a witness to this transformation from 81st spot in 2015 to 40th spot in 2022.

There are over 77,000 government recognised startups spread across 656 districts of India with diversity in 56 industrial sectors like IT services, healthcare, life



The author is Director General, National Centre for Good Governance, Government of India. Email: Dg-Ncgg@gov.in



science, education, professional service, agriculture, food & beverage, etc. These policies and successes are based on India's rise to the competitive global standards and creating an 'enabling environment' locally for the youth of the country. For example, the access to market, a huge barrier for startups, has been easily addressed by the Government e-Marketplace (GeM) platform. The GeM portal has become an operator-friendly interface that assures quality standards, superior products, warehousing networks and logistical support.

Another such significant factor for developing sustainable startup ecosystem is availability of data, services, marketing streams, outreach and reduced burden of excessive cost of doing business and compliances. Digital India is a mission to connect India to its most remote location by not limiting the potential to partake and contribute in the market by way of physical distance. The IoT revolution combined with IT and computer science-based professionals in India has favoured a smooth transition of Indian markets into modern, vibrant and cutting-edge at global level and has significantly reduced the risk factors for new startups.

Job Creators

India's multi-dimensional growth is mirrored in its becoming the 5th largest economy, from 2 trillion-dollar economy in 2014 to 3 trillion-dollar economy in 2019; and with the goal to become the 3rd largest economy of the world by 2030/2031. This ambitious expansion and growth of the India's economy is reliant on youth

demographic and their contributions multiplying with skill development, widening job market and easing global market access for them.

To prioritise skill development and employability of youth, the Government has launched various schemes such as Skill India Mission, MUDRA scheme, Digital India, and PM Kaushal Vikas Yojana to lay a strong foundation of knowledge, proficiency and market-centric skills for upcoming workforce. Furthermore, the raw talent of Indian youth is being shaped by world class academic organisations like National Skill Training Institutes, Indian Institute of Skills, multiple IITs, IIMs and ITIs being developed across the country.

The longstanding concern of any developing nation is maintaining a balance between job creators and job seekers, especially in a culturally and linguistically diverse country like India with over 90 per cent people working in the unorganised sector. To map the actual growth on both accounts besides the GDP and per capita income, there is Employee Provident Fund Organisation data which shows new subscription of over 3 crore formal jobs since 2017. One clear intention behind the codification of labour laws was to extend safety, unemployment and pension benefits to unorganised sector. It has also integrated quantifiable parameters to map job growth in informal sector more accurately.

The second largest employable sector of manufacturing industries, both at large and medium scales, are benefitting largely from cyclical benefits of Production Linked Incentive (PLI) scheme; starting with a high potential for generating employment, broadening manufacturing base, increased dependency of Indian market at global level leading to more demand and therefore more opportunities and employment. During 2021-22, the government allocated Rs 1.97 lakh crore to PLI scheme in order to pull Indian economy out of COVID-19 led deflation and to provide stability by creating more sustainable and reliable supply chain models.

Improvement in the quality of life and enhancing ease of living—twin goals of the Government have an implicit effect on the lives and potential for youth of India. Infrastructure development has

From almost 4,000 globally filed patents by India in 2014 to more than 15,000 in 2022, India has maxed out the innovation charts with scale and speed. India's rapidly advancing stand on 'Global Innovation Index' is a witness to this transformation from 81st spot in 2015 to 40th spot in 2022.

accelerated its pace manifold thanks to proactive Government interventions that leverage technology paired with employment growth. With a boost to metro, railways and road connectivity, livelihood opportunities have been generated across the board under various employment schemes.

Access to Holistic Education

India has been a global centre of knowledge from ancient times, and there is an implicit understanding in the society that an effective education system is essential to fulfil the aspirations of youth. Every Indian mother aspires to get quality education for her children. To achieve this aspiration, the Government ushered in the modern era of education reforms that aim to transform the education sector. The most significant among them was the introduction of the new National Education Policy (NEP) that is changing India's education system. It focuses on new age skills and provides room for students to learn at their own pace.

The policy's implementation seeks to make India's youth solution-oriented, agile and mentally equipped to handle real-life situations, and operate in challenging environments. The new policy has prioritised efforts to boost literacy and numeracy achievements in primary schools while lowering dropout rates in middle and secondary schools. The adoption of a multi-disciplinary approach, academic bank of credits, and multiple entry-exit options make higher education more responsive and flexible. Additionally, the policy focuses on early childhood care, education in one's mother tongue,

In 2014, there were 387 medical colleges in the country. This number has increased to more than 600 medical colleges in 2022, showing a rise of over 50 per cent. The Government has also tripled the number of operational or established All India Institute of Medical Sciences (AIIMS).

assessment and exam reform, teacher training, and broad-based evaluation.

The ground focus of reforms is visible to all. Another example of this is the medical education system. In 2014, there were 387 medical colleges in the country. This number has increased to more than 600 medical colleges in 2022, showing a rise of over 50 per cent. The Government has also tripled the number of operational or established All India Institute of Medical Sciences (AIIMS). Also, the National Medical Commission Act

took effect on 8 August 2019, bringing in a new National Medical Commission (NMC) aimed at serving as the country's top medical education regulator. NMC has also brought transparency and accountability in medical education.

The footprint of education has been expanded to ensure that 'no one is left behind'. Eklavya Model Residential Schools (EMRS) have been set up in tribal areas for talented Scheduled Tribe children to have high quality education. Between 2004 and 2014, about 90 EMRSs were sanctioned. Since 2014, more than 686 EMRSs have been sanctioned, which is 5-times more than the decade before it. Almost one IIT and IIM have been added every year and the total number of universities has risen from 723 to 1,043 as of October 2022 and we see a wide net being cast for the betterment of the future of India's youth. Similarly, number of Navodaya Vidyalaya have also increased. A concerted effort is being made to ensure that quality education is within the reach of every child.

Access to such premier institutions often faces the barrier of finances. Cheaper education loans and expansion of the scholarship programmes, particularly for the SC and ST students at school level, have also made access to education easy. This ensures that the meritorious students have a genuine shot, and do not have to worry about the implications on their families.

Ease of Living – A New Reality

Modern infrastructure and seamless services have a positive impact on enhancing quality of life. It has boosted academical, vocational and entrepreneurial integration of new generations even in the remotest parts of India. The Government has taken visible and tangible actions on ground, positively impacting the lives of crores of the youth by adapting the mantra of 'ease of living' at the core of every developmental programme.

Under Swachh Bharat Mission launched in 2014, more than 11 crore household toilets have been built, while under Ujjwala Yojana, provision of cooking gas



to make the home smoke-free, has been given to over 10 crore families. Deendayal Upadhyay Gram Jyoti Yojana and SAUBHAGYA scheme ensured that over 99 per cent of Indian households today have electricity, bringing huge change in the lives of the youth. Cleanliness is now part of a lifestyle for the youth. After the success of Swachh Bharat Mission 1.0, to make India open-defection free, more than 1.34 lakh villages have become 'Open Defecation Free (ODF) Plus', which means solid and liquid waste collection, treatment and reuse has started in these villages. It is not only improving the environment in rural India and helping achieve the public health goals, but also bringing dignity to our youth. Additionally, when Jal Jeevan Mission was launched, only 3.23 crore (17%) of the country's rural households had tap water connections. Today, more than 10.75 crore (56%) rural households have assured clean tap water supply. A self-owned house brings assurance and also signals steps towards elimination of poverty. Through PM Awas Yojana, over 3 crore houses have been constructed and these are not only providing shelter but the construction itself has skilled several communities and provided employment to youth. Under Jal Jeevan Mission, concerted efforts have been initiated to skill our youth especially in rural areas so that they can work as mason, plumber, electrician, pump operator, motor mechanic, etc.

Connectivity has been ensured with schemes like UDAN, which has made flying not only accessible and affordable but has also provided much needed exposure and opportunities to youth. This is complimented by the vast expansion of highways, railways and urban public transport networks, bringing the transformational change

in terms of efficiency and enhancing productivity of India's youth.

The Government's emphasis on a healthy lifestyle directly aims to benefit the youth. Fitness and sports after all are a pre-condition to a healthy and prosperous life. The FIT India movement was launched in August 2019 to reinvigorate the mindset of youth to keep themselves fit. Another major boost was with the revival of grassroots sports culture among the youth through Khelo India programme. Through this programme, talented youth are identified at various levels and provided with annual financial assistance of Rs 5 lakh per annum for 8 years.

Way Forward

Swami Vivekananda had aptly said, 'Give me hundred energetic youngsters and I shall transform India'. Today, India's youth are coming up with innovative, cost-effective solutions in areas of waste management, healthcare, communication, renewable energy, food processing, artificial intelligence and what not.

It is the youth of the country who can enable India to realise its full potential and dreams. In 2047, when India will be celebrating 100 years of its independence, contribution of today's youth will be the key factor in making India become not only the 3rd largest economy but truly a developed nation. To achieve this goal, the Government has taken a number of initiatives to not only equip our youth with education, skills, and good health but also impart the right value system i.e., fraternity- well-being of everyone. As India strives to change its destiny, the focus must be continued on furthering ways and means to tap the energy and ambitions of our youth. □

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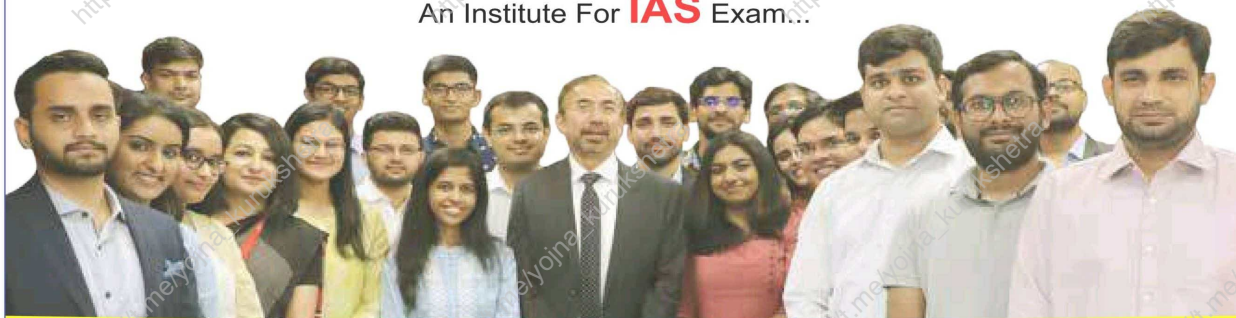
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FIT India: Towards a Healthy Future

Rashi Sharma
Purabi Pattanayak

The globe is more connected than ever, and the global phenomenon of sports has the potential to unite powerful networks of various partners and stakeholders that share a commitment to long-term growth. Sustainable development is greatly facilitated by sports as sports plays significant role in achieving goals related to health, education, and social inclusion as well as the promotion of tolerance and respect. Sports also plays a role in empowering women and young people, as well as individuals and communities. The benefits of physical activity are enormous for children and teenagers.

Since sports foster holistic development by improving physical and psychological well-being while also enhancing cognitive capacities, the necessity to incorporate sports in education has been widely acknowledged. A holistic education integrates physical education and sports with the educational curriculum (Sustainable Development Goal 4: Ensure inclusive and quality education for all and promote lifelong learning). Students learn the fundamental principles of sports, such as teamwork, fair play, respect for the rules and for others, cooperation, discipline, and tolerance, through participating in sports and physical activities outside of the classroom. These abilities can promote social cohesion among communities and cultures, and are necessary for future engagement in group activities and professional life. Increasing access and participation in sports is a key development objective given the benefits it provides for social and personal growth.

The significance of sports-integrated education in building social peace, increasing productivity, and developing human capital is highlighted in the National Education Policy (NEP) 2020. It states that in addition to science and math, the curriculum must teach fundamental arts, crafts, humanities, games, sports, and fitness as well as languages, literature, culture, and values in order to assist students to develop all of their skills and abilities and give them a more well-rounded, practical, and satisfying education.

NEP 2020 also emphasises about sports-integration in pedagogical approaches that utilise physical activities including indigenous sports, in



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pedagogical practices to help in developing skills such as collaboration, self-initiative, self-direction, self-discipline, teamwork, responsibility, citizenship, etc. It focuses on sports-integrated learning in the classroom to help students adopt fitness as a lifelong attitude and achieve the related life skills as envisioned in the FIT India movement. Keeping in mind the aforementioned recommendations, the National Curriculum Framework for School Education (NCFSE), which is currently being developed, will be incorporating sports, fitness and other aspects into the school curriculum.

Launching FIT India

The launch of FIT India movement on 29 August 2019 by the Hon'ble Prime Minister with a goal to make fitness an integral part of our daily lives, has been a symbol of paradigm shift in our approach towards sports. Regular exercise and participation in sports provide a variety of positive social and health effects. It affects physical fitness directly, but it also instils good lifestyle choices in kids and young adults, encouraging them to stay active and fight non-communicable diseases. Physical activity can promote good mental health and cognitive development, according to a number of researches by the World Health Organization.

The Hon'ble Prime Minister gave the clarion call for 'FIT India', a movement to take the nation forward on the path of fitness and wellness. The vision is to bring about behavioural changes and move towards a more physically

active lifestyle. The goals and objectives of this are:

- To promote fitness as easy, fun and free.
- To spread awareness on fitness and various physical activities that promote fitness through focused campaigns.
- To encourage indigenous sports.
- To make fitness reach every school, college/university, panchayat/village, etc.
- To create a platform for citizens of India to share information, drive awareness and encourage sharing of personal fitness stories.

This movement attempted to put the nation on a path towards wellness and fitness. Fitness is a crucial component of well-being in modern environment of stress and lifestyle disorders and is crucial to maintaining our health, preventing illness, and assuring a higher standard of living. A special and exciting chance to work towards a healthier India is provided by this initiative. In order to support the movement, individuals and organisations can take a variety of actions to enhance both their own health and well-being and the health and well-being of their fellow Indians.

The goal of FIT India movement is to raise awareness about the importance of physical activity and to encourage schools to incorporate sports from an early age. This is crucial if we want to develop athletes of the highest calibre



who can compete on a global stage. The National Education Policy (NEP) 2020 places a similar emphasis on this.

Initiatives

Several new and innovative initiatives undertaken to strengthen the impact and spread awareness of FIT India as a movement are given below:

(i) Samagra Shiksha Scheme: The Centrally Sponsored Scheme of Samagra Shiksha has been aligned with the policy. Under the scheme, sports grant on an annual basis has been provided to all government schools. Furthermore, an additional sports grant of up to Rs 25,000 has been made available to schools if at least two students from that school win a medal at the National level in the Khelo India school games. Sports are now considered an integral part of education rather than an extracurricular activity.

(ii) FIT India School Movement: The FIT India Mission encourages schools to organise a FIT India School Week in month of November/December. It has also prepared a set of FIT India School Certification with simple and easy parameters.

(iii) FIT India School Week: In order to raise fitness awareness among children and also their parents, teachers, and school personnel, FIT India School Week was launched in 2019. With the use of numerous events including debates, quizzes, essay competitions, poster-making contests, yoga and meditation, the promise of fitness, indigenous sports, etc., school fraternities around the nation are invited to participate in this programme.

In collaboration with the Ministry of Education, the first FIT India School Week was observed during the third week of November 2019 as Fitness Week. The first FIT India School Week had participation from over 15,000 schools. FIT India School Week's second iteration took place from December 2020 to January 2021. It was observed in more than 4.3 lakh classrooms nationwide. This version included physical fitness activities including yoga, free hand drawing, painting, discussions, and symposiums. FIT India School Week's third iteration was held from November 2021 to January 2022. Over 4.5 lakh people from all over India participated. The celebration of FIT India School Week included events like yoga, dance, debates, symposiums, lectures, and more. The fourth FIT India School Week took place from 15 November to



31 January 2023. Additionally, starting with this edition, this Week encourages all schools to hold their annual sports day. On this occasion, the Sports Authority of India may be apprised of the specifics of gifted athletes discovered in various sports disciplines. A total of 2,54,470 students took part in various events up till 2 January 2022.

(iv) FIT India Quiz: The FIT India Quiz was introduced in 2021 as a celebration of “Azadi Ka Amrit Mahotsav,” with the goal of strengthening its presence in schools and spreading the FIT India message to school children. The FIT India Quiz is intended to include students from all around the nation. Pupils who are interested in sports and fitness can participate in the FIT India Quiz, which is geared for school students, and compete at the state and national levels. In 2022, 1,74,473 students registered from 42,490 schools spread over 36 States and UTs to demonstrate their expertise in sports and fitness. The FIT India Quiz has gained popularity as a tool for encouraging children all around the nation to join the fitness mission and live a healthy lifestyle.

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(v) FIT India Freedom Run 3.0:

The Ministry of Youth Affairs and Sports announced the commencement of FIT INDIA FREEDOM RUN 3.0. The FIT India Freedom Run began on 2 October 2022 and ended on 31 October 2022. To make it a movement of the people, the Department of Sports has created a rating system based on the resources offered in the FIT India

Schools. All schools have been urged to take part by the Department of School Education and Literacy in order to receive a FIT India 3- or 5-Star grade. FIT India Flag has been awarded to 4,44,531 schools, and 43,074 and 13,008 schools have applied for 3 and 5 star ratings respectively.

There are other additional programmes that the Ministry of Youth Affairs and Sports (MoYAS) has taken on. To raise awareness, MoYAS created the “FIT India Mobile App,” which has been downloaded by 5 lakh users as of this writing. The FIT India Mission encourages Youth Clubs to inspire people to join the FIT India Movement by including at least 45-60 minutes of physical activity into each person’s daily routine. Youth Club can make a variety of efforts for their personal well-being and the well-being of their fellow Indians.

(vi) Football for Schools Programme : The ambitious FIFA-UNESCO programme, Football for Schools (F4S) aims to help 700 million students around the world with their education, development, and empowerment. By integrating football-related activities into the educational system, in collaboration with the necessary authorities and stakeholders, it aims to increase access to football for both boys and girls around the world. The initiative has been created to support the Sustainable Development Goals (SDGs) and other priorities of the UN while promoting specific life skills and competencies through football. The F4S Programme seeks to achieve the following four key outcomes:

- Empower learners (boys and girls) with valuable life skills and competencies.
- Empower and provide coach-educators with the training to deliver sport and life-skills activities.
- Build the capacity of stakeholders (schools, member associations- MAs and public authorities) to deliver training in life skills through football.
- Strengthen the cooperation between governments, MAs and participating schools to enable partnerships, alliances and intersectoral collaboration.

Schools continue to be the most practical and effective way to get kids involved in sports. The F4S Programme seeks to guarantee that football is available to all students, regardless of their background. Anyone who wishes to play football should be aware that they can do so through their school or community using the resources the country has to offer. While supporting the provision of football coaching and equipment to schools is the primary goal of this programme, FIFA encourages its member associations

An MoU was signed by the All India Football Federation, the Ministry of Education, and FIFA in order to implement the Football for Schools programme, which seeks to reach 25 million students in India.

and in-country partners to recognise the value of interacting with youngsters who are not enrolled in school.

FIFA will provide equipment (footballs) through its MAs as well as through online learning platform and a mobile application that delivers simple-to-use content for training sessions, as many schools lack equipment and skilled personnel to deliver football activities. The platform is intended to facilitate, implement, and administer F4S programmes in schools and

communities more effectively for teachers, coaches, and parents.

The F4S Programme can help schools address a variety of social concerns while offering a captivating platform for motivating instructors and students alike. The F4S Programme is not designed to substitute for instruction or classroom time; rather, it is meant to support teachers’ efforts, improve educational achievements, and support governments. Football has the potential to be an important part of the educational process and serve as a “school of life.”

An MoU was signed by the All India Football Federation, the Ministry of Education, and FIFA in order to implement the Football for Schools programme, which seeks to reach 25 million students in India.

Conclusion

The sporting landscape in India has changed enormously in recent years. Today, sport is an important component of socio-economic development of a country. India is a storehouse of talent, especially in the field of sports. All these recent initiatives have provided much needed systemic interventions and change of mindset concerning to sports. The Government has been playing a crucial role in promoting sports and fitness in the country. A holistic approach of the Government towards sports and emphasis on fitness is going to change the way India takes its sports and games. The journey towards a bright sporting and fitness future has just begun. When kids learn and play, communities advance and nations thrive. Sports is a means of promoting lifelong learning, developing character and leadership qualities in young kids, the future architects of our country. □

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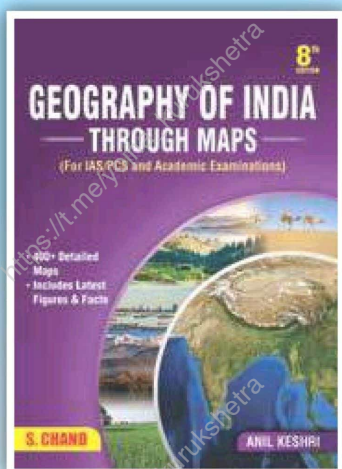
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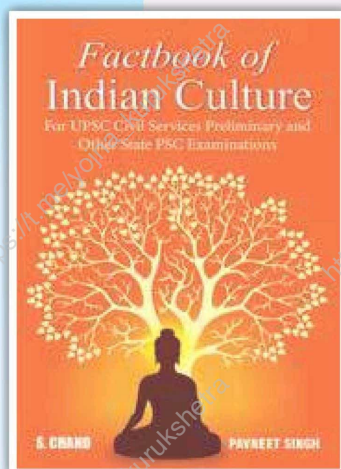
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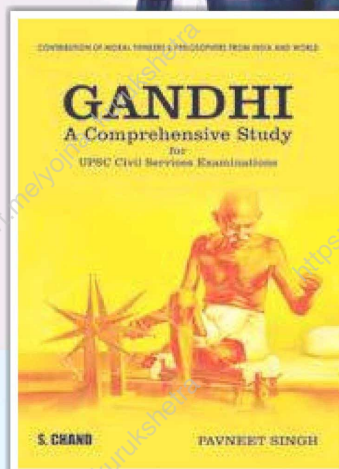
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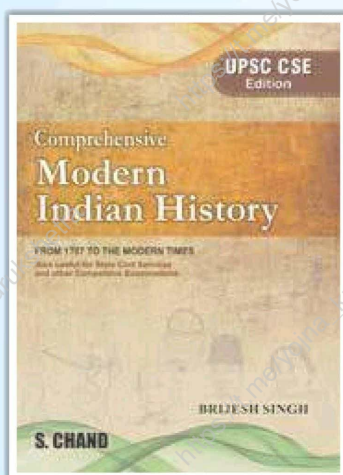
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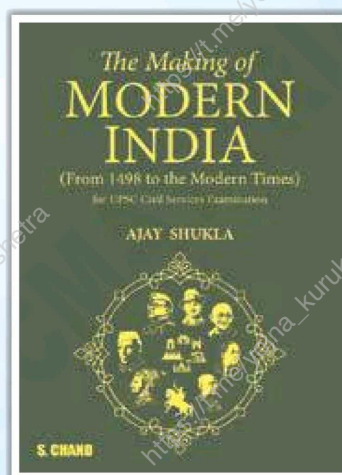
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Youth & Health

*Dr Chandrakant Lahariya
Dr Rodney Vaz*

Youth – though definitions vary – are considered those individuals in the age group of 15 to 44 years. Therefore, this age group includes late adolescence (15 to 19 years) and early adulthood (20 to 44 years). The youth are amongst the healthiest of population sub-groups. This age group has least burden of illnesses and mortality. Although, there are a few concerns which are more common in this age group such as road traffic injuries. In addition, the health behaviour adopted in this age group determines the health situation in the later life.

In India, the youth constitute nearly half of the country's population. Youth largely contribute to the economic growth of the country as it is the most productive age group being employed in various sectors. Much of the economic growth potential of India is derived from the vibrant and highly skilled youth population in the country. Youth face a lot of health issues because of their physiological state, behaviours, diet, work and other factors, many of which are related to their behavioural habits. Some of the health issues are:

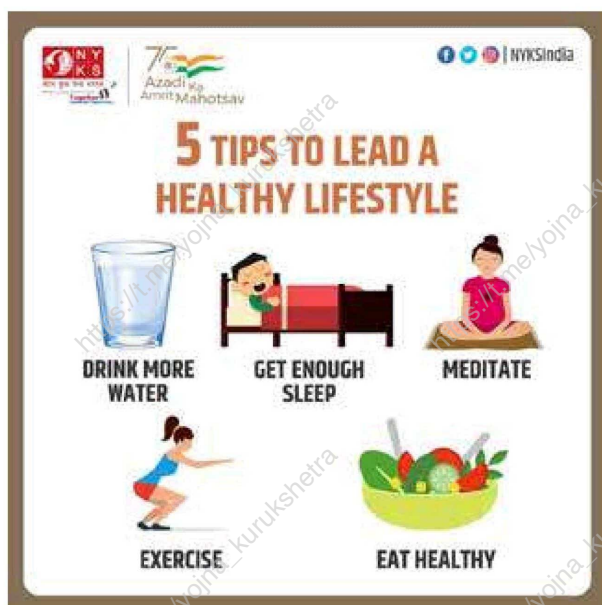
- 1. Mental Health:** The mental health is a major challenge in this age group due to various reasons including non-availability of mental health services as well as not recognising mental health issue as a reason to seek healthcare. Clinical depression has been one of the leading causes of illness and disability among young adults and adolescents, followed by suicide. The reasons include poor scholastic or workplace performance, violence, poverty and unemployment, stigma, marginalisation and discrimination, humanitarian crises and the COVID-19 situation.
- 2. Alcohol and Drug Use:** Alcohol and drug use, especially intravenous drug use is largely associated with various high risk behaviours that can cause communicable and non-communicable diseases like

HIV/AIDS, hypertension, cardiovascular diseases and liver diseases, etc. Also, mental health is compromised in such individuals as well their family members due to financial burden that follows.

- 3. Tobacco Use:** Majority of the individuals who use tobacco in any form (smoking or chewing) begin doing so in their adolescence. This is usually combined with alcohol dependence, increasing the risk of various illnesses significantly. Tobacco can cause cancer of oral cavity, throat, oesophagus and lungs and many other health issues. In addition, tobacco consumption increases the risk of hypertension, diabetes mellitus, heart diseases, stroke, vascular diseases and so on.



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Dr Rodney Vaz is a medical doctor and a public health professional with Lady Hardinge Medical College, New Delhi.



4. **Physical Inactivity:** It has been estimated that only 20 per cent of the young adults are known to exercise adequately or be involved in sports activities which are for longer than 30 minutes per day and five days a week. Inactivity is high especially among females owing to various factors. Less physical activity causes increase in risk factors and diseases including obesity, hypertension, diabetes mellitus, heart diseases and other chronic diseases. Physical inactivity can impact mental health adversely.
5. **Diabetes and Hypertension:** Diabetes is becoming potentially epidemic, with one in every 10 adult having diabetes. One in every five adults in India have hypertension. In both cases, majority are not aware that they have diabetes or hypertension. Recent years have seen more and more young people developing diabetes at earlier age as compared to before. The major reasons for this is reduced physical activity, unhealthy diet, genetics and so on. These two risk factors increase the chance of heart disease in India.
6. **Other Health Problems:** These include injuries in the form of accidents, self-harm, workplace accidents and so on. The violence in the form of interpersonal violence, domestic violence, workplace violence, bullying/ragging, sexual violence and so on can take place.

These health problems that have early onset during youth can have long bearing effects at older age, specially the chronic diseases. Early onset can reduce longevity, quality of life, can

increase expenses and can lead to early complications, sometimes leading to death as well.

Improving Health

There are three secrets of healthy life: balanced diet, regular physical activity and sufficient sleep. The youth often lack on one or more of these aspects. Though there has been a series of Government initiatives— from both health sector as well as other sectors, however, those are yet to catch the full attention of youth. The Ayushman Bharat programme with health and wellness centre component has focus on *nirogi-* or preventing illness by adoption of healthier lifestyle. 'FIT India' initiative is aimed at increasing exercise habits of people including youth (Box 1). All these initiatives have to find a place in a daily routine of youth and everyone else.

Making Health of Youth a Mass Movement

This requires optimal utilisation of every possible avenue for improving health of this age group. It requires interventions at schools, colleges and workplaces amongst other. It demands that the school health services are strengthened and work as early intervention centres for dealing with the rising incidence of various disease in the current days. There is no structured and focused programme to promote health among college students. This is the age group which has queries and concerns— mostly unanswered— regarding the mental health, sexual health, drug as well as personal health concerns.

The workplace health has to be promoted by installing weighing

According to WHO and many other health agencies, people should engage in at least 150 minutes of moderate intensity aerobic physical activity per week or at least 75–150 minutes of vigorous-intensity aerobic physical activity.

Box 1: Government Initiatives which aim at Healthier Youth

Sl. No	Programmes/Initiatives	Features
1.	Rashtriya Kishor Swasthya Karyakram (RKSK)	<ul style="list-style-type: none"> The programme's main strength is its health promotion approach. The focus of the programme is shifted from the clinic-based approach to prevention and promotion and reaching the adolescents in their own environment which includes their communities or families or schools.
2.	Adolescent Friendly Health Clinics (AFHC)	<ul style="list-style-type: none"> It includes all health issues from sexual and reproductive health to injuries, violence, substance abuse, nutrition, NCDs, etc. The components of AFHC are acceptable, equitable, accessible, appropriate, comprehensive.
3.	Peer Education Programme	<ul style="list-style-type: none"> The selected peer educators have to ensure that the adolescents benefit from RKSK. These peer educators are called 'Saathiya'. Four peer educators (two boys and two girls) are selected per village/1000 population/ASHA habitation to reach out to adolescents.
4.	Menstrual Hygiene Scheme	MoHFW launched a scheme for promotion of menstrual hygiene in adolescents. It mainly focuses on increasing the awareness, increasing access and usage of sanitary napkins along with its safe disposal.
5.	Health and Wellness Centres under Ayushman Bharat Programme	The HWCs promote a comprehensive health approach by preventive and promotive interventions.
6.	FIT India	This initiative is aimed at adoption of healthier lifestyle in youth by getting involved in sports and other related activities.
7.	Other Health Programmes	Various health programmes like National Programme for Prevention and Control of Cancer, Diabetes, Cardiovascular Diseases & Stroke. (NPCDCS), Reproductive, Maternal, Newborn, Child Plus Adolescent Health (RMNCH+A), National AIDS Control Programme (NACP), National Mental Health Programme (NMHP) and others also strive in improving youth health.

scales in bathroom, exercise time and equipment in large offices as well as encouraging healthy food in cafeteria menu. The official policies on timely care seeking when not feeling well and reducing stress in workplace should be promoted. There is a need for improving health seeking behaviour of youth who often resort to self-remedies. There is a need for improving family and community participation in improving health of youth in India.

Healthy Lifestyle

Let us start with mental health and youth. There is a lot of stigma associated with mental health issues.

This is a reason people do not seek health care. However, mental illnesses are very similar to any physical illness.

With right advice from trained doctors and with medications, both physical and mental illnesses can be treated. It is time to start talking about mental health issue and destigmatise it. Get professional help if you have any mental health issue. Do not delay or hesitate.

With right advice from trained doctors and with medications, both physical and mental illnesses can be treated. It is time to start talking about mental health issue and destigmatise it. Get professional help if you have any mental health issue. Do not delay or hesitate. Let us destigmatise mental health.

Regular physical activity is a zero-cost effort, which one can do for good health. According to WHO and many other health agencies, people should engage in at least 150 minutes

of moderate intensity aerobic physical activity per week or at least 75–150 minutes of vigorous-intensity aerobic physical activity. India has been ranked 8th among countries with the lowest physical activity globally. Reports have shown that 3 out of 4 adolescents and young people are not physically active enough as per the given recommendations. A study showed that barriers to low physical activity are personal attributes, perceived negative consequences, sociocultural environment, lack of time and so on. Identification of these barriers and steps to overcome these are required.

Regular and at least six to eight hours of sleep boosts our immunity, reduces stress and keeps us away from many health issues. Therefore, making one's sleep cycle regular and ensuring that enough sleep on daily as well as weekly basis has to be an approach of every person.

Sports, Health and Youth

The leading health body, the World Health Organization has established a Sports and Health programme to capitalise the potential of people to lead healthy lives through promoting participation in sports and working with the sports community. It has been established that physical activity through various sports can boost confidence, increase social life, lead to psychosocial and personal development and help in prevention of substance abuse.

Conclusion

Youth constitute around half of India's population and are the foundation of country's economic growth and development. Though, otherwise healthy population, the youth face a host of problems due to their age, behaviour and other factors which can have long-term effect during old age. Prevention of ill health effects in youth can have long-term benefits individually, at family level and at national level. The policies aimed at youth should be targeted at healthier lifestyle, adoption of regular physical activity and health prevention and promotion measures. Healthy youth today will make healthy nation tomorrow. □

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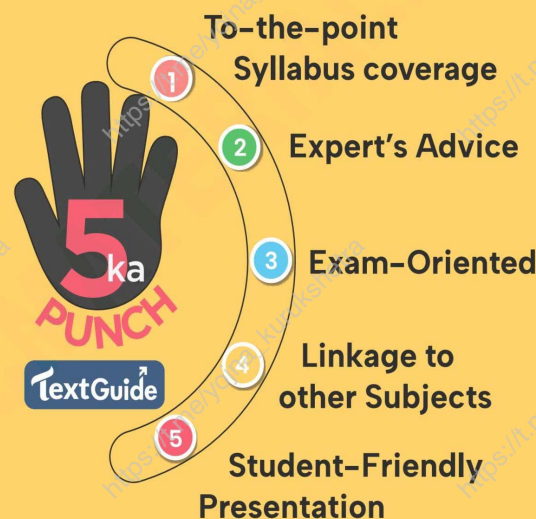
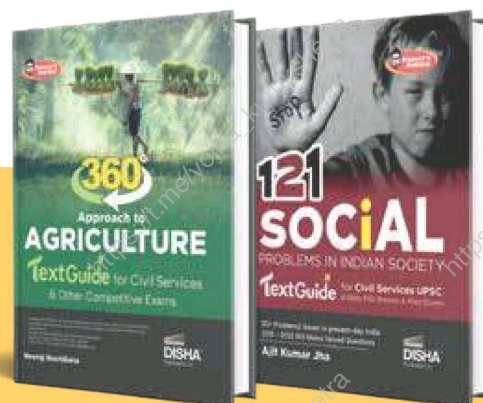
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Enablers for Employment

Hemang Jani

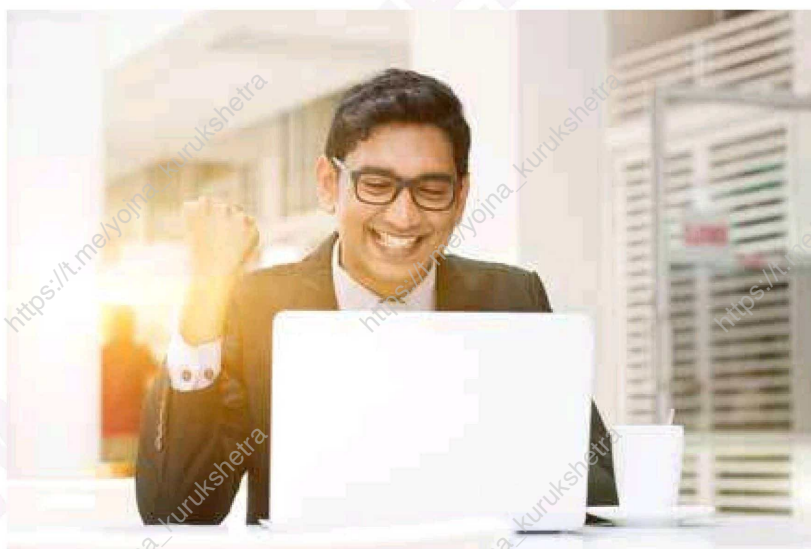
“The efficiency of government departments has increased due to the efforts of our Karmayogis” - Narendra Modi, Hon’ble Prime Minister of India

India, with an average age of 29 years and housing a fifth of the global youth population, is the world’s largest democracy. This year we have entered the ‘Amrit Kaal’, a 25-year-long leadup to India@100. Under the leadership of Hon’ble Prime Minister Narendra Modi, the government is committed to making India a 5 trillion-dollar economy by 2025 and a developed nation by 2047. Many initiatives are being rolled out by bringing the government, private and non-profit sectors to work in tandem; and deliver the required outcome.



Youth play a crucial role in nation-building. The Ministry of Youth Affairs & Sports (MoYAS) released a Draft National Youth Policy (NYP) in April 2022 with a 10-year vision for youth development, aligning with the Sustainable Development Goals (SDGs). Education; employment & entrepreneurship; youth leadership & development; health, fitness & sports; and social justice are the five focus areas. National Cadet Corps (NCC), National Service Scheme (NSS), and Nehru Yuva Kendra Sangathan (NYKS) are some organisations working towards this vision. Under the purview of MoYAS, the Rajiv Gandhi National Institute of Youth Development (RGNIYD) offers academic, training, and research programmes and serves as a Centre of Excellence for youth development in India.

Due to the COVID-19 pandemic in 2020, there was a widespread socio-economic disruption not only in India but across the world. Under AatmaNirbhar Bharat Abhiyan, an economic stimulus package amounting to Rs 20 lakh crores (about 10 per cent of GDP) focussing on land, labour, liquidity, and laws were announced during the pandemic. Young people faced numerous mental health issues, including academic stress, peer pressure, anxiety, depression, eating disorders, and learning difficulties. To create a stress-free atmosphere for youngsters, Hon’ble Prime Minister engages with the youngsters through ‘Pariksha Pe Charcha’, an interactive session to bring together students, parents,



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teachers, and society. To influence people's behaviours and encourage them to live a physically active lifestyle, the 'FIT India' movement was launched in 2019.

India has currently a thousand-plus universities with almost 85 lakh fresh graduates every year. The COVID-19 pandemic and resulting lockdowns impacted students, and online learning was introduced in schools and universities. But the lack of access to technology was a challenge. The 'Swayam Prabha' initiative by the Government is helping learners in remote areas to get access to quality educational programs 24x7 through a group of 22 DTH channels. 25 crore school-going children are being reached through PM e-VIDYA, an initiative to enable multi-mode access to education by unifying all efforts related to digital/online/on-air education. To serve as a bridge between edtech businesses, academic institutions, and students, the Ministry of Education set up the National Education Alliance for Technology (NEAT), which is being implemented by the All-India Council for Technical Education (AICTE). Many scholarship schemes have been introduced by the government for College and University

The Government introduced the New Education Policy in 2020 to make India a global education hub. A student can now take online courses from Class 9 till post-graduation on the SWAYAM portal which is helping bridge the digital divide.

students to make quality education affordable. The government introduced the new National Education Policy in 2020 to make India a global education hub. A student can now take online courses from class 9 till post-graduation on the SWAYAM portal which is helping bridge the digital divide. A learner can enrol for free and earn credits for certain courses on the platform and transfer them to their academic record.

To boost career opportunities for youth, the Hon'ble Prime Minister launched a recruitment drive for 10 lakh personnel through the 'Rozgar Mela' in a mission mode. 75,000 appointment letters were distributed in October 2022 and 71,000 in November 2022. Karmayogi Bharat technology platform was launched by the Hon'ble Prime Minister in the same event and 'Karmayogi Prarambh' was highlighted. Karmayogi Bharat is a Special Purpose Vehicle (SPV) under the administrative control of the Department of Personnel and Training (DoPT) for capacity building of all government employees. It operates the iGOT (Integrated Government Online Training) Karmayogi platform. Karmayogi Prarambh is an online orientation course for all new appointees in various Government departments. It includes a code of conduct for Government servants, workplace ethics & integrity, human resource policies, and other benefits and allowances that will help them to get acclimatised to the policies and transition smoothly into the new roles. This

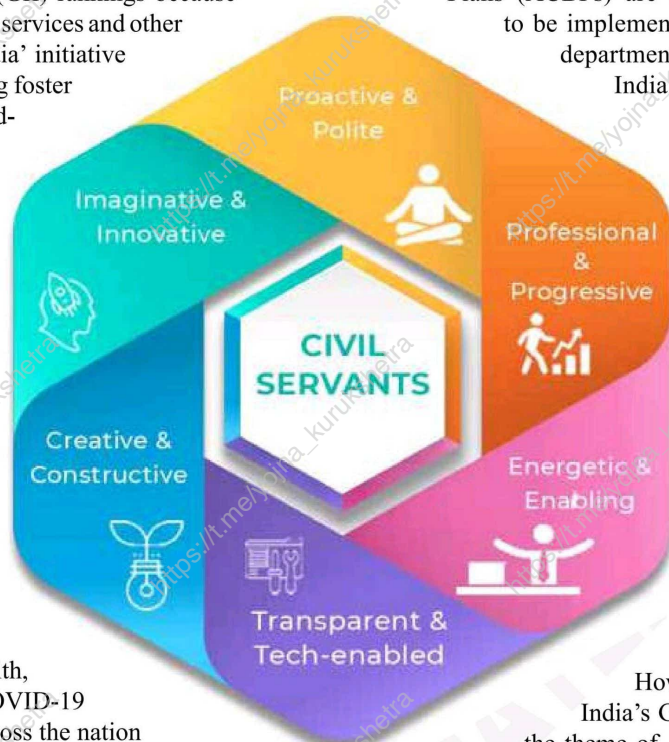
will add to their learning of other courses on the iGOT-Karmayogi platform to enhance their knowledge, skills, and competencies. Along with the Rozgar mela, around 10 lakh apprenticeship opportunities will be available for the youth under the Pradhan Mantri National Apprenticeship Mela (PMNAM), which is being organised nationwide as part of the Skill India Mission by the Ministry of Skill Development and Entrepreneurship (MSDE). By the end of 2026, there will be 60 lakh opportunities. The aim is to train one million youth per annum towards skill development. The 'Agnipath' scheme is a transformative reform implemented by the government to recruit 46,000 young people as 'Agniveers' for a four-year term. This initiative aims to create a younger, fitter, and more diverse profile for the Armed Forces to better meet future challenges.

As a leader in innovation and entrepreneurship, India provides numerous opportunities for its young population to explore and grow. In the 2020 World Bank's Ease of Doing Business (EoDB) ranking, India ranked 63rd out of 190 economies. As of December 2022, the Department

for Promotion of Industry, and Internal Trade (DPIIT) has recognised 86,227 start-ups under the Start-up India initiative and is helping young entrepreneurs with funding, regulatory support, and market access. The Confederation of Indian Industries (CII) and EY have estimated that India has the potential to attract \$475 billion in foreign direct investment (FDI) over the next five years due to the government's focus on economic growth and reforms. To "Cultivate One Million Children in India as Neoteric Innovators," more than 75 million students are actively participating in almost 10,000 Atal Tinkering Labs (ATL) spread across 722 districts with 5800 plus Mentors of Change. India was placed 40th out of 132 nations in the World Intellectual Property Organisation's (WIPO) 2022 Global Innovation Index (GII) rankings because of its robust exports of ICT services and other factors. The 'Make in India' initiative launched in 2014 is helping foster innovation, build world-class infrastructure, and make India a hub for manufacturing and design. By boosting Internet access, the Digital India programme started in 2015 has significantly improved the nation's online infrastructure and is empowering it with technology. A recent Deloitte study has stated that by 2026 India will have one billion smartphone users due to rising usage of fintech, e-health, and e-learning post the COVID-19 pandemic. 5G services across the nation were launched by the Hon'ble Prime Minister in October 2022 to strengthen the domestic communication network.

The youth of India are a major driving force in the country's civil service, which plays a crucial role in delivering government services effectively and efficiently to all citizens. The Government of India's Capacity Building Commission (CBC) was set up on 1 April 2021 to "radically improve the Human Resource Management practices in the Government through state-of-the-art infrastructure to augment the capacity of Civil Servants." The initiative is named as National Programme for Civil Services Capacity Building (NPCSCB) - Mission Karmayogi. It is the largest capacity-building program in the world which will eventually cover 1.5 crore

Government officials across the center, states, and local bodies of India. CBC is playing a pivotal role in training and making future-ready, 21st-century civil servants in the 'Amrit Kaal'. The aim is to create a competent civil service rooted in Indian ethos, with a shared understanding of India's priorities, working in harmonisation for effective and efficient public service delivery. The focus areas for capacity building are National Priorities, Emerging Technologies, and Citizen Centricity. In conjunction with UNITAR, CBC developed an online capacity-building training program including courses on leadership, communication skills, volunteering, etc. to train 14,000 NYKS youth volunteers across the nation. Similar programs along with Annual Capacity Building Plans (ACBPs) are being coordinated by CBC to be implemented in all the ministries and departments of the Government of India.



*Karmayogi for the Nation
(Source: www.cbc.gov.in)*

The challenges faced by the youth of India are being addressed by the Government on a mission mode. But the Government alone cannot solve all the issues; equal participation of the private and non-profit sectors is of paramount importance. The recent outbreak of COVID-19 in China, the Russia-Ukraine war, and ongoing geopolitical challenges, are major concerns for the world.

However, I am hopeful that India's G20 presidency in 2023, with the theme of "Vasudhaiva Kutumbakam" or "One Earth, One Family, One Future," will bring together world leaders and contribute to a more peaceful and prosperous future for all.

Specifically, youth will be able to influence policy-making through national dialogue and discussions at the Y20 summit, which will be held in conjunction with the G20 Summit and focus on themes such as the future of work; climate change and disaster risk reduction; peace building and reconciliation; and youth in democracy. □

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Youth for Environment Sustainability

Avinash Mishra
Madhubanti Dutta

We need to pave the way for the development of prosperous, livable cities with smaller carbon footprints. Young people have unique needs and obligations when it comes to the environment. They have the power to make the most effective changes to the world. Engaging young people in environmental preservation has an impact on their views and behaviours directly, as well as on their families and other acquaintances.



Our earth is our home and the source of our sustenance, and it is imperative that we coexist peacefully with nature. Anthropogenic activities harm our ecosystems and environmental biodiversity, from rising carbon emissions to deforestation and land degradation. Contrary to Milton Friedman's (1962) assertion, ecological values are not finding their place in the market, which explains why they are wildly undervalued and exploited. Few people know that the UN General Assembly designated 2011 to 2020 as the "Decade for Biodiversity." Despite several strategic plans and attempts to mobilise people at various levels, we still need to catch up in attaining the set goals as we approach the end of this crucial time. We must take immediate action to combat the declining biodiversity and create a pathway for environmental conservation.

The hazards of climate change are the most considerable negative externalities that affect India's development, as the Hon'ble Finance Minister highlighted accurately in her budget address (2022-23). The low carbon development strategy in the "Panchamrit" effectively articulates the government's tenacious commitment to sustainable development'. Managing forestry and land use for carbon sequestration should be a significant area of emphasis. Improving the management of agricultural and forest land and water development and storage creation are two of the most economical methods for reducing greenhouse gas emissions.

Priorities include increasing green space, creating more energy-efficient buildings, improving water supplies,

and reducing greenhouse gas emissions from waste and urban transportation.

Youth: Torch Bearer of Future Generations

Youth-driven climate action initiatives could be a rapid-win situation for augmenting the overall quality of education; on our way to attaining net-zero emissions by 2030 and ensuring the quality of life for future generations on this planet. The most valuable and dynamic human resource in society is the youth, who is the 'torch bearer' for future generations. Young people have unique needs and obligations when it comes to the environment. They are going to endure a prolonged time in the degrading environment, as a result they will be more motivated to find effective solutions to environmental concerns. A focused approach is required about GHG emissions, health concerns emerging from climate change, impacts of changing climate, and actions that individuals can take to reduce their impact vis-a-vis GHG emission. Innovative thinking will be required in the future to develop and prepare strategic frameworks, policies, and procedures; undertake actual field research; conserve biodiversity; and monitor operations for land management, crisis and disaster management, and so on.

The SDGs require immediate attention for us to drive them effectively. Increasing the emphasis on genuine, meaningful young participation in governance and decision-making is one of the ways we may achieve the goal. Youth have the capacity and potential to be the driving engine for growth, development and a contributor to the peace and security of any nation. There are currently

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1.8 billion people between the ages of 10 and 24, the largest generation of youth in history; nearly 90 per cent of them reside in developing nations, where they account for a sizable share of the population². To contribute to sustainable cities and better livelihoods, we must utilise young people's ambition, creativity, and abilities. As we rapidly approach 2030, we should consider youths' perspectives while creating and implementing sustainable development projects. By doing so, we will see young people play a crucial role in shaping our collective future, tackling new challenges, and harnessing opportunities.

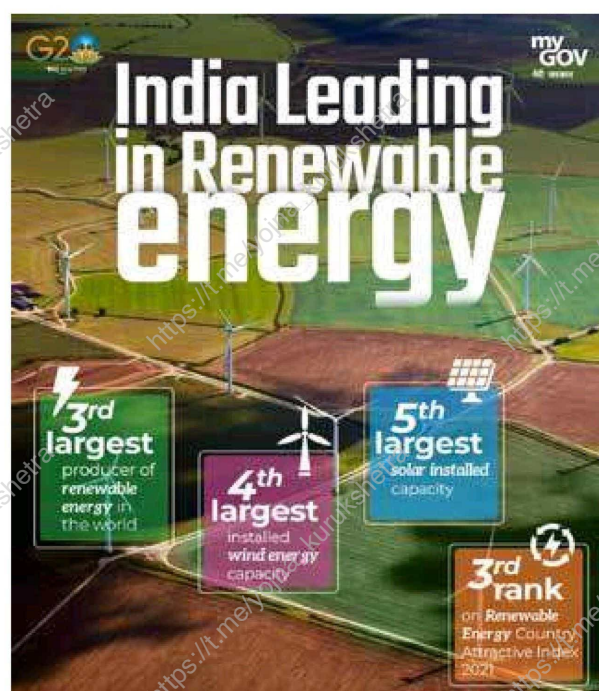
Roles for Youth and the SDGs

- **Critical thinkers-** Youth can see and confront current power systems, obstacles to change, and inconsistencies and biases.
- **Change-makers-** Youth can mobilise others and take action. Globally, youth activism is increasing due to improved connectivity and access to social media.
- **Innovators-** Young people frequently have firsthand knowledge of and insights into topics that are not available to adults, in addition to bringing new viewpoints. Youth can provide fresh perspectives and unique solutions since they are most familiar with the issues they confront.
- **Communicators-** Young people can collaborate to spread the development agenda among their peers and communities locally as well as internationally.
- **Leaders-** Young people may influence change in their communities and nations when they are empowered with awareness of their rights and leadership abilities.

Youth are increasingly leveraging the strength of their collective voice to argue for the adoption of environment-friendly practices and regulations, and to lead initiatives in this regard. Youth initiatives span from regional projects to global campaigns, and some are well-known enough to influence decision-makers and national leaders. As young people connect more, they are also embracing digital platforms to spread knowledge, educate others, and increase their reach. Youth also play a crucial role in promoting the SDGs, particularly SDG 15, "Life on Land," which calls for the conservation and restoration of the planet's terrestrial ecosystems, forests, and biodiversity.

The role of young people in collaborating with local and national government to carry out policies and programmes on the ground; the role of public-private partnerships in advancing the 2030 Agenda's implementation, including funding and leveraging technology for data collection and use; and the role of youth participation in informing equitable and diverse policy design,

Young people can actively contribute to preserving and enhancing the environment, by sustainably altering their lifestyle and positively impact the environment.



implementation, monitoring, and evaluation; are all crucial to the agenda's success.

Policy Actions

The nation's backbone is its youth. Young people can actively contribute to preserving and enhancing the environment, by sustainably altering their lifestyle and positively impact the environment. By implementing eco-friendly practices, recycling various items, and conserving resources like water and electricity, they may make their homes, schools, and youth organisations more ecologically friendly.

Government strategies are required to address youth unemployment directly and to maximise the potential of cities to achieve full and decent employment. Urban authorities should be given the freedom to create and implement coherent strategies for long-term employment growth as part of a national urban policy. It takes in-depth knowledge and comprehension of the connections between environmental well-being and urban life quality, economic growth, and climate change, as well as ongoing monitoring of biodiversity and ecosystems and their services at all scales, within and around cities, to make the transition to an

economic model that is in balance with nature. Infrastructure spending can have a significant positive impact on urban economic development, prosperity, poverty reduction, environmental sustainability, and health.

Strengthening the participation of youth in environmental protection is

partly a matter of increasing opportunities in governmental organisations, established NGOs, and restoration projects; partly a matter of youth themselves devising new forms of action, as the preceding examples of innovative activism make clear; and partly a question of more effective environmental education and media presentation of environmental issues. To increase environmental consciousness, environmental education is crucial. One crucial component of a society's ability to confront and manage environmental concerns is its knowledge base. The first step in developing this knowledge base is environmental education.

Youth has significant environmental obligations and concerns. Due to their extended life expectancies, they will have to deal with the effects of a failing environment their parents left for them for a considerable amount of time. Fortunately, youth have a great ability for innovation, and the creation of novel forms of activity, and can come up with more efficient solutions to environmental problems. In the framework of current policy-making, it is challenging to address problems of future generations; yet, in the end, it is sufficient to widen time horizons, not necessarily many years into the future, but merely beyond the often-short-term focus of current decision-making.

Youth have recently shown that they could bring social ideals and ideas of justice into discourse by taking part in the World Summit on Sustainable Development. Perhaps more than anybody else, youths comprehend that the world does not operate on a zero-sum, environment against economy basis. More effective environmental education is one method to prepare youths to handle environmental issues. The media is a major source of information that youths have regarding environmental issues. Therefore, more coordinated efforts should be made by environmental educators and the media to encourage a wider social learning process for sustainable development.

A sustainable lifestyle that respects the environment must be promoted. To use and reuse our resources far more effectively, we must take decisive action. A triple global crisis climate change, biodiversity loss, and pollution and waste is currently engulfing our globe. Decades of unrelenting and unsustainable production and consumption are solely to blame for these disasters. It is important and very important how we live and consume. During the 26th Conference of the Parties to the United Nations Framework Convention on Climate Change (COP26), held in Glasgow last year, the Hon'ble Prime Minister first proposed the concept of LiFE. The idea promotes an environment conscious lifestyle that focuses on 'mindful and deliberate utilisation' instead of 'mindless

and wasteful consumption'³. The LiFE Movement seeks to encourage people to take little, everyday steps toward a more sustainable future by harnessing the strength of coordinated effort. Furthermore, the LiFE movement tries to impact social norms concerning climate change by leveraging the power of social networks. The mission plans to create and nurture a global network of individuals, namely 'Pro-Planet People' (P3), who will have a shared commitment to adopt and promote environment friendly lifestyles. Through the P3 community, the mission seeks to create an ecosystem that will reinforce and enable environment friendly behaviors to be self-sustainable. The mission envisions replacing the prevalent 'use-and-dispose' economy—governed by mindless and destructive consumption—with a circular economy, which would be defined by mindful and deliberate utilisation⁴. Youth should follow the formula of LiFE in true spirit to ensure a sustainable future for our country.

Advocacy, Awareness-Raising, and Capacity-Building

Youth-led organisations are at the forefront in the planning and delivery of workshops and campaigns to provide youth a perspective on national sustainable development discussions and to guarantee that youth is meaningfully engaged. Participants accomplish this through peer-to-peer education, training, and capacity-building. While youth-led organisations are frequently

able to help policymakers and government representatives in their efforts to include young policies and involvement in public planning processes, these organisations frequently struggle with a lack of financing, resources, and recognition. Awareness of and capacity for development activities could be greatly enhanced through increased financial and regulatory support for youth-led structures. It blends analog and digital learning resources for a fun and interesting learning experience that connects youth all over the world and encourages them to learn about worldwide issues and take local action.

Governments are becoming more aware of the need to support youth initiatives and activities at the local, state, and national levels to expedite the process of achieving sustainability in the ecosystem, and pave the way for achieving net zero by 2030.

Way Forward

Youth social entrepreneurship thrives best in ecosystems that offer focused technical assistance as well as specialised assistance in fields like education, finance, networking, and market development within an overall business-friendly environment. In other words, a strong commercial environment must be incorporated into an ecosystem that supports young social entrepreneurs. This

implies that while enhancing the business climate is vital, it is insufficient. To help the youth in the best way to maximise their potential, a holistic and laser-focused approach to the development of an enabling social entrepreneurship ecosystem is required. Although it is commonly accepted that young social entrepreneurs may facilitate economic and social development and inclusion, current ecosystems rarely utilise their full potential. Realising the full potential of young social entrepreneurship from both a youth development and a social impact standpoint will be possible once enabling and customised social entrepreneurship ecosystems are in place.

Young entrepreneurs require a nurturing environment. A supportive environment for young people nurtures creativity, encourages social inclusion, lays the groundwork for combating youth unemployment and underemployment, and advances sustainable development. Entrepreneurship ecosystems must be created using an evidence-based strategy that involves many stakeholders, especially young people, and creates synergy between all the ecosystem's components.

There is a need for strengthening job placement procedures and educational programs for green careers. Growing demand for curricula, research, career counseling, and job placement exists in order to create the workforce necessary for a just and inclusive future that supports the achievement of national climate goals. Environmental and socially sustainable development information and skills should be included in all majors so that students can become educated employees or employers, customers, community members, and investors. In order to promote green entrepreneurship, this project will also strengthen the connections between SDG practitioners, green economy employers, and educational institutions. □


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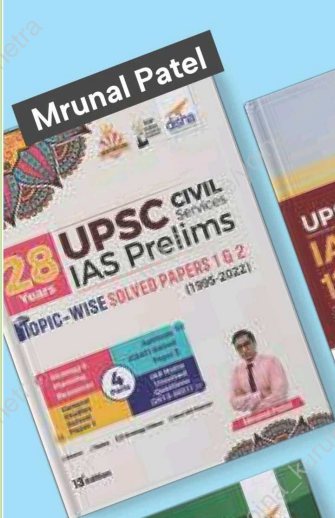
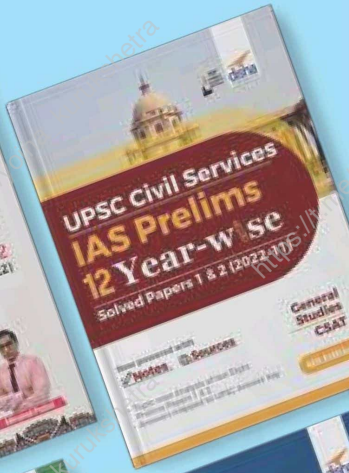
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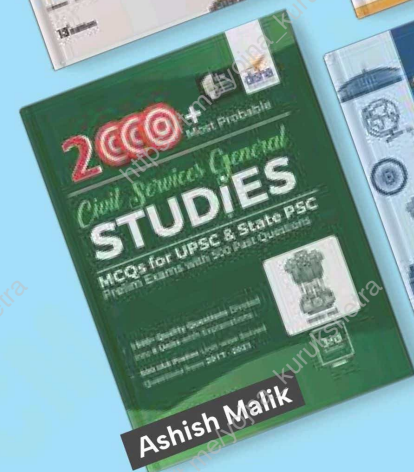
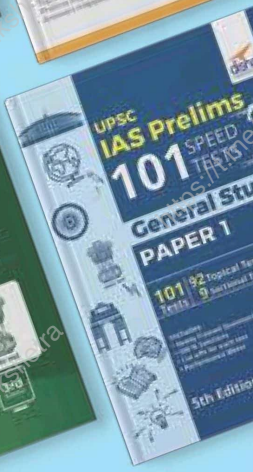
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World of Football

Shivendra Chaturvedi

Football, one of the world's most popular sports, has always been one of the top-ranking sports activities in India in terms of popularity. India is one of the few countries where football started in the 19th century. To promote professional football in the country, the National Football League was started in 1996, the I-League in 2007, and the Indian Super League, i.e., ISL Football League in 2014.

In December 2022, the FIFA World Cup football tournament was concluded in Qatar. Football is considered among the most popular sports in the world. From the first FIFA World Cup in 1930 to the recent 22nd FIFA World Cup held in Qatar, the mega event has come a long way.

Establishment of the World Football Association (Fédération Internationale de Football Association)

FIFA, the world's governing body of football, was founded on 21 May 1904. FIFA in French stands for Fédération Internationale de Football Association. Its founding countries included Spain, France, Belgium, the Netherlands, Denmark, Sweden and Switzerland. Robert Guerin of France was elected the first President of FIFA, the World Football Association.

England is called the father of modern football, but the interesting fact is that it was not one of the founding countries of FIFA, the representative body of world football. In fact, the spread of football, especially in England, had already happened between the 12th and 14th centuries, long before the formation of FIFA. In 1815, the first football rules were drawn up in Eton college, and on 24 October 1854, the world's first football club was established, known as Sheffield Football Club. FIFA organised the first World Cup tournament in 1930 to promote and professionalise football worldwide. Thirteen countries participated in the first FIFA World Cup held in the Latin American country of Uruguay. The host Uruguay defeated Argentina 4–2 in the final

to become the first World Cup football winner.

Olympic Games

Football was first included in the Olympic Games as a medal event at the 1908 London Olympics, and Uruguay distinguished itself by winning Olympic gold medals in 1924 and 1928. 1930 was the centenary of Uruguay's independence, and for some of these reasons, Uruguay was chosen as the venue for the first FIFA World Cup. From 1930 to 1970, the Jules Rimé Trophy was awarded to the winning country of the World Cup, and in 1970, a new trophy called the FIFA World Cup was introduced for the competition. In fact, in the early years, the trophy of the Football World Cup was named after the famous French football administrator and the third president of FIFA,



Jules Rimé. He was not only the president of FIFA for 33 years but also the president of the French Football Federation from 1919 to 1942. In 1950, India, Scotland and Turkey decided to pull out of the competition, and Uruguay once again won the 13-team World Cup title battle. In 1930, Uruguay defeated Argentina; in 1950, it defeated host Brazil to become World Cup Champions for the second time. During the 92-year history of the FIFA World Cup from 1930 to 2022, it has been dominated by teams from Europe and Latin American countries. In 1994, 1998, 2006 and 2018, all teams that played in the quarter-finals, were from Europe or Latin America. In the 22 World Cup finals played, the title has been contested between teams from these two continents.

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Qatar FIFA World Cup

The previous year's FIFA World Cup, held in Qatar, proved to be a unique sporting event in more ways than one, where Argentina defeated France in a penalty shoot-out in the final to claim their third world title. Traditionally, the FIFA World Cup tournament was held in June–July, but considering the weather in Qatar, especially in the summer, it was decided to hold the tournament later in the year.

Pre-quarterfinals of Qatar World Cup were played from 3 to 7 December, where Netherlands beat the United States, Argentina beat Australia, France beat Poland, and England beat Senegal to secure a place in the last eight. In other matches, Croatia beat Japan, Brazil beat South Korea, Morocco beat Spain and Portugal beat Switzerland to qualify for the quarter-finals of the World Cup. Highlight of the contest was the young player Goncalo Ramos, included in the team in place of Cristiano Ronaldo, who got his name recorded forever in the history of the World Cup by scoring a brilliant hat-trick in the pre-quarterfinals. The quarter-finals, played on 9 and 10 December, proved to be an occasion of joy for some teams and sorrow for others. Luka Modric's Croatian team, who finished third in the 2018 World Cup, beat title contenders Brazil 4-2 in a penalty shootout. In another quarter-final that went to penalty shootouts, Argentina defeated the Netherlands 4-3. France beat traditional rivals England 2-1 to reach semi-finals of the World Cup for second time in a row.

Thrilling Finale

The final of the 22nd FIFA World Cup was played at the historic Lusail Stadium on 18 December on the occasion of the National Day of the hosts Qatar. The French team was the winner in 1998 and 2018. They had a superstar like Kylian Mbappe, while Argentina, the 1978 and 1986 world champions, looked very strong and was represented by one of the best players in football history, Lionel Messi. The match eventually went to a penalty shoot-out, where Argentina won 4-2 to become world football champions after 36 years. Unfortunately, Kylian Mbappe could not win the third title for France, but he won the hearts of millions of football lovers with his spectacular game.

Although the Indian football team was not physically present in the Qatar World Cup, millions of Indian football lovers worldwide expressed their affiliation with the teams playing in the FIFA World Cup through different mediums.

England is called the father of modern football, but the interesting fact is that it was not one of the founding countries of FIFA, the representative body of world football.

The technical team working behind the scenes also had an important role in the success of a mega event like this. It was the first World Cup tournament in which the entire network was based on 5G support. Around 160 Indians were among the 250 engineers who arrived in Qatar from all corners of the world for 5G networking. While on the other hand, Indian spectators were seen enjoying the thrilling game during the matches. All these things point towards the affiliation of India with the world football in some form or the other.

Football and India

Football, one of the world's most popular sports, has always been one of the top-ranking sports activities in India in terms of popularity. India is one of the few countries where football started in the 19th century. Around the same time, famous clubs like Sheffield F.C., Nottingham Forest, and Stoke City F.C. came into existence. It is believed that British soldiers in India included football as their favourite pastime for recreation. Gradually, the game became a favourite sport of thousands of fans in the country. Born on 27 August 1869 in Kolkata, Nagendra Prasad Sarbadhikari is called the father of Indian football. His efforts led to the launch of the country's first organised football club, the Boy's Club, in 1877. In 1884, Nagendra founded the Wellington Club in Calcutta, and in 1887 the Sovabazar Club came into existence under his supervision. In 1889, Sovabazar Club also participated in the Trades Cup, considered as the first open football

tournament in India. Three years later, in 1892, Sovabazar Club not only won the Trades Cup title by defeating East Surrey Regiment team 2-1 but also became the first team to win the trophy by defeating a British team, in which all the players were Indians. In 1893, Nagendra Sarbadhikari also

played an important role in forming the Indian Football Association, i.e., I.F.A. In 1888, the Durand Cup, counted among the world's third oldest football tournaments started. Interestingly, three trophies are awarded to the winner of the Durand Cup, namely the Shimla Cup and the Durand Cup Rolling trophy. The third trophy is the President's Cup, which was first presented by the first President of the country, Dr. Rajendra Prasad, and this trophy, the Durand Cup, is given to the winning team forever. India's legendary football club Mohun Bagan was established in 1889. Like Eastern India, the number of football fans was also continuously increasing in Southern part of the country. On 20 February 1899, the



first football club in South India, R.B. Ferguson F.C., was established, also called Young Men's F.C. In 1911, Mohun Bagan became the first Indian team to win the IFA Shield. In 1924, under the leadership of the famous footballer Gostha Pal, the Indian football team played matches in Sri Lanka as the team's first foreign tour. In 1937, the All India Football Association was established in Shimla, under whose supervision efforts are on to advance Indian football even today.

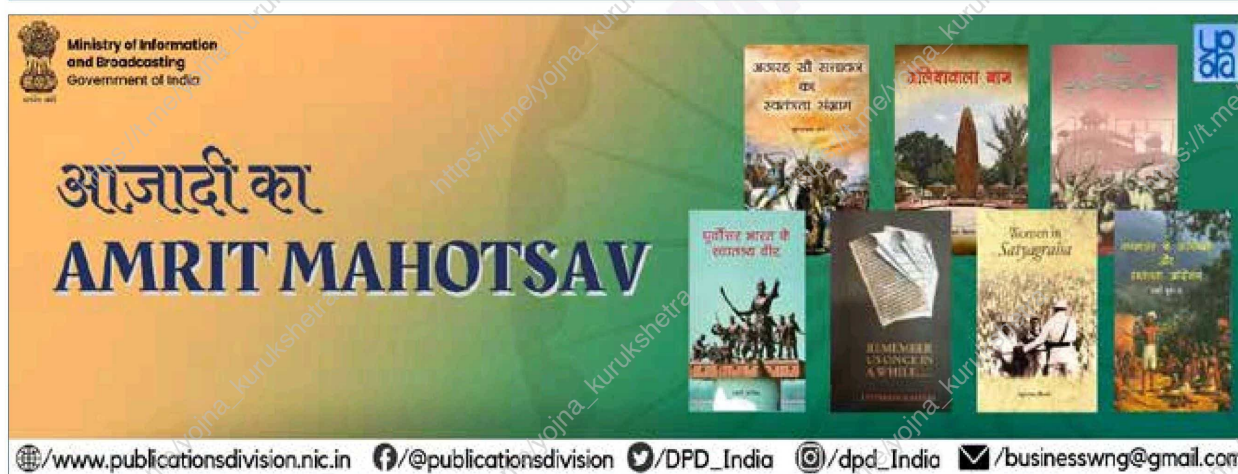
In 1940, Mohammedan Sporting defeated the Royal Warwickshire Regiment 2–1 in the final of the Durand Cup and became the first Indian team to win the prestigious title. This victory was considered as a turning point in Indian football history. The Indian team participated in the 1948 London Olympics, and the team's campaign ended early with a 1–2 defeat to France. It is a different matter that the game of the Indian football team, which was played was barefoot, was praised abroad. Two years later, i.e., in 1950, the Indian team was invited to participate in the World Cup held in Brazil, but the team could not reach there for some reasons. It was only in 1950 that Syed Abdul Rahim took over as the coach of the Indian football team, which he held till his death in 1963. Under his supervision, India won gold medals in 1951 and 1962 Asian Games. Indian football team finished fourth in the 1956 Melbourne Olympics. Neville D'Souza became the first Asian footballer to score a hat-trick in the Olympics and was the tournament's joint-top scorer with four goals. The Indian football team finished runners-up in the Merdeka Cup in 1964 and finished third in the Merdeka Cup in 1955, 1966, and 1970. In the 1970 Asian Games, under the leadership of Syed Naeemuddin, India managed to win a bronze medal. In 1982, the ninth Asian Games were held in India, and a new international tournament was started in the form of the Nehru Cup. In 2007, 2009 and 2012, the Indian youth team added golden pages to football history by winning the Nehru Cup title.

Meanwhile, to promote professional football in the country, the National Football League was started in 1996, the I-League in 2007, and the Indian Super League, i.e., ISL Football League in 2014. In recent years, players like Bhaichung Bhutia and Sunil Chhetri have emerged as icons of Indian youth football prowess. Their charismatic game has inspired thousands of youngsters to take up this game.

Efforts are being made to promote professional football in the country, and in this endeavour, I-League and ISL are being organised in a top professional manner. Foreign players are also seen participating in these competitions along with Indian youth. The National Youth Policy announced by the Central Government in 2014 has also included adequate promotion of sports in the priority list.

Sports in the Draft National Youth Policy

The draft National Youth Policy released in 2022 envisages a 10-year youth development vision, which again includes sports on the priority list. As a national programme for sports development in the country, a national scheme like 'Khelo India' has been launched. It gives opportunities to the youth to regularly get involved in sports like football and hone their talent. Young footballers of our country also aspire to play in the FIFA World Cup someday. If efforts are made with sincerity, determination, spirit, and skill, then nothing is impossible. As a source of inspiration to play in World Cup football, every player of a team like Morocco deserves to be followed. The players of this team made the 22nd FIFA World Cup memorable with their classic performances from 20 November to 18 December in Qatar. The Indian team is currently 19th in the Asian football rankings. Hard work, identification of the right talent, and the policy of providing the best training facilities can be decisive in getting Indian football back to its glory and ultimately in getting the eligibility to play in FIFA World Cup. □





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Shaping Digital Economy

Balendu Sharma Dadhich

India is witnessing a magical growth and expansion of various applications of digital technologies, now reinforced by the power of artificial intelligence and cloud. A major part of such applications can be attributed to the youth who are not only driving digital consumption but also digital innovation and development. They are shaping the future of technology. Though this is a worldwide phenomenon but it's equally true for India where 65 per cent of the population today consists of those below 35 years of age.

People born between 1980 and 2000 are called 'millennials' and it is no secret that they are heavily integrated with technology. Being raised in a rapidly changing digital world, they are often referred to as "digital natives," and their relationship with technology is almost like a second nature to them. They have grown up surrounded by smartphones, tablets, computers, digital wearables, internet, social networking, artificial intelligence and the internet lingo. Needless to say, digital technology is a natural part of their lives and they leverage it with remarkable ease. This is the age when people are most impactful in their personal and professional lives and hence we see a lot of innovation happening at the hands of these young people who can conceptualise things of which technology is a natural part.

As a result, some of the youth may have become overly dependent on technology in their communication methods. Constantly being connected through social media is the norm, with texting and tweeting replacing phone calls, emails, and face-to-face interactions. Although this may seem challenging, millennials have shown to be adaptable and flexible. The way millennials lead their lives is also distinct. They place a significant emphasis on achieving balance between their work and personal lives, unlike their parents' generation. In addition to financial stability, they also seek fulfilment and passion in their careers. As a result, they are driven by a sense of purpose and inspiration.

Success of the Indian Youth

The ambitions, habits, work patterns, skills, dreams and abilities of the youth are all making a profound

impact on the world of technology today. A phenomenal number of Internet-age companies are built by ambitious people under the age of 35. Even in the western countries, including the USA, Indian youth have reached to the leadership positions in a host of iconic IT companies.

The startup revolution in India and elsewhere is mostly fuelled by the same generation which is not only open to new ideas but is also willing to work hard and take risks to achieve success. Recently, there was a news in the



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media that a growing number of graduates from Indian Institute of Technologies (IITs) have opted out of the placement process to sit for the civil service examinations or incubate their own startups. Many are willing to shun fat salary packages offered by the corporates and take jobs in small startups so that they can prepare themselves to take off in the startup world on their own within a year or two. Some of them also opt for deferred placement facility at the IITs so that they can pursue higher studies or have their own startup. IITs give them a chance to join placement rounds once within 2 years after availing the deferred placement option.

This is how today's youth thinks. Given the change in the mindset of the youth, it is not surprising that India currently boasts of 81 unicorn startups with a combined valuation of \$274 billion. Furthermore, 90 individuals among the founders of 500 US unicorns were born in India. Unicorns are startups with a valuation of one billion US dollars which is roughly Rs 8,000 crore. If India's startup revolution still does not surprise you, consider the fact that 9-year-old Kaivalya Vohra who founded Zepto is the youngest startup founder with Rs 1,000 crore wealth. Ten years ago, the youngest startup founder with the similar amount of wealth was aged 37.

Mark Zuckerberg started Facebook at Harvard in 2004 at the age of 19 and Google was founded in 1998 by Larry Page and Sergey Brin, the 25 year olds, while they were PhD students at Stanford University in California. Elon Musk too was in his early 20s when he founded his first venture in 1995. These are some of the biggest names in the tech industry today whose names are reminiscent with power and wealth. In India too, we have many individuals who had founded some of the greatest Indian startups in their 20s or early 30s. Some of these ventures are Zomato, Flipkart, InMobi, RedBus, Zerodha, Upstox, Oyo Rooms, Lenskart, YourStory, Ola Cabs, Physicswallah and Mamaearth, which are household names today. India's startup boom can be easily recognised by looking at the 'Forbes 30 Under 30' list of 2022 which has representation from 22 countries and territories. India tops the list with 61 entries.

Leaders of Content Creation

Content creation is another important area where you can see a large number of young people playing an important role. Forbes had recently released a list of India's top 100 digital content startups and unsurprisingly the list is dominated by the young. Many of these are well known today including Carry Minati, Nikhil Sharma, Abhishek Upmanyu, Komal Pandey, Anmol Jaiswal,

Given the change in the mindset of the youth, it is not surprising that India currently boasts of 81 unicorn startups with a combined valuation of \$274 billion. Furthermore, 90 individuals among the founders of 500 US unicorns were born in India.



Nirmal Pillai, Shlok Srivastava, Kritika Khurana, Ashish Chanchalani, Bhuvan Bam, Kusha Kapila, Prajakta Koli and Tanmay Bhat. Some of them have become institutions in themselves while many of them have created job opportunities and inspired a large number of young people to start something of their own. YouTube, Instagram and Facebook are popular platforms which are being leveraged by today's youth to express themselves, deliver quality content and earn money.

Thanks to the huge interest among the young, the creator economy has seen a significant increase, with a surge in the consumption of short-form videos. As a result, there are at least 8 crore creators and knowledge professionals in India. However, it is a growing field and only a small fraction of them, around 1.5 lakh, have been successful in monetising their services effectively. According to an agency report, these professional content creators have the potential to earn anywhere from Rs 15,000 to Rs 3,00,000 per month, depending on their reach and engagement on various platforms. The 8 crore creators in India include a diverse group of people such as video streamers, content creators, influencers, creators on OTT platforms, bloggers, and those who create physical products, who are all building communities around their unique niche. These are entirely new domains of opportunities which have opened up for the youth during the last few years.

Even newer opportunities like gaming and game development are attracting the youth of today apart from the conventional programming jobs in the technology domain. The IT services industry, including the business process outsourcing (BPO) industry is dominated by young workforce. Opportunities are available not only in the metropolitan and large cities but also in the Tier-2 cities such as Pune and Indore.

The Gig Jobs

Gig economy deserves a necessary mention when it comes to new-age jobs being explored by the youth in India. Gig workers are independent contractors, online platform workers, contract firm workers, on-call workers, and temporary workers. Gig workers enter into formal agreements with on-demand companies to provide services to the company's clients. The sector is growing in leaps and bounds in India and is witnessing a strong participation from the youth. Gig economy is important for the country as interest among the youngsters between the age group of 16 to 18 in the gig jobs has gone up by 750 per cent, as suggested by a research.

The NITI Aayog says that in the year 2020-2021, an estimated 77 lakh (7.7 million) individuals were working in the gig economy. It is predicted that this gig workforce will grow to 2.35 crore (23.5 million) by 2029-2030. Currently, 47 per cent of gig work is classified as medium skilled, 22 per cent as high skilled, and 31 per cent as low skilled. The trend indicates a decreasing concentration of workers in medium skilled jobs and an increasing concentration in both high and low skilled jobs. It is likely that while medium skilled work will still be prevalent in 2030, gig work with other skill sets will also become more prominent.

Gig jobs are finding increasing acceptance among the youth as they are more open to exploring opportunities of different kinds. Some such jobs include online tutors, graphic designers, web developers, tele callers, field sales workers, digital marketers, business development professionals, SEO experts, brand promoters, video editors and so on. These are convenient, can be done from the comforts of their homes and one can make suitable adjustments with their daily routines to meet the requirements of these jobs. Internet

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has revolutionised the job market since many such opportunities can be leveraged beyond geographical boundaries. As mentioned above, today's youth is at ease with use of digital technologies including the Internet, in their vivid forms.

Demand Generation and Science Education

Young population is playing an important role in creation of opportunities, building products and providing services. At the same

time, it is also driving consumption of digital products and services which is an important factor in India's success in the field of technology. A country with a huge young population can boast of a homegrown market for digital products and services. One can easily imagine the quantum of demand that more than one billion telecom subscribers must be creating for digital content and related services in India. Couple this with the fact that an average Indian young smartphone subscriber's consumption duration is 4.7 hours a day, as per a research and analytics firm. These are the figures of 2021 while the average consumption duration was 4.5 hours in 2020 and 3.7 hours in 2019. Needless to say that most of this time is spent in favour of communication, entertainment and social networking. This is fuelling trends in the technology industry.

For the growth of the country and its youth, education is a crucial factor and it is heartening to see that Indian students are increasingly getting attracted to science and engineering streams. The engineering colleges churn out over 15 lakh technology graduates every year. The Government continues to popularise STEM (Science, Technology, Engineering and Mathematics) education among the students in order to build a large base of skilled technology workforce which can be employed internally and externally, thereby strengthening our economy.

The Prime Minister Narendra Modi has identified the 2020s as the decade of technology (the Techade), the country is counting on its youth to make a strong contribution towards the growth of India's digital economy. A tech-aware, tech-skilled and tech-confident young population will ensure the demographic dividend that India is looking for, to secure a place among the top economies of the world. □

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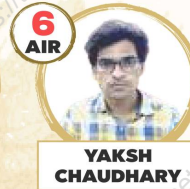
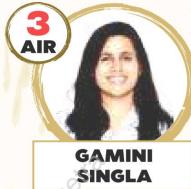
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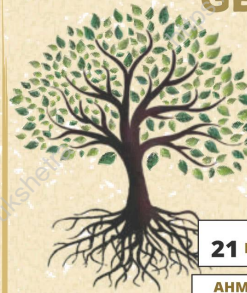
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SUCCESS STORIES

Youth Icons of India (Technology, Spacetech & Sports)

"The whole world is looking at India's youth with hope. Because you are the growth engine of the country and India is the world's growth engine. This is a huge honour and responsibility on all of you."

– Prime Minister Narendra Modi

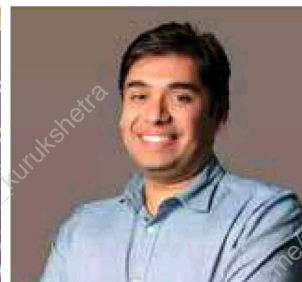
In recent time, the world has started viewing the youth as a vital demography and a powerful agent of change and progress. They have the power to shape policy, influence markets and reimagine social structures. Youth are at the forefront of harnessing the power of technology in all spheres and serve as a critical component in the larger vision of AatmaNirbhar Bharat.¹

Science & Technology

Google CEO **Sundar Pichai**² was honoured with Padma Bhushan Award 2022 for his contribution in trade and industry. India's Ambassador to the US, Taranjit Singh Sandhu while handing over the award to Pichai in San Francisco, said that his "inspirational journey reaffirms Indian talent's contribution to global innovation". On



Image Source : Freepik



9 December 2022, Prime Minister Narendra Modi met Sundar Pichai and discussed innovation & technology among other things.³

Microsoft CEO **Satya Nadella** was also honoured with Padma Bhushan Award 2022 for his contribution in trade and industries. He received the award from India's Consul General in San Francisco, Dr TV Nagendra Prasad. Satya Nadella thanked Prime Minister Narendra Modi and people of India for the award. He said that he looks forward to continuing to work with people across India to help them use technology to achieve more.⁴

Naveen Tiwari founded Glance in 2019. Glance is a consumer internet company that has created highly disruptive digital platforms including Glance and Roposo. Headquartered in Singapore, Glance is an unconsolidated subsidiary of InMobi Group and is funded by Jio Platforms, Google and Mithril Capital. Glance is one of Asia's largest lock screen platforms. Over 400 million smartphones now come enabled with Glance's next-generation internet experience. Glance's AI-powered personalisation enables consumers to enjoy content, products, and services of their choice, all delivered in an intuitive and visually attractive format on the lock screen of their smartphones. Glance can be credited for redefining the way internet is consumed on the lock screen, removing the need for searching and downloading apps.

Nikhil Kamath and Nithin Kamath have built a full-service discount brokerage business which, last year, on the revenue of Rs 4,300 crore raked in a net profit of Rs 1,800 crore. Sons of a middle-class Canara Bank employee, the Kamath brothers, in a little over a

decade, have become a force to reckon with on India's financial landscape, having built 'Zerodha' with zero external capital.

Ravi Ramu Patel developed a Translator robot that can translate 14 different languages. He did this after winning a district-level competition for an IIOT-based home automation model that syncs smart home appliances with voice commands. The son of a pool cleaner, Ravi first learned about robotics in eighth grade after going to a Salaam Bombay Foundation programme. Ravi worked independently on a variety of projects, from a cardboard and LED model house to several Smartphone-based games. His most recent invention is the robot translator named 'TORO'. The unique feature of the translator is that one does not have to choose the language for translation—it can discern the target language from your voice and respond in it.⁵

Spacetech

On 23 June 2017, India broke a global space record by launching the world's lightest satellite weighing a mere 64 grams, called 'KalamSat', designed and developed not by professional space scientists and engineers, but by a 18-year-old Tamil Nadu student and his team. The tiny satellite, named after A.P.J. Abdul Kalam, was flown by a sounding rocket and the lift-off was from the space agency's Wallop Island facility around 3 pm (IST). Weighing just 64 grams, the satellite was designed by **Rifath Sharook** along with six other teammates. The satellite, which is lighter than a smartphone and made of reinforced carbon fibre polymer, operated for 12 minutes in a micro-gravity environment of space after its flight.



On 1 July 2022, 17-year-old **Snehadeep Kumar** was awarded the Kentucky Colonel, by the United States Government, courtesy of the Commonwealth of Kentucky. He is one of the few Indians to receive the honour, which has been given to icons like Muhammed Ali, Bob Dylan, Ansel Adams, George Clooney and George HW Bush. In 2021, the aspiring young astrophysicist founded the Nebula Space Organisation, a first of its kind, student-run initiative.

The 26-year-old entrepreneur, **Nikhitha C.**, has co-founded the hugely popular Society for Space Education Research and Development (SSERD) – an NGO and the startup, GenexSpace with the vision to train students in the field of space education and outreach in India and abroad. It all began while pursuing bachelor's degree in aerospace engineering from Alliance University in Bangalore that she started a space club in her college in 2016, teaching subjects like model rocketry to students.

Sports

At Commonwealth Games 2022, India finished fourth in the overall medals tally with a total of 61 medals including 22 gold, 16 silver and 23 bronze.⁶ Indian contingent gave a commendable performance at the games, winning unexpected medals in sports like lawn bowls, judo and athletics. Wrestling topped the medal chart with 12 medals including six gold while weightlifting accounted for 10 medals. The Men's Hockey team won silver, which was the last medal of Commonwealth Games 2022 for India in this edition. The President of India, Smt. Droupadi Murmu presented the National Sports and Adventure Awards 2022 on 30 November 2022.⁷

Major Dhyan Chand Khel Ratna Award 2022 was conferred to **Sharath Kamal Achanta**⁸ (Born in July, 1982). He is one of the most outstanding Table Tennis players of the country. He has won three gold medals (Individual, Mix Doubles & Team) and one silver medal in Commonwealth Games, 2022. Previously, he had won two bronze medals (Mix Doubles & Team) in Asian Games 2018 and one gold medal (Team), one silver medal (Mix Doubles) and one bronze medal (Individual) in Commonwealth Games 2018.



This year 25 athletes across the Olympic sports, Paralympic sports and Deaflympics sports have received the Arjuna Awards.⁹

Seema Punia (Born in July, 1983) received Arjuna Award 2022 for her outstanding performance in the discipline of Athletics. She won the silver medal in Commonwealth Games, 2018 and bronze medal in Asian Games, 2019. Other awards given out to her include the Dronacharya Award, Dhyan Chand Award for Lifetime Achievement in Sports and Games, the Rashtriya Khel Protsahan Puruskar, the Maulana Abul Kalam Azad trophy as well as the Tenzing Norgay National Adventure Award.

23-year-old **Neeraj Chopra** created history by winning India's first ever athletics Gold in men's javelin throw at Tokyo Olympics 2020. Chopra gave his best throw of 87.58 m to bag the gold medal. With this, he has become the first Indian athlete to win gold ever in athletics and India's second ever individual Olympic gold medalist





after shooter Abhinav Bindra, who bagged gold in Beijing 2008. With this outstanding performance, Neeraj also took India's medal haul to seven in the Tokyo Olympics—the country's highest ever, beating the tally of six medals won at the London Games in 2012.¹⁰

Indian teen **Rameshbabu Praggnanandhaa** made history by defeating the noted World Chess Champion Magnus Carlsen of Norway. The match was held on 23 February 2022 in an online setting as part of the Airthings Masters (part of the Meltwater Champions Chess Tour events being held in 2022). At the young age of 16, R Praggnanandhaa completed the feat in 39 moves. Apart from Viswanathan Anand and Pentala Harikrishna, he is only the third Indian to defeat Magnus Carlsen.¹¹ Praggnanandhaa has three world youth titles: U8 in 2013, U10 in 2015, and U18 in 2019. In 2019, the 13-year-old prodigy won the Xtracon Chess Open with an undefeated 8.5/10 points, overtaking a field featuring 13 GMs ranked over 2600. In April 2021, he won the Polgar Challenge and qualified for the next leg in the Champions Chess Tour. He won a bronze medal with the Indian team at the 2022 FIDE Olympiad, scoring 6.5/9 on the third board for a performance rating of 2767. Later in 2022, he won the Asian Continental Chess Championship. □

(PIB Research unit)



Endnotes

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PARTICIPATORY GOVERNANCE

Leading India towards Techade

Akash Tripathi

India, being the world's largest democracy, is embedded with the values of Sarvodaya and Antyodaya. Sarvodaya is a compound word comprised of sarva (all) and udaya (rise/uplift) which means rise/upliftment of every citizen. Antyodaya signifies the rise of the last person standing in the line. These values cannot be achieved by a single organisation, company, individual or Government; these values can be accomplished when every stakeholder in our country joins hands to work for the greater good. Sarvodaya and Antyodaya can be achieved through participatory governance, and the same is the backbone of democracy.

Participatory Governance is based on citizens' involvement and voice in policy formulation, implementation and governance that impacts or influences them. From the district to the national level, the participation of citizens acts as a Feedback Loop for respective governments to formulate appropriate action-plans and to amend them, whenever necessary. The Government is more effective and makes better decisions when the public is involved; citizens also profit from having access to the knowledge widely spread in society.

India has one of the largest youth populations in the world; around 66 per cent of the total population is below the age of 35. India's demographic dividend is pivotal in propelling economic and societal growth. It is imperative to involve youth in participatory governance because youth may be a fraction of the population in the present, but they are 100 per cent of our future. Youth involvement in participatory governance is critical to building civic capacity and long-term community sustainability. When youth develop valuable skills and build self-confidence, we prosper multi-fold as a country. The Hon'ble Prime Minister has emphasised, "Mere good governance is not enough; it has to be pro-people and pro-active. Good governance is putting people at the centre of the development process."



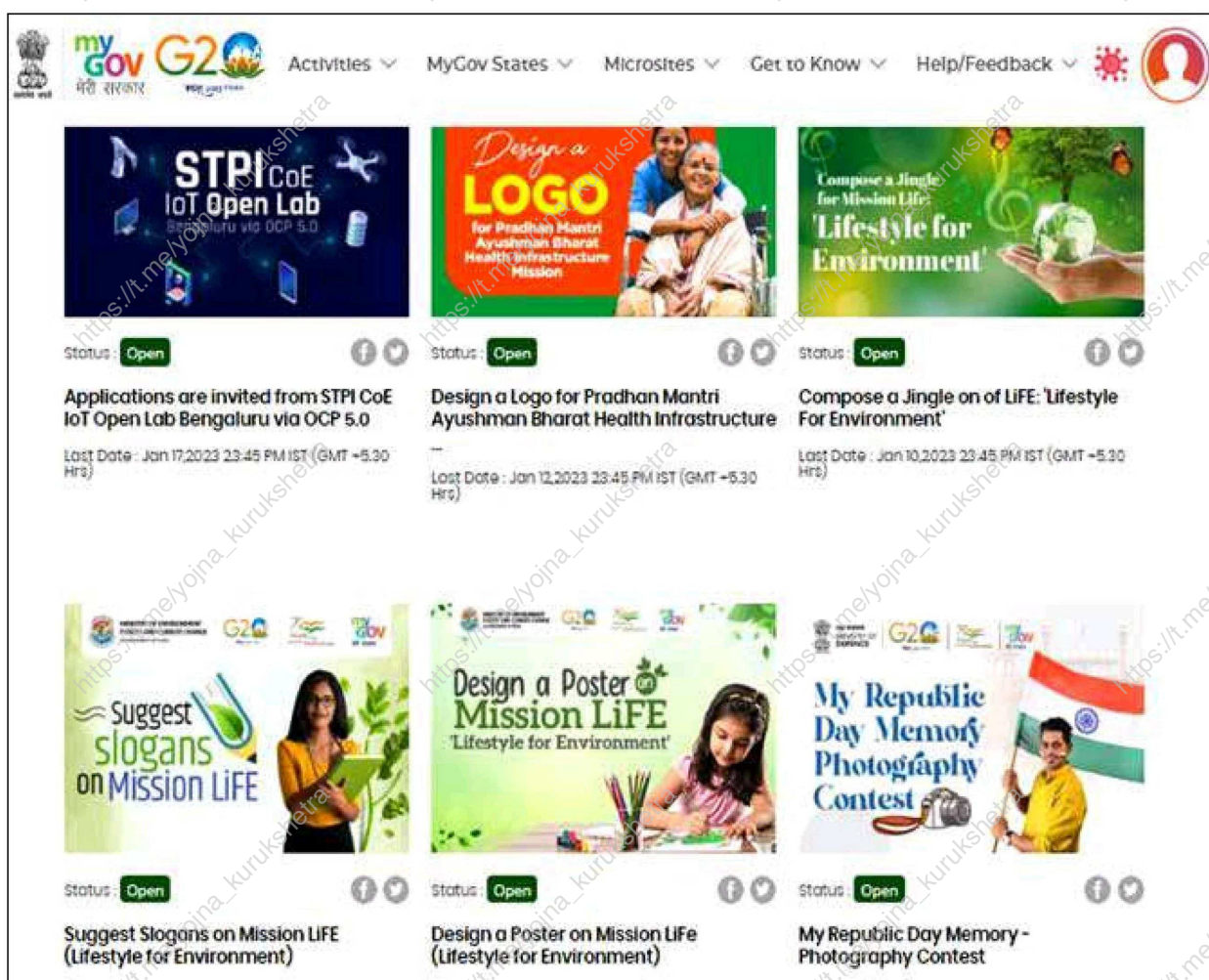
The logo of citizen-centric platform, MyGov

To place people at the centre of development, the Hon'ble Prime Minister launched MyGov on 26 July 2014. MyGov is Government of India's citizen engagement platform. It works with numerous government organisations and ministries to involve citizens in the policy-making process and solicit their opinions on matters and subjects that are important to the welfare of the general public. MyGov has not just aptly used technology to reach out to the masses but has also developed avenues through which citizens from the flip side of the Digital Era can be a part of this collaborative platform. MyGov has adopted multiple engagement methods like discussions, tasks, polls, surveys, blogs, talks, pledges, quizzes and on-ground activities by innovatively using the internet, mobile apps, IVRS, SMS and Outbound Dialling (OBD) technologies for reaching out to the citizens. MyGov has also launched State instances in 19 States and has over 2.9 crores registered Saathis (companions).

The youth is the backbone of MyGov's outreach platform. MyGov facilitates participatory governance or *Jan Bhagidari* by:

- **Information Dissemination:** One of the significant hindrances in policy implementation is reaching out to the last beneficiary in the line. Inability to disseminate information effectively often results in

The author is CEO of MyGov. Email:ceo@mygov.in



Some of the current initiatives listed on MyGov website

missing crucial information and misleads citizens. MyGov helps to reach out to the beneficiaries and acts like a one-stop platform for citizens. In addition to ensuring the efficient transfer of new knowledge, effective dissemination also increases awareness and fosters cooperation. For example, Covid-Helpdesk has assisted millions of citizens in acquiring the correct information, updating them with the latest news and downloading of vaccine certificates.

- **Two-Way Communication:** Two-way Communication is one of the crucial aspects of a participatory governance. MyGov facilitates two-way communication through social media engagement and innovative platforms. Public

The Government is more effective and makes better decisions when the public is involved; citizens also profit from having access to the knowledge widely spread in society. When youth develop valuable skills and build self-confidence, we prosper multi-fold as a country.

engagement improves the Government's effectiveness and enhances the quality of its decisions. Suggestions from citizens for Union Budget, Draft National Youth Policy, Draft Education Policy and so on have been obtained for formulating inclusive and rooted policies. Two-way communication enables conversations and brings citizens closer to the Government. It acts as a feedback loop for policy initiatives and numerous government initiatives.

- **Transparency:** The selection process for various awards and schemes earlier was complicated and opaque. MyGov acts like a one-stop platform for filing nominations quickly and digitally; this increases trust and confidence amongst citizens. Transparency fosters accountability

and provides information for citizens about what the Government is doing. Making data publicly available is an empowering act that will help build trust between citizens and the Government.

- **Fact Check:** In an age of propaganda and information overload, MyGov helps citizens to know about facts and government announcements. Millions of individuals can quickly and efficiently access the information. False information can quickly spread and have terrible consequences for our society and the individual.
- **Infusing Collaborations:** MyGov enables citizen-citizen and government-citizen collaborations. Like-minded citizens can work together on 'ideas'. MyGov also acts as a great networking platform for individuals who want to bring a positive change. Through discussions, blogs and other engagement activities, citizens can present their ideas. This facilitates creative disruption and out-of-the-box ideation.

The youth of our country has played and is playing a critical role in promoting participatory governance. Whether suggesting taglines, jingles, and slogans or designing logos, youngsters have always contributed their bit to foster participatory governance. Due to efforts from our young population, MyGov has been able to reach out to the masses and disseminate important information.

Youth should understand their value and know their role in Nation building. I believe our young generation has essential duties like sharing information, building capacity, seeking knowledge, serving as ambassadors of change, and working with the local Governments to ensure the upliftment of the masses. Our young generation's skills, knowledge and capabilities will benefit our country. Transparency within public bodies is incorporated to build strong and inclusive public institutions. Participatory governance is the key to achieving equitable and sustainable goals.

Paying attention to young people's aspirations and utilising their energies and ideas in serving local communities through youth participation is vital. MyGov calls upon all youngsters to unleash their talents and contribute their bit to participatory governance and nation building.

APJ Abdul Kalam had said, *"I would like to put forth that the ignited mind of the youth is the most powerful resource on the earth. I am convinced that the youth power, if properly directed and controlled, could bring about transformational changes in humanity for its progress, meeting its challenges, and bring peace and prosperity."* □

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Launch of 'Stay Safe Online' Campaign and 'G20 Digital Innovation Alliance'

As part of India's G20 presidency, the Minister for Electronics & Information Technology, Communications and Railways, Shri Ashwini Vaishnaw launched the "Stay Safe Online" campaign and the "G20 Digital Innovation Alliance" (G20-DIA) on 28 December 2022.

MeitY, the Nodal Ministry for the G20 Digital Economy Working Group (DEWG), has represented India in numerous working groups and Ministerial sessions during previous presidencies. During India's G20 presidency, MeitY will focus on three priority areas, namely, Digital Public Infrastructure (DPI), Cyber Security, and Digital Skill Development, together with the Stay Safe Online campaign and DIA programme under the DEWG.

Stay Safe Online Campaign

The objective of the 'Stay Safe Online Campaign' is to raise awareness among citizens to stay safe in the online world due to the widespread use of social media platforms and the rapid adoption of digital payments. The exponential increase in the number of internet users in India and the rapidly evolving technology landscape, have brought unique challenges. This campaign will make citizens of all age groups, especially children, students, women, senior citizens, specially-abled, teachers, faculty, officials of Central/State Governments, etc., aware of the cyber risk and ways to deal with it.

The campaign involves the dissemination of multilingual awareness content in the form of infographics, cartoon stories, puzzles, short videos, etc. and amplifying

the same through extensive use of the MyGov website (<https://www.mygov.in/staysafeonline>) and prominent social media platforms. Besides this, various publicity, promotion and outreach activities would be carried out throughout the year through print, electronic & social media to reinforce the stay safe online message.

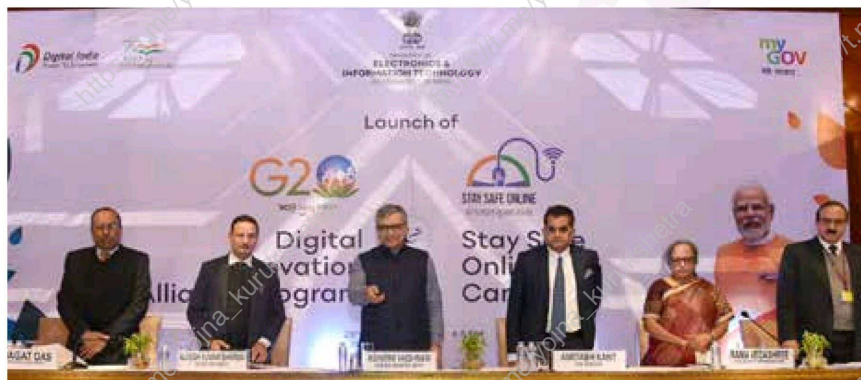
G20 Digital Innovation Alliance (G20-DIA)

The objective of the G20 Digital Innovation Alliance (G20-DIA) is to identify, recognise, and enable the adoption of innovative and impactful digital technologies developed by startups, from G20 nations as well as the invited non-member nations, which can address the needs of humanity in the critically important sectors of Agri-tech, Health-tech, Ed-tech, Fin-tech, Secured Digital Infrastructure, and Circular Economy. Startup products in the aforementioned six themes enabled through Digital Public Goods Infrastructure can create a global population-scale impact and reduce the digital divide and enable sustainable, and inclusive techno-socio-economic development.

The engagement of innovators, entrepreneurs, startups, corporations, investors, mentors, and other ecosystem stakeholders will lead to the speedy acceptance of the platform that India plans to offer through the G20 Digital Innovation Alliance (G20-DIA). The G20-DIA Summit will bring together the key players in the innovation ecosystem from both G20 member countries and the invited non-member countries in order to recognise and support startups creating cutting-edge digital solutions in the six themes that bridge the digital divide between different segments of humanity and advance the world economy.

The event was graced by Shri Amitabh Kant, G20 Sherpa, dignitaries from Union Ministries and Departments, representatives of Embassies and Consulates, invited guests from the Government, Industry associations, social media platforms, start-ups, and civil society organisations. □

Source: Press Information Bureau



Initiatives of Nehru Yuva Kendras

- Nehru Yuva Kendra Sangathan (NYKS) has been a major partner for implementation of Poshan Maah programme across the country since 2018. District Nehru Yuva Kendras motivate the National Youth Corps (NYV) and Youth Clubs to sensitise the villagers on the issues of malnutrition, importance of balance diet, traditional food in collaboration with District Administration, Anganwadi and ASHA Workers for effective implementation.
- NYKS conducted 947 district level, 5661 block level and 23,782 village level yoga events with a participation of 9.88 lakh youth on International Day of Yoga in 2022.
- Pan-India Bicycle Rallies were organised by NYKS in 35 States/UTs, 75 Iconic Places across the country with the participation of 1,23,149 cyclists covering 8.06 lakh kms distance on World Bicycle Day 2022.
- NYKS organised 68,364 activities of 'Run for Unity' with the participation of 19.71 lakh youth covering a distance of one crore kms on National Unity Day 2022.
- NYKS organised 481 District Level Youth Parliaments with the aim to educate Youth Club members about contemporary socio-economic development issues confronting village communities in general and youth in particular. It had a participation of 3.11 lakh beneficiaries who were the youth in the age-group of 15-29 years.
- NYKS also celebrated iconic week from 08 August to 14 August 2022 and carried out 7,458 swachhta activities at iconic places across the country. During the swachhta activities, 7,047 Tiranga Yatras were organised and 57,074 medicinal saplings were planted.
- In 2022, 437 District Yuva Utsav programmes have been organised by NYKS with the participation of 1.31 lakh youth in various competitions of 'Yuva Utsav'. Each 'Yuva Utsav' has six components namely Young Artist Camp-Painting, Young Writers Camp-Poem, Photography Contest, Declamation Contest, Cultural Festival-Group Events and Youth Samvaad-India@2047. □

Civil Services

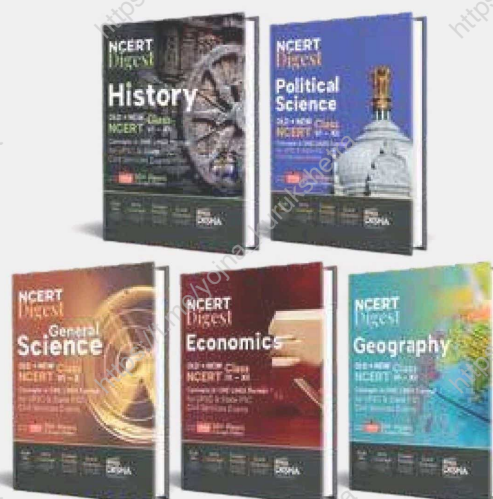
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Outdoor Stadium at Chayangtajo in East Kameng District, Arunachal Pradesh



This project was completed in April, 2021.

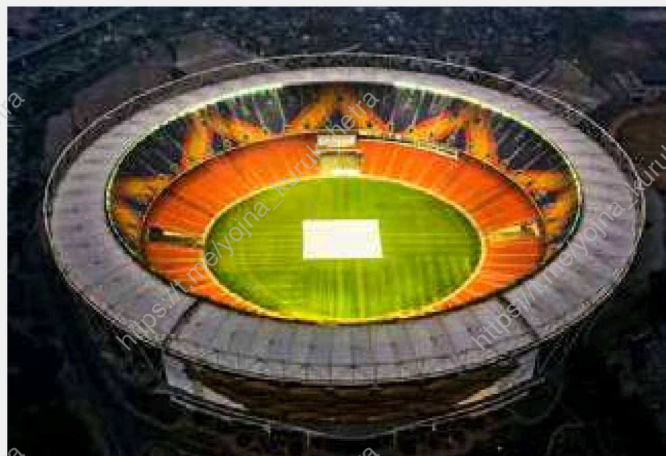
In order to develop and promote sports in the region and also to encourage and promote the highly talented youth of the area to rise not only in the national but also in the international level, North Eastern Council, Ministry of Development of North Eastern Region (MDoNER) sanctioned a project for construction of Outdoor Stadium at Chayangtajo in East Kameng District, Arunachal Pradesh.

The project was sanctioned in 2015 for a project cost of Rs. 392.34 lakhs, out of which NEC share was 90 per cent of the project cost and remaining 10 per cent was borne by the State Government. The project was implemented by the Directorate of Sports and Youth Affairs, Government of Arunachal Pradesh.

(Source: PIB)

World's Largest Cricket Stadium in Ahmedabad

On 24 February 2021, the then President of India, Shri Ram Nath Kovind inaugurated the 'Narendra Modi Cricket Stadium' which has become the world's largest cricket stadium with a capacity of 1.32 lakh spectators. The stadium is not only the largest in the world but also provides world-class facilities for various sporting activities. The stadium showcases the aspirations and capabilities of the New India that has made a strong mark on the world stage. The stadium has 11 pitches, unrivalled by any stadium in the world. There are four dressing rooms, besides, a match can resume within half-an-hour without disturbance even after heavy rainfall. LED lights have been installed which will not cast a player's shadow on the pitch and will also save 40 to 50 per cent electricity. A hi-tech media room has also been constructed which will telecast sports competitions held here across the globe.



(Source: PIB)

Open Synthetic Track and Astro Turf Football Stadium



Under the Khelo India programme, the Union Minister Kiren Rijiju had laid foundation for over a ten crore rupees worth Synthetic Track & Astroturf for football at an open stadium and for Gymnasium Hall in NDS stadium costing over one and half crore rupees, on 14th September 2020. This stadium has been built at a height of more than 10,000 feet and is the largest open stadium in Ladakh where 30,000 spectators can sit together. This modern football stadium in Ladakh will also have a synthetic track with 8 lanes. Apart from this, there will also be a hostel facility with one thousand beds. The stadium is certified by FIFA as well, the biggest organisation of football.

(Source: PIB)

ISSN-0971-8400
Total pages - 56
Published on 23 January, 2023
Posted on 25 & 26 January, 2023

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