

GOVERNMENT OF INDIA
MINISTRY OF YOUTH AFFAIRS AND SPORTS
DEPARTMENT OF YOUTH AFFAIRS
RAJYA SABHA
UNSTARRED QUESTION NO.-2397
ANSWERED ON 12.03.2026

WELFARE SCHEMES FOR YOUTH IN KERALA

2397. SHRI ABDUL WAHAB:

Will the Minister of YOUTH AFFAIRS AND SPORTS be pleased to state:

- (a) the details of youth-centric welfare schemes and programmes implemented in Kerala during the last five years;
- (b) the funds allocated, released and utilised for these schemes, year-wise;
- (c) the number of youth beneficiaries covered, district-wise; and
- (d) the major outcomes achieved under these initiatives?

ANSWER

THE MINISTER OF YOUTH AFFAIRS AND SPORTS
(DR. MANSUKH MANDAVIYA)

- (a) The details of youth-centric welfare programmes implemented by MY Bharat (erstwhile NYKS) in Kerala during the last five years is at **Annexure-1**.

National Service Scheme (NSS) is working in 20 Universities and 7 Directorates in Kerala in all 14 Districts. Total, 2,31,300 student youth volunteers are enrolled in 2313 units. The National Service Scheme mainly conducts two types of programmes, namely, Regular Activities and Special Camps, details are given in **Annexure-II**.

- (b) Details of funds allocated by the Department of Youth Affairs, Ministry of Youth Affairs and Sports and utilized by MY Bharat (erstwhile NYKS), an autonomous body, in the State of Kerala during last five years under Youth centric welfare schemes and Programmes are mentioned below:

(i) NYKS Scheme

(Rs. in lakh)

Year	Fund Allocated	Funds Utilised
2020-21	602	678
2021-22	820	722
2022-23	801	758
2023-24	853	751

2024-25	922	764
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(ii) National Youth Corps (NYC) Scheme

(Rs. in lakh)

Year	Fund Allocated	Funds Utilised
2020-21	129	154
2021-22	129	116
2022-23	148	146
2023-24	113	111
2024-25	Nil	Nil

(iii) National Young Leaders Programme (NYLP) Scheme

(Rs. in lakh)

Year	Fund Allocated	Funds Utilised
2020-21	4	5
2021-22	16	10
2022-23	24	19
2023-24	22	18
2024-25	Nil	Nil

Note: Expenditure reported also includes expenditure made against the revalidated balances of previous year.

The details of funds allocated for implementation of NSS in Kerala are as follows:

(Rs. in lakh)

Year	Fund Allocated/Released	Fund Utilized
2020-21	61.99	130.38
2021-22	674.23	676.70
2022-23	1734.75	1063.14
2023-24	1301.06	1859.84
2024-25	1190.52	1303.95

Under National Programme for Youth and Adolescent Development (NPYAD) scheme, an amount of Rs. 2.50 lakh has been released to Kerala in financial year 2025-26 for organisation of State Youth Festival.

During the financial year 2020–21, an amount of Rs. 17.60 lakh was released by the Ministry of Youth Affairs and Sports for repair and renovation of the Youth Hostel at Kozhikode, Kerala.

(c) The details of beneficiaries in Programmes & Activities organized by MY Bharat in districts of Kerala during last 5 years (2020-21 to 2024-25) is given in **Annexure-III**.

The number of Youth Beneficiaries of NSS in different districts of Kerala are as follows:

DISTRICT WISE BENEFICIARIES OF NSS					
Name of District	YOUTH BENEFICIARIES				
	2021-22	2022-23	2023-24	2024-25	2025-26
Alappuzha	10800	14200	14200	14200	14200
Ernakulam	16200	19600	19600	19600	19600
Idukki	7800	11200	11200	11200	11200
Kannur	10400	14000	14000	14000	14000
Kasaragod	8500	11900	11900	11900	11900
Kollam	18000	22100	22100	22100	22100
Kottayam	14800	18200	18200	18200	18200
Kozhikode	16800	20200	20200	20200	20200
Malappuram	17600	21000	21000	21000	21000
Palakkad	13200	16600	16600	16600	16600
Pathanamthitta	9800	13200	13200	13200	13200
Thiruvananthapuram	18000	21400	21400	21400	21400
Thrissur	14800	18200	18200	18200	18200
Wayanad	6100	9500	9500	9500	9500
TOTAL	182800	231300	231300	231300	231300

(d) MY Bharat through various initiatives mobilize, motivate and organize the youth of the country and enhance their capacities to empower them to become productive and responsible citizens in the process of community development and nation building activities with the spirit of equity and volunteerism.

The major outcomes achieved under National Service Scheme (NSS) are -

- 1) Youth Volunteers understand the community in which they work.
- 2) Youth Volunteers understand themselves in relation to their community.
- 3) Youth Volunteers are able to identify the needs and problems of the community and involve them in problem solving process.
- 4) A sense of social and civic responsibility is being developed in the Youth Volunteers.
- 5) Youth Volunteers utilize their knowledge in finding practical solution to individual and community problems.
- 6) Develop competence required for group living and sharing of responsibilities.
- 7) Youth volunteers gain skills in mobilizing community participation.
- 8) Acquire leadership qualities and democratic attitude.
- 9) Develop capacity to meet emergencies and natural disaster.
- 10) Practice National Integration and Social Harmony.

Programmes & Activities organized by MY Bharat in Kerala during 2020-21	
S.No.	Name of Programme
Core Programmes	
1	Youth Club Development Programme
2	Block Level Sports Meets / Village Cluster Level Sports Meet
3	Observance of Days of National Importance, National Youth Day & Week
4	Swachhata Awareness Evam Shramdaan / Swachhta Hi Seva Campaign
5	COVID 19 Interventions
6	Training of Youth on Clean Village - Green Village
7	Awards to Outstanding Youth Club at District Level
Scheme of Department of Youth Affairs	
1	Neighbourhood Youth Parliament
2	National Youth Parliament Festival/ Viksit Bharat Youth Parliament (VBYP)
Projects with the support of various Ministries and Departments	
1	Catch The Rain (No. of Activities)
Special Programmes	
1	Fit India Freedom Run (No. of Activities)
2	International Yoga Day (No. of Activities)

Programmes & Activities organized by MY Bharat in Kerala during 2021-22	
S.No.	Name of Programme
Core Programmes	
1	Youth Club Development Programme
2	Block Level Sports Meets / Village Cluster Level Sports Meet
3	Promotion of Sports (Sports Material to Youth Clubs) (No. of Kits)
4	Skill Based Entrepreneurship Prog. / Education in Basic Vocations
5	District Level Promotion of Art & Culture
6	Observance of Days of National Importance, National Youth Day & Week
7	District Level Sports Meets
8	District Youth Convention
9	Swachhata Awareness Evam Shramdaan / Swachhta Hi Seva Campaign
10	Swachhata Pakhwada
11	COVID 19 Interventions
12	Orientation of youth
13	Personal Contact Program and Facilitation Campaign
14	Digital Felicitation - Prepare a Cadre of Bank Mitras
15	Career Guidance and Career Counseling

16	Training of Youth in Wellness, Positive Life Style and Fit India
17	Training of Youth on Jal Jagran Abhiyan
18	Training of Youth on Clean Village - Green Village
19	Awards to Outstanding Youth Club at District Level
20	Declamation Contest/ MY Bharat - Viksit Bharat@2047 Declamation Competitions At District Level
Scheme of Department of Youth Affairs	
1	Neighbourhood Youth Parliament
2	National Youth Parliament Festival/ Viksit Bharat Youth Parliament (VBYF)
Projects with the support of various Ministries and Departments	
1	Catch The Rain (No. of Activities)
2	Tribal Youth Exchange Programme
Special Programmes	
1	Clean India (No. of Activities)
2	Fit India Freedom Run (No. of Activities)
3	International Yoga Day (No. of Activities)

Programmes & Activities organized by MY Bharat in Kerala during 2022-23	
S.No.	Name of Programme
Core Programmes	
1	Youth Club Development Programme
2	Training on Youth Leadership & Community Development (TYLCD)
3	Theme Based Awareness and Education Programme / Local Theme Based Workshops
4	Block Level Sports Meets / Village Cluster Level Sports Meet
5	Promotion of Sports (Sports Material to Youth Clubs) (No. of Kits)
6	Skill Based Entrepreneurship Prog. / Education in Basic Vocations
8	Observance of Days of National Importance, National Youth Day & Week
9	District Level Sports Meets
10	Swachhata Awareness Evam Shramdaan / Swachhta Hi Seva Campaign
11	Swachhata Pakhwada
12	Work Camp/ Shramdaan Shivar
13	Intensive Volunteer Enrolment Program (IVEP) (No. of Meetings)
15	Service & Empowerment through Voluntary Action (SEVA)
15	Yuva Utsav - Yuva Samvad India@2047
16	District Level Yuva Utsav India@2047
17	Know Your Constitution - Civic Awareness Program
18	Career Guidance Workshops
19	Awards to Outstanding Youth Club at District Level
Scheme of Department of Youth Affairs	
1	Neighbourhood Youth Parliament
2	National Youth Parliament Festival/ Viksit Bharat Youth Parliament (VBYF)
Projects with the support of various Ministries and Departments	
1	Catch The Rain
2	Tribal Youth Exchange Programme
Special Programmes	

1	Clean India (No. of Activities)
2	International Yoga Day

Programmes & Activities organized by MY Bharat in Kerala during 2023-24	
S.No.	Name of Programme
Core Programmes	
1	Block Level Sports Meets / Village Cluster Level Sports Meet
2	Observance of Days of National Importance, National Youth Day & Week
3	Mission LiFE
4	Mega Programme on National Youth Day
5	National Road Safety Week
6	MYBharat Viksit Bharat- Nari Shakti Fitness Runs (Block Level)
7	Intensive Voter Awareness and Registration Drive (Block Level)
8	District Level Yuva Utsav India@2047
9	Yuva Samvad India@2047
10	Declamation Contest/ MY Bharat - Viksit Bharat@2047 Declamation Competitions At District Level
Scheme of Department of Youth Affairs	
1	Neighbourhood Youth Parliament
2	National Youth Parliament Festival/ Viksit Bharat Youth Parliament (VBYP)
Projects with the support of various Ministries and Departments	
1	Catch The Rain
2	Tribal Youth Exchange Programme
3	Kashmiri Youth Exchange Programme
Special Programmes	
1a	Meri Mati Mera Desh- Village Level
1b	Meri Mati Mera Desh- Gram Panchayat Level
1c	Meri Mati Mera Desh- Block Level
4	International Yoga Day

Programmes & Activities organized by MY Bharat in Kerala during 2024-25	
S.No.	Name of Programme
Core Programmes	
1	Block Level Sports Meets / Village Cluster Level Sports Meet
2	Promotion of Sports (Sports Material to Youth Clubs)
3	Observance of Days of National Importance, National Youth Day & Week
4	National Road Safety Week
5	Ek Ped Maa Ke Naam Campaign
6	Awareness and Education Programme on Drug-Addiction and Substance Abuse
7	Coastal Cleanliness Drive
8	Inter State Youth Exchange Programme (ISYEP)
9	District Level Sports Meets

10	Swachhata Awareness Evam Shramdaan / Swachhta Hi Seva Campaign
11	Work Camp/ Shramdaan Shivar
12	District Level Yuva Utsav India@2047
Scheme of Department of Youth Affairs	
1	Neighbourhood Youth Parliament
2	National Youth Parliament Festival/ Viksit Bharat Youth Parliament (VBYF)
Projects with the support of various Ministries and Departments	
1	Tribal Youth Exchange Programme
2	Kashmiri Youth Exchange Programme
Special Programmes	
1	International Yoga Day

Details of programmes of National Service Scheme (NSS)

(A) **Regular Activity:** Awareness programmes, shramdan, personality development programmes, cleaning activities, blood donation, activities related to providing support and help to the community are covered under regular activities.

Under Regular Activities following programmes were organised:-

- **Tree Plantation:** NSS youth volunteers are actively participating in tree plantation drives organized in their campuses and adopted villages, nearby areas. Every year thousands of trees are being planted by different NSS units.
- **Blood Donation:** Every NSS unit is organizing blood donation camps. In Kerala NSS units are collaborating with POL-BLOOD (Blood collection/donation organization of Kerala Police) and Government / Private Blood banks for organizing blood donation camps.
- **Campus Cleaning:** All NSS units are involving their youth volunteers for campus cleaning activities which are being organized regularly in their campuses.
- **Personality Development Sessions:** Different lectures/ workshops are being organized by NSS units for personality development of youth volunteers.
- **Har Ghar Tiranga:** The programme is being organized by various NSS units on the occasion of Independence Day.
- **Meri Maati Mera Desh:** The programme was organized in the year 2023, where holy soil was collected from all the districts of Kerala and it was sent to the New Delhi for making of Amrit Vatika.
- **Swach Sagar Surakshit Sagar:** The programme is organized for special cleanliness drives on the coastal areas including beach cleaning drives, flash mobs on the beaches, etc.
- **Diwali with MYBharat:** 2 week exclusive cleanliness drives during the Diwali festival by NSS volunteers along with MYBharat.
- **Experiential Learning Programme:** Volunteers are participating in different ELP Programmes like Cyber Security ELP, ELP at Jan Aushadhi Kendras, etc.
- **Malinya Muktam Navakeralam - Swachhata Hi Seva**

As part of the action plan to make Kerala a completely garbage-free state by 2025, the NSS units have been continuously maintaining and constructing 3000 Snehamams. Taking over garbage ridden areas all over Kerala and converting these into playgrounds, gardens, libraries, etc is a major action as part of this.

➤ **Life is Beautiful- Anti Drug Campaign**

Life is Beautiful is a public awareness campaign implemented under the leadership of the National Service Scheme in 1000 centers across Kerala with the aim of equipping students and the general public against drugs and against the spirit of violence among the youth.

➤ **Swapnakoodu**

Under the leadership of NSS units in Kerala, 860 houses were built and gifted for needy families.

➤ **Punarjani - Phoenix Project**

The Punarjani - Phoenix project will be implemented to enable the repair and reuse of technical equipment and property in government hospitals and government institutions

➤ **Wayanad - Mundakkai - Chooralmala Rehabilitation**

NSS volunteers became active participants in the rescue operations in the Mundakkai - Chooralmala landslide disaster in Wayanad. As part of the Back to College project, NSS units distributed mobile phones and study materials. NSS volunteers delivered essential items to the relief camps. The National Service Scheme donated 4.5 Crore to build houses for those who lost their homes in the disaster, and NSS units are conducting fund raising campaigns for this purpose.

➤ **ASAAD Sena**

ASAAD Sena, under the leadership of the National Service Scheme, has been formed for carrying out various activities to combat drug abuse. With the aim of identifying the potential for drug abuse on campuses, involving each student, helping them to rise from isolation and other mental distress, and making them active participants in the mainstream and making them strong advocates of anti-drug activities in the coming times, the ASAAD Sena-Campus Community.

➤ **Manasa Gramam : Model Village Development Project**

This project improved the quality of life of the rural population by selecting 1000 villages and instill a sense of social responsibility in them. This project brought about comprehensive growth in the areas of cleanliness, healthcare, education, environmental protection, technical skills, self-employment opportunities, etc.

➤ **Disaster Management Training**

Disaster Management Training given to NSS Volunteers in 12 districts in Kerala

➤ **We Care -Social Security Scheme**

We Care- scheme launched by the state government for the treatment of terminally ill patients, under the leadership of all NSS cells.

➤ **Pusthakathanal**

The 'Pusthakathanal' project, which establishes reading centers in public spaces with the aim of increasing the reading habit among the general public, is being implemented.

➤ **One Campus One IAS**

Individuals who want to prepare for all-India level exams like IAS/IPS can do so through a variety of Sarvodaya Scholarships offered by NSS State Cell, Gramaniketan, Center for Rural Development and Social Research, and Fortune Academy.

(B) NSS Special Camp (Seven days camp):-

A seven-days camp for all 5 years were organized in all NSS units with emphasis on waste-free and anti-drug activities. Various social service activities were conducted in connection with the said camps. During these 7 days 50 NSS volunteers from each NSS unit were participating in different activities in their respective adopted villages. Activities like cleaning of villages, construction of water bodies, beach/ river bank cleaning activities were organized in these special camps. Health checkups programmes are also being organized by NSS units during the period of these 7 days for villagers. Vaccination drives for cattle's are also being organised by the NSS units of Veterinary colleges.

Some remarkable activities conducted by NSS youth volunteers during Special Camps are as below:-

➤ **Njangalum Krishiyileekk**

Through the 'Njangalum Krishiyileekk' project, NSS volunteers are implementing a project to promote agriculture in their adopted villages and homes.

➤ **Digital Literacy Campaign**

As part of the PMGDISHA Digital Literacy Programme, the State National Service Scheme is implementing this campaign in collaboration with various government agencies to impart digital knowledge to socially disadvantaged youth between the ages of 14 and 60.

➤ **Sukritham project**

NSS units are implementing a special service center for the differently abled, elderly, women, children and mentally ill. 740 units in the state are participating in this project.

**Beneficiaries in Programmes & Activities organized by MY Bharat in Kerala
Districts during last 5 years (2020-21 to 2024-25)**

S.No.	Name of District	Total No. of beneficiaries				
		2020-21	2021-22	2022-23	2023-24	2024-25
1	Alappuzha	88,293	37,897	15,504	26,423	16,834
2	Ernakulam	87,523	56,912	15,687	29,252	16,786
3	Idukky	83,845	67,285	13,774	51,599	12,641
4	Kannur	94,930	69,049	17,368	30,425	15,101
5	Kasargode	85,050	50,642	13,879	13,311	13,800
6	Kollam	87,320	40,103	11,263	19,787	17,314
7	Kottayam	54,592	61,119	16,695	61,308	16,660
8	Kozhikkode	91,383	50,447	15,082	60,063	14,412
9	Malappuram	87,259	56,789	16,246	36,817	21,436
10	Palakkad	87,734	62,249	23,435	21,483	16,550
11	Pathanamthitta	89,597	53,536	14,879	17,229	15,737
12	Thiruvananthapuram	92,996	58,023	16,662	48,021	22,524
13	Thrissur	88,494	1,01,018	24,242	34,972	20,669
14	Wayanad	24,654	47,413	10,788	14,655	8,823
Total		11,43,670	8,12,482	2,25,504	4,65,345	2,29,287
