



NADA INDIA FOUNDATION  
**NYIN  
ENGAGEMENT  
PROPOSAL**

**YOUTH  
ENGAGEMENT  
PLAN**

A black and white photograph of a large group of young women, likely students, smiling and posing for a group photo. They are dressed in casual clothing, and some are making peace signs. The background shows a simple outdoor setting with laundry hanging on a line.

**PROPOSED  
BY AKSHAY SHARMA**

# "IMAGINE A WORLD WHERE WELLBEING IS A WAY OF LIFE"

## WHAT WE DO AT NADA INDIA FOUNDATION

- We Raise Awareness
- Gather Support
- Enhance Capability
- Facilitate a Change



What is Nada Young India Network or NYIN?

Nada India Foundation will be setting up a platform for youth communities from the same university to gather, initiate and participate in activities that focus on wellbeing. This platform will be called the Nada Young India Network (NYIN)



What will the member of NYIN do?

Members of the club will be initiating awareness and Promotional activities

The vision of this fieldwork is to ensure youth groups are able to support, follow, practice and initiate activities that instil healthy lifestyle practices that promote well-being. Youth to be able to build the capacity of other youth groups

- Engage and build the capacity of Nada Young India Network (NYIN) and other youth groups to support the COTPA amendment.
- Support youth networks to develop and implement a strategic national and state plan to expose tobacco industry tactics to addict the next generation of smokers.
- Increase the visibility of NYIN and its partners' activities and messages to support COTPA goals at the state and national level through traditional and social media campaigns.

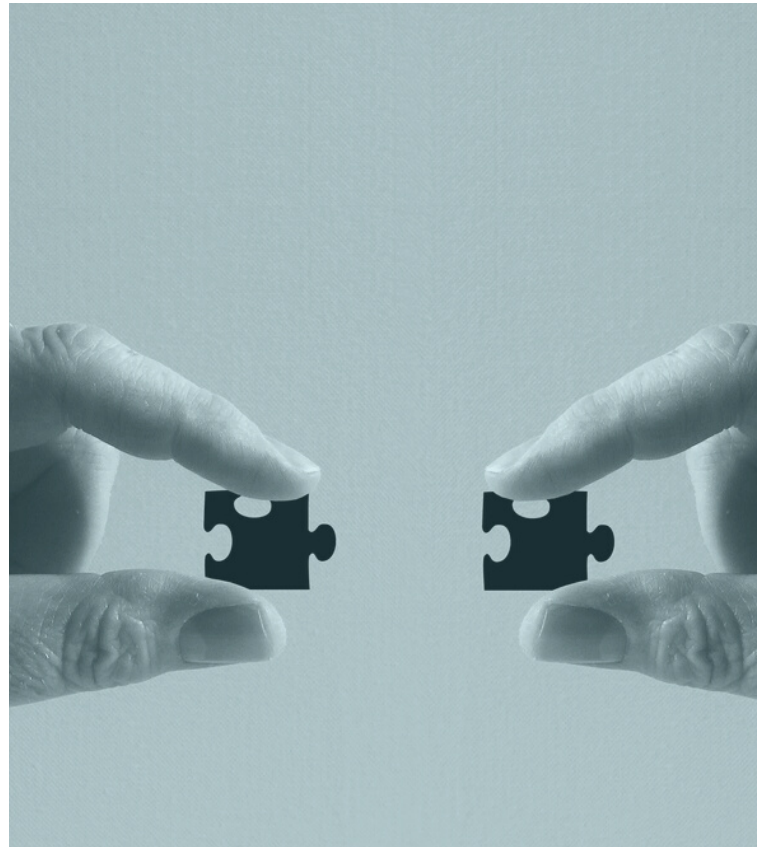
## **WHAT WILL THE INDIVIDUALS JOINING AS INTERNS AND VOLUNTEERS RECEIVE?**

The NYIN members will be learning:

- Networking skill
- Building a community creating Wellbeing
- Bring in awareness to the society
- Learn Professional skills (Content writing, Blogging, Vlogging, Interviewing, Creating Podcasts, Digital Content for Social media))
- Time Management
- Research and Design
- Learning from Real People and Real Stories
- Will be dealing with Influential people to spread word of mouth

## **ENGAGEMENT OF VOLUNTEERS**

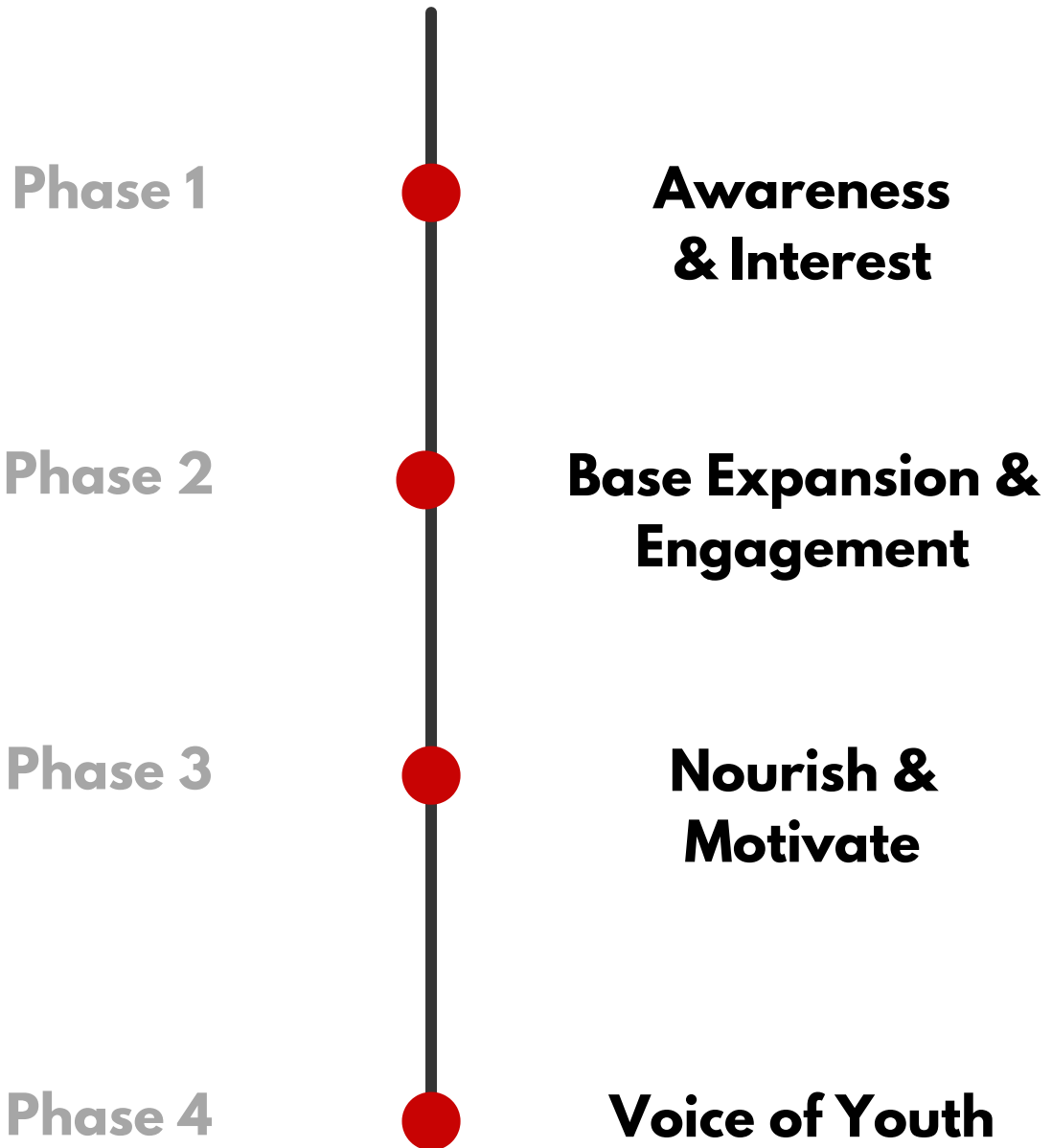
The Engagement of Volunteers will be initiated in Phases. Each Phase would be Continued up for 1 to 1.5 months. (.5 here stands for a duration of 15 days that'll be like a base period if we face a certain delay)



## **GUIDELINES FOR THE NETWORK**

- Aim to serve the Wellbeing of the people of the nation (India) as well as the regions they are allocated.
- Passionate to bring in a change
- Voicing out the reality and loopholes in the community
- Work to bring awareness and promote Wellbeing

# MODEL DESIGN





## **Phase 1:**

### Step 1

- Increasing Interest! And Eagerness amongst the Youth for participation in the Nada Young India Network
- Through: Creation of Posters, Social Media Posts, that'll be circulated online
- Channels to be used: Facebook, Instagram, LinkedIn

### Step 2

- Creating a base team of 5 members in each working district/City/Village
- After the creation of the Base team two individuals would be given the responsibility of Captain and Vice-Captain (The Captain and Vice-Captain will be the point of Touch in the districts) So, If one falls sick or not able to work we can connect with the other one.

### Step 3 (Setting an initial target of week 2)

- Each Member of the district will be bringing along 5 members respectively
- $5 \times 5 = 25$  members

## **Phase 2 (Week 3 beginning)**

### Step 1

#### (Organising a Forum/ Discussion Session)

- Distribution of Tasks for the week (Monday) and updation of the report through candidate on Friday
  - Making the Candidates clear about the Objectives, Target Audience, Problems
  - Understanding the key area of Interests
  - Any skills that might help in upgrading our work ethic at NYIN.
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### Step 2 (Setting Initial Activity Goals)

- Understanding the Candidates key interest, realising his/her potential and way of communication and perspective towards the Major objective
- Medium to be used:
- Engaging the Candidates in Activities
- Blog Writing
- Doodling
- Creating Social Media Content ( reels and Videos)
- Online Debates and Exercises
- Learning Session and Youth Forums (Update them with information and awareness)
- Surveys among Vendors
- Interviews with Tobacco Consumers and Podcast influencer interview

### Step 3 (Discussing Long Term Goals)

- Creating IEC materials
  - Research on Tax Laws
  - Contacting District tobacco Cells for Information ( Present-day tobacco users count)
  - College, Ngo, Clubs & School Collaborations for Awareness Programs (COTPA act and harmful effects of Tobacco oneself)
  - Creation of Wellbeing clubs among the different district of the Nation for voicing out the problems observed by the youth and learning and analyzing them to create apt strategies to tackle them. (Minimum 25 people from each district)  $718 \times 25 = 17950$
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### **Phase 3**

#### Step 1

(Bringing in Conversion)

- Engage candidates from the various organizations and institutions (5 candidates from 5 institutions from each district) 5X5 = 25
- Or If the institution or organization allows establishing the Wellbeing clubs within the organization.

#### Step 2 (Engagement of Institutions/ Candidates)

Monthly agenda would be provided to the Institutions for awareness towards the objective.

Medium

- Interschool Debates/ Declamation
- Bulletin board topics
- Seminars sharing awareness
- Inter College Street Plays
- World No Tobacco Day/ International yoga day events

#### Step 3 (Conversion)

Provide Internship/ Volunteering opportunities to the School and College students (Graduates/ Postgraduates) help in increase the NYIN network also leading an establishment of a relationship with educational institutions increasing the visibility of NYIN and Nada India Foundation





## **Phase 4**

### Step 1 (Youth Voices)

The regular nourishment of institutions through engagement and activities will make the Young souls aware and lead them to question the circumstances and problems observed by them.

### Step 2 ( Applying Learnings to Observations)

The observations learned by the youth need to be given analysis and applied the right information accordingly to result in the best outcome.

### Step 3 (Action)

Once the situation has been Annalyseed, the voices have made a quake the implementation or the initial discussion for the problem comes into the spotlight.

### Step 4 (Keep up the Passion to Act)

The journey to implement what's right might belong! So keeping the morale boosted through appreciating competitions, Prize Distributions, Youth Forums and NYC2020 follow-ups leads us to constantly grow Network Together while discussinghe emerging issues found by the Youth

**THE PHASES WOULD BE REPEATING THEMSELVES AFTER PHASE 4 TO KEEP REDIRECTING THE YOUTH AND PROVIDING THEM WITH THE CLARITY OF THE OBJECTIVE OR UPCOMING NEW OBJECTIVES**

THE TOTAL CANDIDATES ACHIEVED FROM EACH DISTRICT WILL BE AROUND 50 25 (INITIAL CANDIDATES) + 25 ( 5 CANDIDATES FROM 5 INSTITUTIONS IN EACH DISTRICT)

