



The Role of Nehru Yuva Kendra Sangathan in Human Resource Development of Youth

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ABSTRACT

This study examines the role of Nehru Yuva Kendra Sangathan (NYKS) in the human resource development of youth, focusing on its programmes, organizational structure, and impact in Jammu City. Established in 1972, NYKS aims to mobilize youth through community participation, leadership training, and skill development, addressing challenges such as unemployment, social exclusion, and health issues. The research employs qualitative and quantitative methods, including structured questionnaires and interviews with 30 respondents comprising volunteers and staff. Findings reveal active youth engagement, with motivations rooted in social service and community development, though gender disparities and limited employment outcomes persist. Training enhances volunteer effectiveness, but resource constraints and participation barriers remain challenges. NYKS's extensive network and decentralized approach facilitate grassroots involvement, promoting values of patriotism, social responsibility, and self-reliance. Recommendations include strengthening monitoring systems, providing incentives, enhancing training, and developing welfare policies to improve volunteer retention and programme efficacy. This study underscores NYKS's significant contribution to youth empowerment and socio-economic progress while highlighting areas for strategic improvement to maximize its developmental impact.

keywords: Youth Empowerment, Human Resource Development, Nehru Yuva Kendra Sangathan (NYKS)

Introduction

Youth constitute a vital segment of society, embodying energy, innovation, and potential crucial for national development. Recognizing this, governments worldwide prioritize youth development. In India, the Nehru Yuva Kendra Sangathan (NYKS), established in 1972, serves as a grassroots organization aimed at motivating rural and urban youth to engage in development activities, fostering leadership, social responsibility, and skill enhancement (Ministry of Youth Affairs & Sports, 2020). Youth face challenges such as unemployment, limited educational access, social exclusion, and health issues, which programs like NYKS address through community participation and voluntary engagement (Nolas, 2013).

NYKS operates under the Ministry of Youth Affairs and Sports, with a vast network including over 1.69 lakh youth clubs and approximately nine million active youth participants nationwide (Ministry of Youth Affairs & Sports, 2020). Its focus includes marginalized groups such as Scheduled Tribes, Scheduled Castes, and girls. The organization promotes social awareness on issues like health, sanitation, gender equality, and drug abuse, and channels youth energy into skill development, cultural programs, and sports (Nenga, 2012).

The vision of NYKS emphasizes long-term leadership development and active youth participation in nation-building, instilling values of patriotism, social responsibility, and self-reliance (Nolas, 2013). Its decentralized structure facilitates tailored program implementation across 623 districts. NYKS's programs include regular skill development and health campaigns, district-level coordination of government schemes, and international collaborations with agencies such as UNICEF and WHO (Ministry of Youth Affairs & Sports, 2020).

India's demographic profile reveals a substantial youth population, with approximately 27.5% aged 15–29 as per the 2001 Census, presenting both opportunities and challenges for economic growth and social stability (Census of India, 2001; Nenga, 2012). Historically, youth programs in India have evolved from social service

focus in the mid-20th century to inclusive development and global partnerships in recent decades, culminating in the National Youth Policy (2014) that underscores empowerment and employability (Ministry of Youth Affairs & Sports, 2020).

Despite NYKS's contributions, challenges such as participation disparities and resource limitations persist. Investigating its functioning in specific contexts, like Jammu, can yield insights to enhance youth engagement, volunteer motivation, and organizational effectiveness, thereby optimizing human resource development among youth.

OBJECTIVES OF THE PRESENT STUDY:

The main objectives of the present study are:

1. Evaluate the effectiveness of NYKS programmes in promoting youth skill development, leadership, and social participation.
2. Analyze the planning, execution, and monitoring processes of NYKS programme implementation.
3. Identify challenges faced by NYKS staff and volunteers and recommend strategies to enhance youth participation and programme outcomes.

Review of Literature

Nolas (2013), in the article "Exploring Young People's & Youth Worker's Experiences of Spaces for Youth Development: Creating Cultures of Participation," examines the rise of positive youth development and its influence on traditional, skill-based practices in working with adolescents, such as youth work. Over the past decade, internationally, the practices of youth work and the social environments in which it occurs have significantly declined in popularity among policymakers. Youth work is a value- and relationship-based practice that depends on the voluntary engagement of young people in these relationships. Participatory Youth Development Programs emphasize the physical and psychological safety of individuals; the provision of appropriate structures, supportive relationships, and positive role models; and opportunities to develop self-efficacy, build skills, form positive associations, and contribute to society. The paper focuses on one of the participating groups, a youth club with a long-standing history in the local community. Nenga (2012), in her article "Not the Community, but a Community: Changing Youth into Citizens through Volunteer Work," explores how volunteer work can transform youth into effective citizens by connecting them to their communities. There are three distinct types of communities that youth may join through volunteer work. One type consists of a homogeneous group of people. A second type is formed from a diverse group of volunteers and extensive networks of marginalized groups. A third community develops when youth become involved with a citywide network of non-profit agencies but form few ties with other volunteers and clients. The types of communities that youth join through their volunteer work may influence their ongoing civic and political socialization differently. Roker & Player (2012), in the article "Young People's Participation in Volunteering & Campaigning," aim to challenge the stereotypical view of young people in most countries as alienated, apathetic, and self-centred. This article presents an alternative image of youth, highlighting their involvement in a wide range of activities, including volunteering, campaigning, and various community activities. The research indicates that participation in these activities is beneficial not only for society at large but also for the young people themselves, leading to the development of a wide range of practical, personal, and social skills. Singh (1987) notes Holinshed's definition, stating, "Sociologically, adolescence is the period in the life of a person when the society in which they function ceases to regard them as a child and does not accord them full adult status, role, and functions. In other terms of behavior, it is defined by the roles the person is anticipated to play, is allowed to play, is forced to play, or barred from playing by virtue of their status in society."

According to Matin (1995), the term "youth" typically refers to individuals within the age range of 15 to 30 years. This demographic is characterized by abundant physical energy and dedication, which necessitates appropriate channels for expression. If not directed towards creative and constructive endeavours, this energy and enthusiasm may potentially be diverted into less desirable activities. Clary, Snyder, and Stukas (1998) identify six functional motivations that can encourage participation in community service volunteering. These motivations can be assessed using the Volunteer Functions Inventory they developed, which includes the following dimensions: Values Expression, Career, Understanding, Ego Enhancement, Ego Protection, and Social Functions.

The research was conducted in Gandhi Nagar, Jammu City, an urban environment that provides a diverse sample of youth affiliated with the Nehru Yuva Kendra Sangathan (NYKS). A total of 30 participants, including 27 volunteers and 3 staff members, were selected through simple random sampling to ensure representativeness. Data collection was carried out using structured questionnaires and interviews, focusing on background information, program functioning, and volunteer activities. The collected data were subsequently coded, tabulated, and analyzed qualitatively, with statistical techniques employed for validation.

Results and Discussions

(SECTION A VOLUNTEERS)

Background Information

Below is one combined table that includes all variables (Age, Gender, Educational Qualification,

Table 1 of Respondents' Background Information

Category	Sub-Category	No. of Respondents	Percentage
Age Group	15–20	6	22.2%
	20–25	12	44.4%
	25–30	9	33.3%
Gender	Male	16	59.25%
	Female	11	40.74%
Educational Qualification	Up to 12th Class	12	44.4%
	Graduation	10	37.03%
	Post-Graduation	5	18.51%
Purpose of Recruiting Volunteers	Services	12	44.4%
	Employment	0	0%
	Both	15	55.5%
Qualification Required for Volunteers	Matric	12	44.4%
	Graduation	2	7.47%
	Post-Graduation	13	48.14%

Table 1 presents a comprehensive demographic and recruitment profile of the respondents associated with Nehru Yuva Kendra. The data reflects key characteristics such as age, gender, educational background, the purpose of volunteer recruitment, and the qualifications considered necessary for selecting volunteers.

The **age distribution** indicates that the respondents are predominantly young adults. The largest proportion, 44.4% (12 individuals), falls within the 20–25 years age group. This is followed by 33.3% (9 respondents) aged 25–30 years, while the smallest segment, 22.2% (6 respondents), belongs to the 15–20 years category. This suggests that Nehru Yuva Kendra engages mainly with youth in their early adulthood.

In terms of **gender composition**, males constitute a slightly higher share of the respondents, representing 59.25% (16 individuals), whereas females account for 40.74% (11 individuals). This indicates a moderate gender imbalance, with more male participants involved in the institution's activities.

Regarding **educational qualifications**, the data shows that 44.4% (12 respondents) have studied up to the 12th class, making it the most common level of education among the participants. Another 37.03% (10 respondents) are graduates, while 18.51% (5 respondents) have completed postgraduate studies. This highlights a diverse academic background within the volunteer base.

The **purpose of recruiting volunteers** at Nehru Yuva Kendra is observed to be multifaceted. While 44.4% (12 respondents) believe that volunteers are recruited solely for service-related activities, a slightly larger proportion—55.5% (15 respondents)—indicates that recruitment serves the dual purpose of both service and employment. Notably, none of the respondents consider employment alone as the primary purpose.

With regard to the **qualifications required for recruiting volunteers**, 48.14% (13 respondents) believe that a postgraduate degree is necessary. Meanwhile, 44.4% (12 individuals) feel that matriculation is adequate, and only 7.47% (2 respondents) view graduation as the required qualification. This reflects a mixed perception, although a significant portion emphasizes the importance of higher education.

Overall, Table 1 provides valuable insights into the respondent profile, revealing a young, slightly male-dominated group with varied educational achievements. It also underscores the dual service-and-employment-oriented nature of volunteer recruitment, alongside a notable preference for higher qualifications when selecting volunteers.

TASKS ASSIGNED TO THE VOLUNTEERS:

Table (2) represents the tasks assigned to the volunteers.

TASKS ASSIGNED TO VOLUNTEERS	NO OF RESPONDENTS(27)	PERCENTAGE
BUILD A VAST NETWORK OF VOLUNTEERS	12	44.4%
PROVIDE SERVICES TO THE NATION	0	0%
HELP IN THE FORMATION OF YOUTH CLUBS	15	55.5%

From the data presented in the table 2, it is evident that a significant portion of respondents identified key responsibilities assigned to volunteers. Specifically, 12 respondents emphasized that volunteers are tasked with building an extensive network of volunteers. This responsibility underscores the importance of expanding the volunteer base, which likely facilitates greater outreach, resource sharing, and collective impact within the community. Establishing such a network can enhance coordination, communication, and support among volunteers, ultimately strengthening the overall effectiveness of the volunteer program. Additionally, 15 respondents highlighted the role of volunteers in assisting with the formation of youth clubs. This task suggests a focus on youth engagement and empowerment, where volunteers play a crucial part in organizing and supporting youth groups. By helping to form these clubs, volunteers contribute to creating structured environments that encourage youth participation, leadership development, and social interaction. Together, these two primary tasks reflect a strategic approach to volunteer involvement that balances both network expansion and targeted community development through youth initiatives.

TRAINING FOR WORKING AS VOLUNTEERS:

Table (3) depicts the training of volunteers.

TRAINING FOR WORKING AS VOLUNTEERS	NO. OF RESPONDENTS(27)	PERCENTAGE
YES	27	100%
NO	0	0%

Table 3 provides a detailed overview of the training status of volunteers at Nehru Yuva Kendra. According to the data presented, all 27 respondents, representing 100% of those surveyed, confirmed that volunteers receive appropriate and comprehensive training before they commence their duties. This unanimous agreement underscores the organization's commitment to ensuring that volunteers are well-prepared and equipped with the necessary skills and knowledge to perform their roles effectively. Notably, none of the respondents indicated that volunteers begin working without prior training, which highlights the structured approach taken by Nehru Yuva Kendra in volunteer management and capacity building. The data in Table 7 therefore reflects a consistent and positive practice in volunteer training within the organization.

QUALITY OF TRAINING:

Table (4) depicts the quality of training.

QUALITY OF TRAINING	NO. OF RESPONDENTS(27)	PERCENTAGE
VERY GOOD	11	40.74%
GOOD	16	59.25%
POOR	0	0%

Analysis of Table 4 reveals that the majority of respondents indicated that volunteers receive high-quality training for their roles. Furthermore, 11 respondents reported that the training quality is very good, while no respondents indicated that the training quality is poor.

MOTIVES OF BECOMING VOLUNTEER:

Table (5) shows the motives of becoming volunteers.

MOTIVES OF BECOMING VOLUNTEER	NO. OF RERSPONDENTS(27)	PERCENTAGE
TO PROVIDE SERVICES TO PEOPLE	15	55.5%
FOR EMPLOYMENT AND INCOME	0	0%
FOR EXPERIENCE	12	44.4%

The data from Table 5 indicates that a majority of respondents, approximately 55.5%, are motivated to volunteer primarily by the desire to provide services to others. This suggests a strong altruistic drive among volunteers, emphasizing their commitment to contributing positively to their communities or causes. Additionally, 44.4% of respondents identified gaining experience as their main motivation, highlighting the role of volunteering as a means for personal or professional development. Notably, none of the respondents indicated that employment or income were motivating factors, which underscores that financial gain or job-related benefits are not perceived as primary incentives for volunteering in this context. These findings reflect a clear distinction between intrinsic and extrinsic motivations behind volunteering. The predominance of service-oriented motives aligns with the notion that volunteers are primarily driven by a sense of social responsibility and the desire to make a meaningful impact. Meanwhile, the significant proportion motivated by experience suggests that volunteering is also valued as an opportunity for skill-

building or career enhancement. The absence of employment and income as motivators may imply that volunteering is viewed more as a voluntary and selfless activity rather than a stepping stone to paid work within this respondent group. This insight can inform organizations seeking to recruit and retain volunteers by emphasizing the social contribution and experiential benefits of volunteering.

MOTIVES ARE FULFILLED AFTER BECOMING VOLUNTEER:

Table (6) shows the fulfilment of motives.

MOTIVES ARE FULFILLED	NO. OF RESPONDENTS(27)	PERCENTAGE
YES	14	51.85%
NO	13	48.14%

From the above table (6), it is evident that 14 respondents reported that their motives for becoming volunteers were fulfilled after their volunteering experience, while 13 respondents indicated that their initial motivations were not met. This near-equal split highlights a nuanced perspective on the effectiveness of volunteering programs in addressing the expectations and goals of volunteers. The fact that a slight majority felt their motives were fulfilled suggests that for many, volunteering successfully meets personal or altruistic objectives, potentially reinforcing their commitment and satisfaction. Conversely, the substantial number of respondents who did not feel their motives were fulfilled points to possible gaps in volunteer engagement, program structure, or support that may hinder the realization of volunteer expectations.

This distribution underscores the importance of understanding volunteer experiences beyond initial motivations, emphasizing the need for continuous evaluation and adaptation of volunteer programs. Organizations should consider strategies to better align volunteer roles and opportunities with the diverse motives of their participants, ensuring that volunteers find meaningful fulfillment. Addressing the reasons behind unmet motives could improve volunteer retention, satisfaction, and overall program effectiveness by fostering a more rewarding and supportive environment. These insights can guide volunteer coordinators in designing tailored interventions that enhance the volunteer experience, ultimately benefiting both the individuals involved and the communities they serve.

FIELD VISITS:

Table (7) depicts the field visits taken.

FIELD VISITS	NO.OF RESPONDENTS(27)	PERCENTAGE
YES	27	100%
NO	0	0%

Table 7 reveals that all respondents reported participating in field visits to villages. This unanimous engagement indicates that field visits are a fundamental and integral component of the volunteer activities within the program. The consistent involvement in these visits suggests that direct interaction with village communities is likely prioritized as a key method for volunteers to contribute effectively and gain firsthand experience. Such field visits may serve multiple purposes, including needs assessment, service delivery, community engagement, and monitoring of ongoing projects.

The universal participation in village field visits underscores the practical, on-the-ground nature of the volunteer work, highlighting its emphasis on active involvement rather than remote or purely administrative tasks. This pattern also reflects the program's commitment to immersive volunteer experiences, which can foster deeper understanding of local contexts and enhance the impact of volunteer efforts. Recognizing the importance of these visits can inform program design by ensuring adequate logistical support, training, and resources are provided to volunteers to maximize the effectiveness and sustainability of their fieldwork.

WORKING AS VOLUNTEER PROVIDES EMPLOYMENT OPPORTUNITIES:

Table (8) shows the employment due to voluntarism.

VOLUNTARISM PROVIDES EMPLOYMENT OPPORTUNITIES	NO. OF RESPONDENTS(27)	PERCENTAGE
YES	6	22.2%
NO	21	77.7%

From the above table (8) it has been observed that out of 27 respondents 6 respondents revealed that working as volunteer provides us an employment opportunity and majority of respondents said that working as volunteer do not provide us an employment opportunity.

SATISFIED WITH HONORARIUM:

Table (9) depicts the satisfaction with honorarium.

SATISFIED WITH HONORARIUM	NO. OF RESPONDENTS(27)	PERCENTAGE
YES	12	44.4%
NO	15	55.5%

These findings underscore the divided perceptions of volunteer remuneration. Table 9 highlights that, among the 27 respondents, the majority—15 individuals—expressed dissatisfaction with the honorarium they receive for their volunteer services, while 12 respondents indicated that they are satisfied with the compensation provided. This split suggests a need for further evaluation of the current compensation policy."

(SECTION B Staff)

An additional investigation was conducted involving the staff members of the Nehru Yuva Kendra Sangathan (NYKS), complementing the study on volunteers. Data collection was carried out through interviews. It is noteworthy that NYKS employs a limited number of staff members, totaling three individuals, primarily aged between 50 and 60 years. According to these staff members, the principal objective of NYKS is the empowerment and upliftment of youth. The organization administers more than six distinct programs focused on community development, which benefit not only the youth but also the wider community.

Initially, NYKS engaged exclusively with non-educated youth groups in developmental activities; however, in later phases, educated youth were incorporated into these initiatives. The programs implemented by NYKS address the development needs of both rural and urban youth populations, including both employed and unemployed individuals. Financial support from the government facilitates the effective implementation of these programs. These initiatives contribute to the socioeconomic advancement of youth, which in turn positively impacts village development, demonstrating the programs' effectiveness in reaching target groups. The fundamental aim of involving youth in these programs is to foster responsible citizenship. It is important to highlight that NYKS does not provide financial remuneration to youth club activists, who maintain independent sources of income. Furthermore, challenges such as limited participation and rural illiteracy have been identified during program implementation, indicating an awareness of barriers and the necessity for targeted interventions.

Conclusion

The Nehru Yuva Kendra Sangathan (NYKS) plays a pivotal role in socioeconomic development by engaging youth at the grassroots level. Its programs are instrumental in fostering leadership, community service, and skill development. However, challenges such as participation barriers and insufficient incentives require attention. Enhancing volunteer motivation, providing welfare benefits, and strengthening organizational policies could further augment its impact. The study underscores the significant contribution of NYKS to the human resource development of youth in Jammu City through its comprehensive programs, decentralized structure, and grassroots engagement. The findings reveal active youth participation, primarily driven by social service and experiential learning, supported by comprehensive training that volunteers generally regard as high quality. Despite these positive aspects, challenges such as gender disparities, limited employment opportunities resulting from volunteering, dissatisfaction with honorarium, and barriers like resource constraints and rural illiteracy persist. The organization's emphasis on building volunteer networks and youth clubs promotes community involvement and leadership development, aligning with its mission to foster patriotism, social responsibility, and self-reliance. Insights from staff further highlight NYKS's contribution to socioeconomic progress and responsible citizenship, while acknowledging the need to address participation limitations and enhance incentives. To maximize developmental impact, the study recommends strengthening monitoring systems, providing better incentives, expanding training quality, and formulating welfare policies to improve volunteer retention and program efficacy. Overall, NYKS plays a vital role in empowering youth and fostering societal transformation, with strategic improvements necessary to overcome existing challenges and fully realize its potential.

Recommendations

- Implement a vigilance system to monitor and evaluate NYKS program activities across all states.
- Provide annual sustenance grants to youth clubs to support their developmental activities.
- Recognize and reward volunteers to enhance motivation, organizational commitment, and skill development.
- Offer welfare benefits and establish sound personnel policies to sustain volunteer commitment and promote a positive organizational culture.

- Engage youth club representatives in regular discussions about growth and development to strengthen their understanding and commitment.
- Conduct needs-based training and periodically enhance roles to build capacities for evolving responsibilities.
- Continuously evaluate and improve organizational structure, job satisfaction, and volunteer morale to foster enthusiasm and cooperation.

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