Immediate

F.No.C-30013/72015-Ad.IVA
Government of India
Ministry of Finance
Department of Revenue
Central Board of Excise and Customs

5th Floor, HUDCO Viashala Building,
Bhikaji Cama Place, New Delhi.
Dated the 21st September, 2016

To

All Chief Commissioners/Directors General under CBEC

Subject: National Young Leaders Awards (NYLA) – regarding.

SIR/Madam,

I am directed to forward herewith a copy of an O.M. F.No. O-22012/4/2015 dated 09.09.2016 along with a copy of D.O. letter No. 2-3/2015-NYKS dated 29.06.2015 from Hon’ble Union Minister of State, Youth Affairs and Sports sent by Department of Expenditure on the subject mentioned above.

2. It is requested that nomination(s) for National Young Leaders Awards (NYLA), if any, may kindly be sent to the Board by 25th September, 2016 positively.

Encls. As above

Yours faithfully,

[Signature]
(B. Ginkhan Mang)
Under Secretary to the Govt. of India
Tel No. 011-26162673

Copy to: The Webmaster, O/o DG Systems, New Delhi with the request to kindly upload the letter on the website of CBEC.

[Signature]
(B. Ginkhan Mang)
Under Secretary to the Govt. of India
F. No. O-22012/4/2015-Coord
Government of India
Ministry of Finance
Department of Revenue
(Coordination Section)

New Delhi, the 24th September, 2016

OFFICE MEMORANDUM,

Subject: - National Young Leaders Awards (NYLA) – regarding.

The undersigned is directed to enclose a copy Department of Expenditure’s
O.M. No. A-60012/01/2015-Ad.I, dated 9th August, 2016 forwarding therewith a
copy of Union Minister of State, Youth Affairs and Sports’ D.O. No.2-3/2015-
NYSK/4179, dated 29th July, 2016 (along with enclosures) which is addressed to
Hon’ble Minister of Finance, on the aforesaid subject.

2. It is requested that suitable nominations/recommendations, if any for the
National Young Leaders Awards for the year 2015-16 in respect officers/officials
working under organization/directorate/offices may kindly be sent to
Coordination Section in accordance to the instructions/guidelines contained above
referred communication positively before 25th September, 2016 for onward
transmission to Ministry of Youth Affairs and Sports for their consideration.

Encl: As above

(Narendra Kumar)
Under Secretary (Coordination)
Telefax: 23095539

1. Chairman, CBDT
2. Chairman, CBEC
3. Director General, CEIB.
4. Director (Enforcement)
5. Director (FIU-IND)
6. Director (NC)
7. Director (HQrs.)
8. Director (Admin)
OFFICE MEMORANDUM

Sub: - National Young Leaders Awards (NYLA) - regarding

The undersigned is directed to forward herewith a copy of Ministry of Youth Affairs and Sports D.O. No.2-3/2015-NYKS/4179 dated 25th July, 2016 on the subject cited above for necessary action.

Encl: As above.

(S.K. BISWAS)
Under Secretary to the Govt. of India
Tel No.23095695

To

1. The Under Secretary (Admn.), Department of Economic Affairs.
2. The Under Secretary (Coord.), Department of Revenue.
3. The Under Secretary (Admn.), Department of Financial Services.
4. The Under Secretary (Admn.), Department of Investment & Public Asset Management, CGO Complex, New Delhi.

Reg. above.

As per the project details placed at Fig. 2, earlier reference was handled by 1st Section. Therefore, the concerned reference may be sent to them for further action in the matter.
Respected Shri Arun Jaitley ji,

I would like to mention that the Ministry of Youth Affairs and Sports had introduced a new Central Sector Scheme, namely, ‘National Young Leaders Programme (NYLP)’ with a view to develop leadership qualities among the youth. One of the components of the Scheme is National Young Leaders Awards (NYLA). A copy of the Scheme Guidelines relating to NYLA is enclosed for your kind perusal.

2. It may be seen that the objective of introducing National Young Leaders Awards is to motivate the youth to strive for excellence in their respective fields by recognizing and rewarding the outstanding work done by them. The Awards are proposed to be conferred in about 50 sectors/domain areas. A list of 34 such sectors/domain areas is given in Annexure-I to the enclosed Scheme Guidelines. The Ministries/Departments could suggest more domains/sectors. In each sector/domain area, two Awards shall be conferred—one for a young man and another for a young woman.

3. Since the domain expertise for various sectors is with respective Ministries/Departments, it has been stipulated in the Scheme that the concerned Ministries/Departments shall make selections of Awardees in respect of their sectors. Most of the Ministries/Departments already have Schemes for conferring awards for outstanding work in their respective sectors. The guidelines/procedure followed for selecting awardees under such Scheme may be followed for NYLA as well, with the exceptions that under NYLA, the selected awardees shall be a youth in the age-group of 15 – 29 years. The Selection Committees for NYLA may include a nominee from the Ministry of Youth Affairs and the names of selected Awardees should be approved at the level of Minister in the Ministry concerned.

Contd...2/-
4. In view of the above, I would request for your kind cooperation and support for initiating the process of selection of awardees for National Young Leaders Awards for the year 2015-16 in respect of sectors/domains relating to your Ministry. I shall be grateful if the names of selected Awardees in respect of your Ministry are sent to us by 30.09.2016, so that we can take further steps for organizing the Awards Ceremony in a befitting manner.

With best regards,

Yours sincerely,

Encl. As above.

Shri Arun Jaitley
Hon'ble Minister of Finance, Corporate Affairs and Information & Broadcasting
Government of India
Room No. 134, 1st Floor
North Block
New Delhi
National Young Leaders Awards (NYLA)

1. **Objective:**

The youth are doing pioneering work in all the sectors. The objective of this Programme is to motivate the youth to strive for excellence in their respective fields by recognising and rewarding the outstanding work done by them. Such exceptionally talented youth could serve as role models and mentors for others. The Department of Youth Affairs currently has programmes such as National Youth Awards, Indira Gandhi NSS Awards, etc. to reward outstanding work done by the youth, primarily in the field of community service. Other Ministries/ Departments also have schemes for rewarding outstanding work in their respective sectors, but the same are not specifically focused on youth. Hence, there is a need for an all-encompassing programme, covering all sectors, for rewarding outstanding work done by the youth. NYLA seeks to achieve that objective.

2. **Sectors or Domain Areas to be covered:**

The Youth are playing an importance role in almost all sectors. It is proposed to cover all important sectors/ domain areas under the Scheme. The Awards will be instituted in about 50 sectors/ domain areas. In each sector/ domain area, two Awards shall be conferred - one for a young man and another for a young woman. Thus, there will be total about 100 Awards. A suggestive list of such sectors/ domain areas is enclosed as Annexure-I. The List shall be finalised in consultation with various Ministries/ Departments.

3. **Nature of the Award and Eligibility Conditions:**

3.1 The Award shall comprise of (i) a Medal (ii) a Certificate of Honour and (iii) Cash Award of Rs.1,00,000/-.

3.2 In order to be eligible for the Award, a person should be a youth in the age-group of 15-29 years. In other words, the person should have completed 15 years of age on the 1st April of the financial year for which the award is to be conferred and should not be more than 29 years on the 31st of March of that financial year.

3.3 Since the requirements in respect of various sectors may vary, the concerned Ministry/ Department may stipulate additional conditions in respect of their sectors, as may be considered necessary and appropriate.
4. **Procedure for Selection of Awardees and Presentation of the Award:**

4.1 The names of the Awardees in various sectors/domain areas shall be finalised by the concerned Ministries/Departments.

4.2 Each Ministry/Department shall lay down, in respect of their sector/domain area, the parameters for evaluating performance, the prescribed proforma for submission of applications/nominations, the procedure for selection, etc. The Selection Committee may preferably be headed by the Secretary of the Department. The Department of Youth Affairs shall have representation in the Committee.

4.3 The Annual Calendar of all activities connected with the Awards shall be laid down. All Ministries/Departments shall follow the calendar, finalise the names of Awardees and the forward the same to the Department of Youth Affairs.

4.4 The Department of Youth Affairs shall make all necessary arrangements for the Awards Ceremony. The Awards Ceremony shall be organised on National Youth Day (12th January every year) or any other suitable day as may be decided. It is proposed that the Awards should preferably be conferred by Hon'ble President of India or Hon'ble Prime Minister of India, so that they get the importance that they deserve.

5. **Pattern of Financial Assistance**

The financial assistance under this component shall be provided for the Cash Award money @Rs 1,00,000 for each Award, the expenditure on preparation of Medals/Certificates of Honour/Citations, expenditure on TA/DA, boarding and lodging of the Award winners and other expenses connected with organisation of the Awards Ceremony.

6. **Expected Outcome:**

The Programme shall motivate the youth to strive for excellence in their respective fields.

7. **Implementing Agency:**

The Programme shall be implemented by the Department of Youth Affairs.
Annexure-I

Suggested Domain Areas for National Young Leaders Awards (NYLA)

1. Agriculture
2. Animal Husbandry, Dairying and Fisheries
3. Agricultural Research and Training
4. Skill Development
5. Entrepreneurship
6. Information Technology and e-Governance
7. Consumer Awareness
8. Promotion of Cultural Heritage
9. Environment Conservation
10. Financial Inclusion
11. Health & Family Welfare
12. Medical Education and Research
13. Rural Employment
14. Drinking Water and Sanitation
15. Rural Housing
16. Rural Development
17. Urban Amenities and Employment
18. Scientific and Industrial Research in various fields
19. Literacy
20. School Education
21. Higher Education
22. Tribal Welfare
23. Minority Welfare
24. Welfare of other Disadvantaged Sections
25. Development and Empowerment of Persons with Disability
26. Women’s Empowerment
27. Child Development
28. Care of elderly persons.
29. Constructive work in North East, J&K and LWE Areas
30. Promotion of Renewable Sources of Energy
31. Local Self-Governance in Rural Areas.
32. Local Self-Governance in Urban Areas.
33. Prevention of Drug Addiction and Alcoholism
34. Tourism