

SE 87/1

# RURAL YOUTH CLUBS



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S.E. 92/4



OBJECTIVES AND ESSENTIALS

DEVELOPING INDIA'S HUMAN RESOURCES

This booklet has been prepared for India by the United States Agency for International Development because the people of the United States believe in developing the capacities of a country's youth through democratic self-management, scientific education and practical experience as the surest means of creating a forward looking and effective citizenry, the main strength of any nation.



S.E/92/1



## INTRODUCTION

In India each year about four million young men, mostly rural, are assuming adult tasks in farming, industry, business, professions, public administration, and in family and civil life.

Probably two thirds are untrained and unskilled. A certain percentage are illiterate, unable to read instructions or to gain new ideas and improve their skills through reading.

Yet there is economic opportunity in more intensive agriculture for young farmers alert to modern farming methods. There is an unsatisfied market in urban centers for skilled labor, foremen and practical technicians, and a need for enterprising managers.

Village young people are not only in need of new skills, both technical and managerial. They are having to adopt new attitudes, disturbing to old values and relationships.

They have been bound by narrow family and caste obligations and a deep veneration of the traditional. They are emerging now into an economy and civil society requiring more individual freedom and initiative, but also wider cooperation, civic consciousness, and community responsibility. They need analytical zest, adaptability, and a knack for innovation.

India's youth are its greatest underdeveloped resource. Developing the potential in India's rural human resources may depend more on the rural elementary and secondary schools than on the family, caste, and other institutions.

But half the boys reaching high school age may not continue through secondary school. Most of India's next generation of 50 million farmers will probably not have had a high school education, partly for lack of schools but chiefly because those who attend school, not realizing the potential of intensive agriculture, see little prospect of adequate income on small farms.

Supporting the educational system in the village is the rural youth club, with heavy vocational emphasis. When properly developed it can provide much of the training in vocational skills and qualities of citizenship which the millions of future farmers will not yet acquire through formal schooling. In it young people acquire confidence, not only in themselves but in agriculture, other occupations, and village life.

The following photos of actual cases illustrate how the rural youth club functions successfully. These photos are of clubs in the Pilot Rural Development Project in Mahewa, Ajitmal, and Bhaggianagar Blocks of Etawah District, Uttar Pradesh, where the oldest clubs have accumulated ten years of experience and have already produced a crop of young leaders alert to new farming methods, enterprising, and experienced in democratic community action.

Photos by J. C. Dua

# RURAL YOUTH ORGANIZATION

1. To develop ideals and standards in
  - a) agriculture
  - b) rural industry
  - c) family life
  - d) community life
  - e) citizenship
  - f) leadershipand a sense of responsibility for their attainment.
2. To give technical instruction in
  - a) farming
  - b) home-making
  - c) rural industry
  - d) community leadership
3. To develop a scientific attitude towards problems of the farm, village industry, home and community; to arouse a desire to acquire and promote an intelligent understanding of natural processes and of research through learning, experimentation, and demonstration; to adjust to changing demands of a technological age.
4. To foster unity, loyalty, national strength, economic independence, and aesthetic values through public service, co-operative economic action, sports, and cultural activities.
5. To develop qualities of democratic leadership – initiative, dependability, self-reliance, and devotion to duty – through active club membership, office-holding, and service on committees.



NAGLA CHEDDI

THE  
FIRST  
ESSENTIAL

THERE IS NO ROYAL ROAD TO SUCCESS.

ESSENTIAL TO CLUB SUCCESS IS THE HARD WORK AND PERSEVERANCE OF EVERY MEMBER AND ADULT SUPPORTER INTERESTED IN THE CLUB.

THIS FORMER CLUB PRESIDENT, NOW A YOUNG ADULT CLUB COUNSELOR AND LEADING MEMBER OF THE BLOCK YOUTH COUNCIL, IS MAKING 10,000 BRICKS TO HELP BUILD THE PILOT POULTRY PROJECT OF THE VILLAGE.

HIS DETERMINATION, ENERGY, FORETHOUGHT, AND LEADERSHIP HAVE BEEN A DYNAMO FOR HIS VILLAGE AND AN HONOR TO HIS COUNTRY.

# ESSENTIALS FOR CLUB SUCCESS

VOLUNTEER CLUB COUNSELOR – ADULT FRIEND AND ADVISER

CLUB SELF MANAGEMENT – DEMOCRATIC PROCEDURES

STRONG FIRST AND SECOND LINE LEADERSHIP AMONG CLUB MEMBERS

COMMUNITY AND OFFICIAL RECOGNITION AND SUPPORT

PARENTAL RECOGNITION

SOUND PROJECTS

RECREATIONAL  
COMMUNITY SERVICE  
GROUP ECONOMIC  
INDIVIDUAL ECONOMIC  
EDUCATIONAL  
CULTURAL

TECHNICAL GUIDANCE AND FOLLOW-UP

SCHOOL SUPPORT

RECREATION

# VOLUNTEER CLUB COUNSELOR

An adult friend and advisor

who believes in the capacity of young people to think, learn, decide, and manage individually and together;

who knows how to advise and help but does not command or boss;

who encourages initiative and responsibility;

who believes in the importance both of individuals and of the whole community;

who understands the club concept;

who believes in the club;

who is willing to work for and with the club;

who knows agriculture and basic crafts;

whom the young people like and respect.





NAGLA CHEDDI

### YOUTH CLUB COUNSELOR

FOR MANY YEARS HE HAS ENCOURAGED AND ADVISED CLUBS IN HIS BLOCK BECAUSE HE BELIEVES IN YOUTH AND THEIR FUTURE ROLE AS CITIZENS. HE BELIEVES IN CLUBS, WANTS THEM TO SUCCEED, AND KNOWS HOW TO STIMULATE, HELP, AND DEVELOP THEIR ABILITY, INITIATIVE AND RESPONSIBILITY.

SHORT TRAINING COURSES FOR COUNSELORS ARE ESSENTIAL.



BIRPUR

### CLUB SELF - MANAGEMENT

MANAGEMENT BY THE MEMBERSHIP  
DEVELOPS INITIATIVE, DISCUSSION, DECISION, ACTION, AND  
RESPONSIBILITY;  
BLENDS INDIVIDUAL AND GROUP INTERESTS;  
DEVELOPS LEADERSHIP AND CO-OPERATION;  
PREPARES CAPABLE CITIZENS;  
HELPS INSURE LEADERSHIP SUCCESSION.

## STRONG FIRST AND SECOND LINE LEADERSHIP

THIS CLUB PRESIDENT IS AS STRONG AS HIS PREDECESSOR, UNDER WHOM THE CLUB BECAME THE DYNAMO OF VILLAGE DEVELOPMENT.

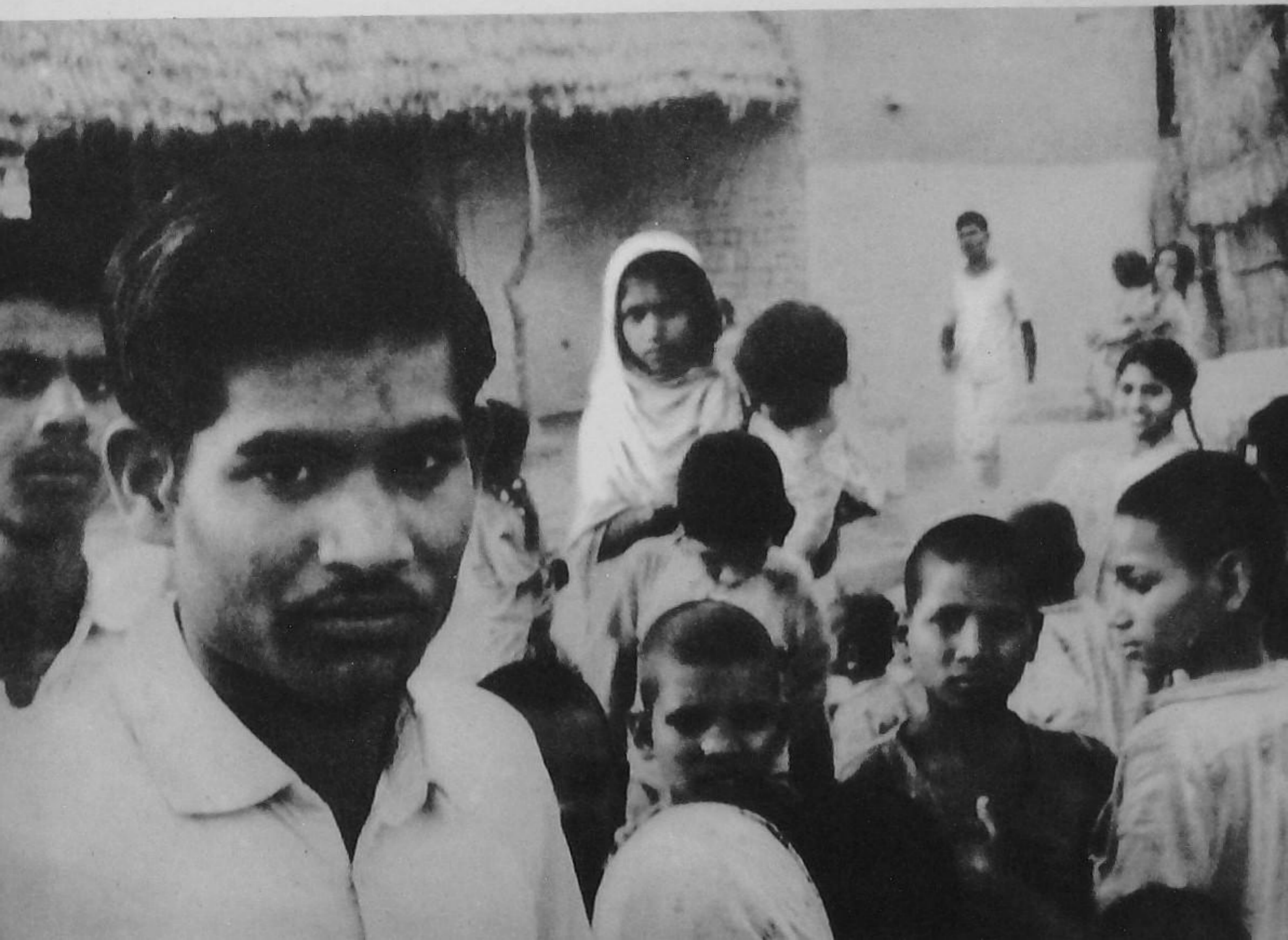
CLUBS ARE ONLY AS DYNAMIC AS THEIR LEADERSHIP. THEY FAIL WHEN NO SECOND LINE LEADERSHIP IS READY TO TAKE OVER.

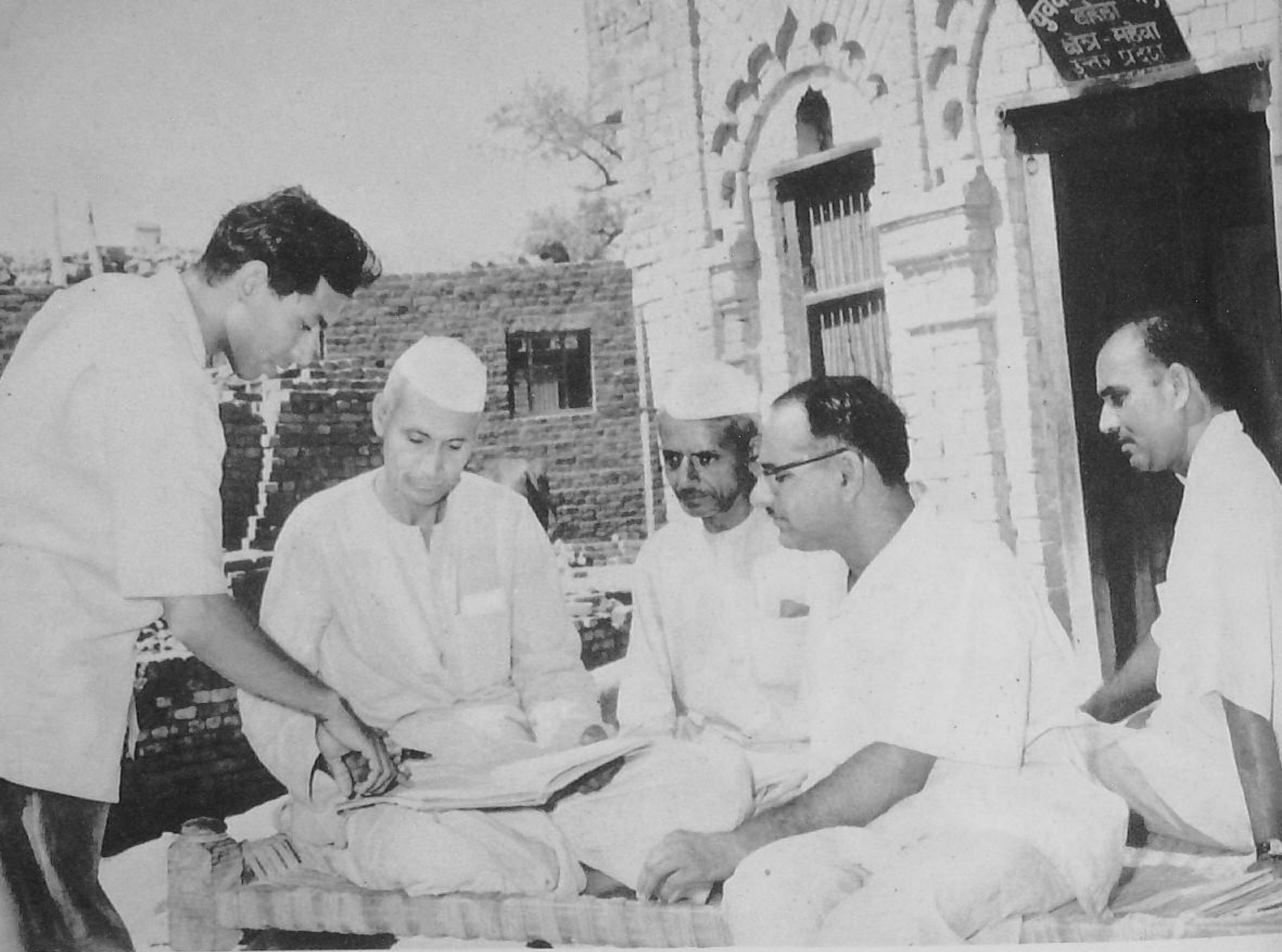
LEADERSHIP IN THE CLUB DEVELOPS INITIATIVE, RESPONSIBILITY, COMMUNITY MINDEDNESS, AND RESOURCEFULNESS.

CLUBS DEVELOP LEADERS FOR INDIA.

COURSES FOR TRAINING CLUB LEADERS ARE ESSENTIAL.

NAGLA CHEDDI





BAHERA

## OFFICIAL INTEREST AND SUPPORT

LOCAL OFFICIALS CAN ENCOURAGE, STIMULATE, AND GUIDE THE CLUBS. THEY CAN RALLY COMMUNITY SUPPORT. THEY CAN ALSO HELP OBTAIN TECHNICAL ASSISTANCE AND RESOURCES. BUT THEY MUST NOT DOMINATE.

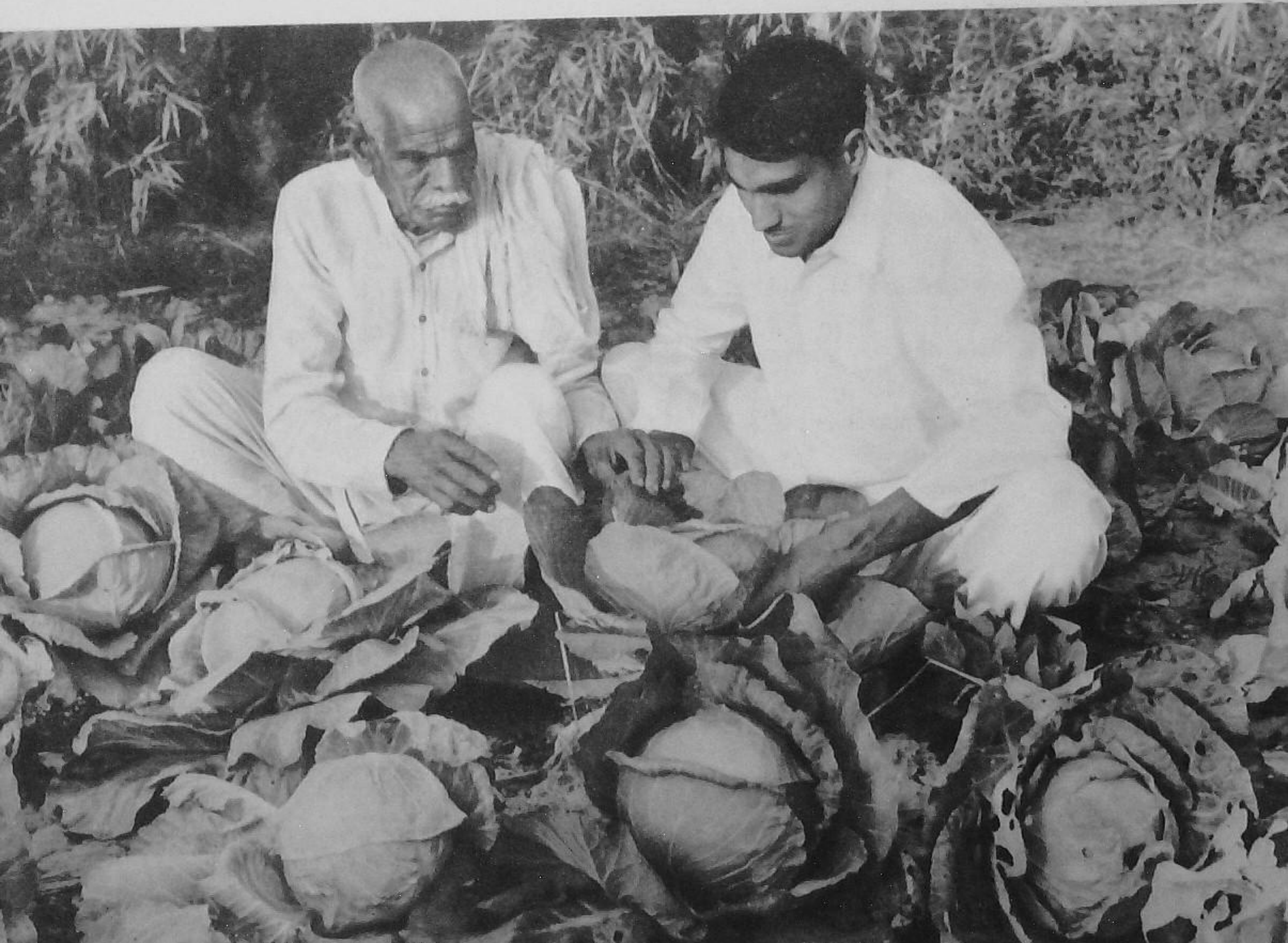
Left to right:  
Club President, Block Council Chairman, Village Council Chairman, Block Social Education Organizer, and Village Level Worker.

## PARENTAL INTEREST AND RECOGNITION

INTERESTED PARENTS ENCOURAGE AND SUPPORT CLUB EFFORTS.

THEY OFTEN LEARN AS MUCH AS THE MEMBERS.

GARHIA RAI SINGH



## STEPS IN ORGANIZING CLUBS

Informal contact with village adults and youth.

Selection of interested youth and potential volunteer club counselors.

Visits of prospective counselors and members to well-functioning clubs in other areas.

Initial educational program with aid of films, film-strips and printed literature.

Training camp for prospective members and counselors.

Designation of club counselor.

Selection of nucleus.

Preliminary meeting.

Formation of club and election of office bearers.

Selection and adoption of projects.

Other meetings.

# SOUND PROJECTS

Projects are the core of the club work:

They provide on-the-job training in adult occupations, community action, and citizenship.

They develop the individual; they develop the community.

They develop knowledge and skills – organizational, technical, and managerial.

Essentials for a sound Project:

The project must provide an incentive by responding to a felt need. There must be a firm, strong desire for the project; voluntary participation is essential.

It must be practical and realistic. It must offer an opportunity for learning and applying new ideas and skills.

Technical information and advice must be readily available through technicians and literature.

Adequate material resources including equipment and funds, must be at hand.

Projects must be

- Selected properly – by the members
- Planned thoroughly – by the members
- Started correctly – by the members
- Carried through step-by-step – by the members
- Their inputs and results measured and recorded – by the members
- Their results made known – by the members

Follow-up is vital.

There must be follow-up – guidance and supervision – by the adult counselor and by the technician, a use of extension methods on a continuing basis from start to finish.

# COMMUNITY SERVICE PROJECTS

Demonstrate what youth can do if they work together.

Create group unity, pride, and loyalty to the club and the community through common achievement.

Develop the enthusiasm and support of the village.

Foster a spirit of self-reliance, initiative, and confidence in youth's ability to achieve a better life through their own efforts.



## FIRST CLUB PROJECT FOR THE COMMUNITY

THE CLUB CONSTRUCTED A BRICK-WALLED WELL.

THE PROJECT IMPROVED SANITATION. IT ALSO DEVELOPED COMMUNITY SPIRIT AND SUPPORT FOR THE CLUB.

NAGLA CHEDDI





GOHANI KALAN

### MULTI-CLUB COMMUNITY SERVICE PROJECT

EIGHT CLUBS JOINED IN COMPETITION ON A PROJECT OF EROSION CONTROL AND LAND RECLAMATION. EACH OF THE EIGHT CLUBS WORKED IN A SEPARATE GULLY UNDER THE AUSPICES OF BHARAT SEVAK SAMAJ. LANDLESS FAMILIES RECEIVED THE LAND.

## CLUB SERVICE PROJECT

LITERACY CLASS CONDUCTED BY CLUB PRESIDENT.

THIRTY CLUBS UNDERTOOK TO ERADICATE ILLITERACY IN THEIR VILLAGES.

GARHIA



## GROUP ECONOMIC PROJECTS

Give experience in economic production and management.

Teach the power of cooperative action.

Help sustain club purpose and incentive.

Develop cooperation, mutual trust, and self-reliance.

Can help earn club expenses – always better through independent effort than through government subsidy.

Can teach how to organize and run a cooperative business democratically and efficiently.

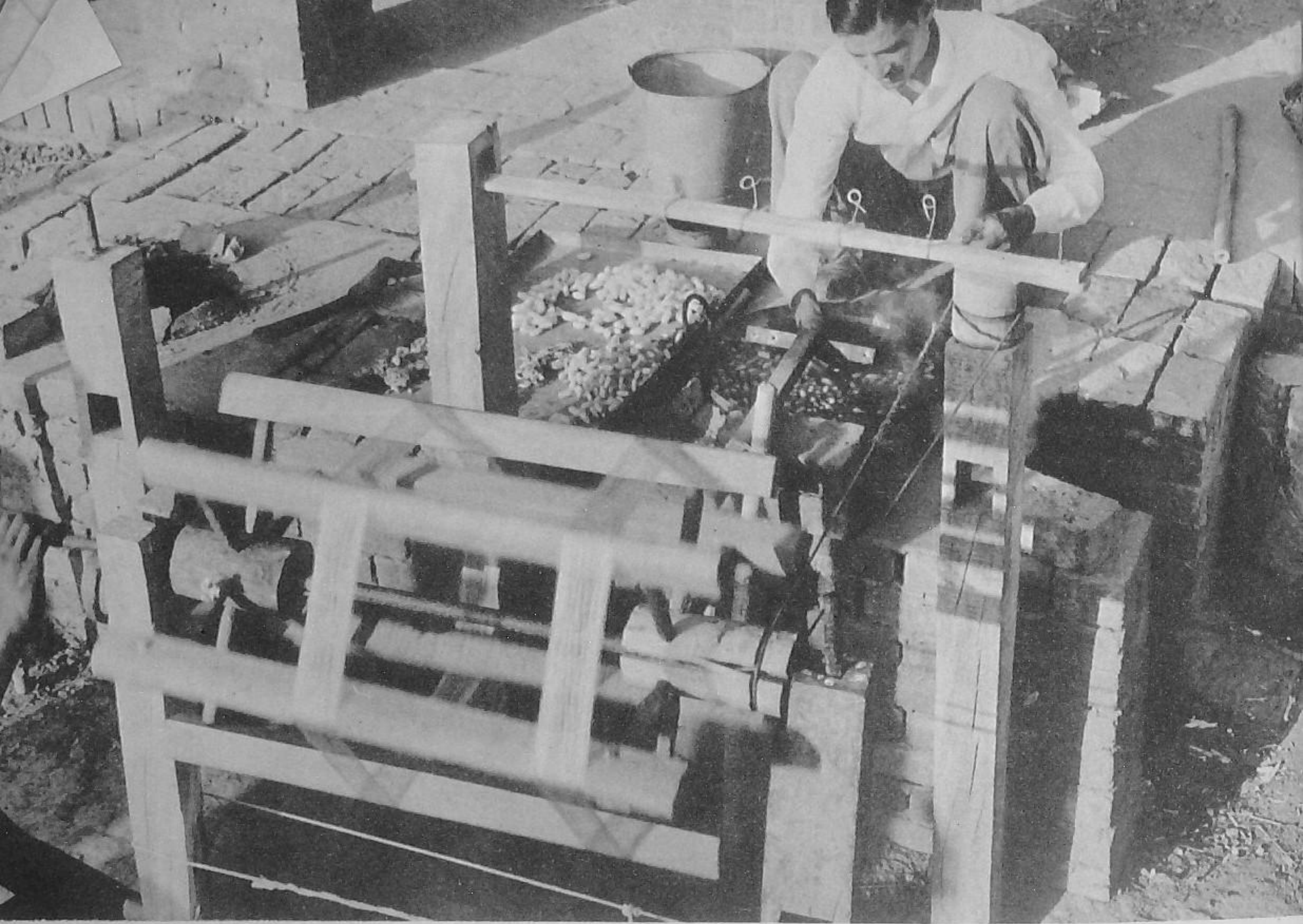
Can support individual projects by cooperative group projects, such as processing and marketing of an individually produced commodity.

GROUP VEGETABLE PROJECT

CLUB MEMBERS EARNED WHILE THEY LEARNED AND DEMONSTRATED PROPER VEGETABLE CULTIVATION AND NUTRITION. THEY ATE AND LIVED BETTER.

RATNIPUR





GARHIA RAI SINGH

## A COOPERATIVE ENTERPRISE IN SERICULTURE

COOPERATIVE PROCESSING AND SALE OF SILK THREAD FROM COCOONS GROWN BY YOUTH CLUB MEMBERS. A PROFITABLE ENTERPRISE IN THIS AREA.

## CLUB GRAIN PROJECT

MEMBERS EARNED WHILE THEY LEARNED AND DEMONSTRATED  
IMPROVED PRACTICES IN WHEAT CULTIVATION.

NAGLA CHEDDI



# INDIVIDUAL ECONOMIC PROJECTS

Permit earning while learning and learning while earning.

Develop and sustain incentive.

Promote leadership in agricultural and rural industrial development by fostering and rewarding individual initiative and creativity.

Stimulate and elicit parental interest, support, and emulation.



## CALF REARING PROJECT

FOURTEEN CLUB MEMBERS HAVE RAISED HEIFERS, WHICH HAVE BEGUN TO PRODUCE IMPROVED CALVES.

MEMBERS NOW SELL CALVES TO THE GOVERNMENT FOR UP-GRADING HERDS IN OTHER VILLAGES.

BAHERA





BUTANA, NILOKHERI BLOCK, PUNJAB.

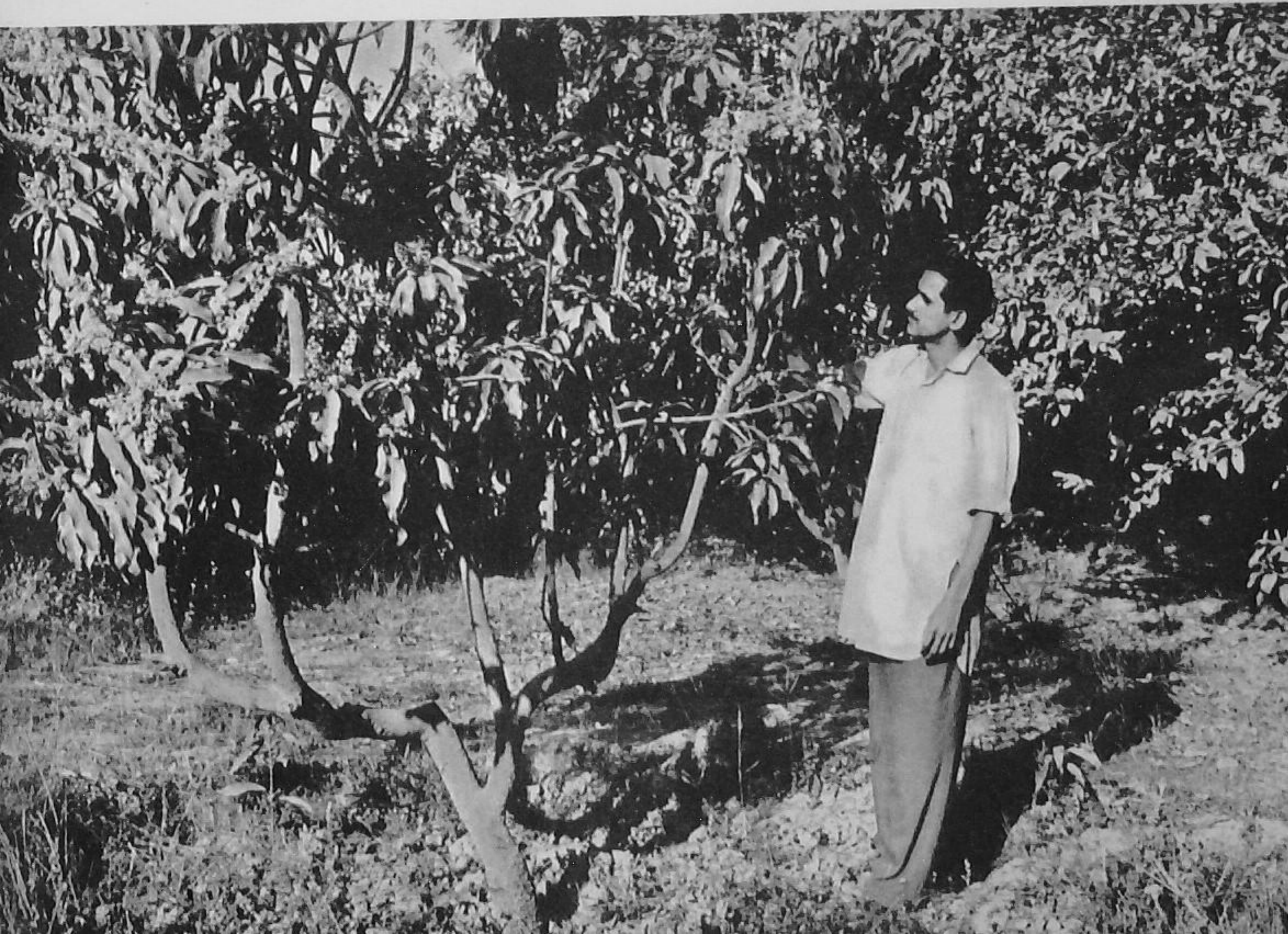
## POULTRY

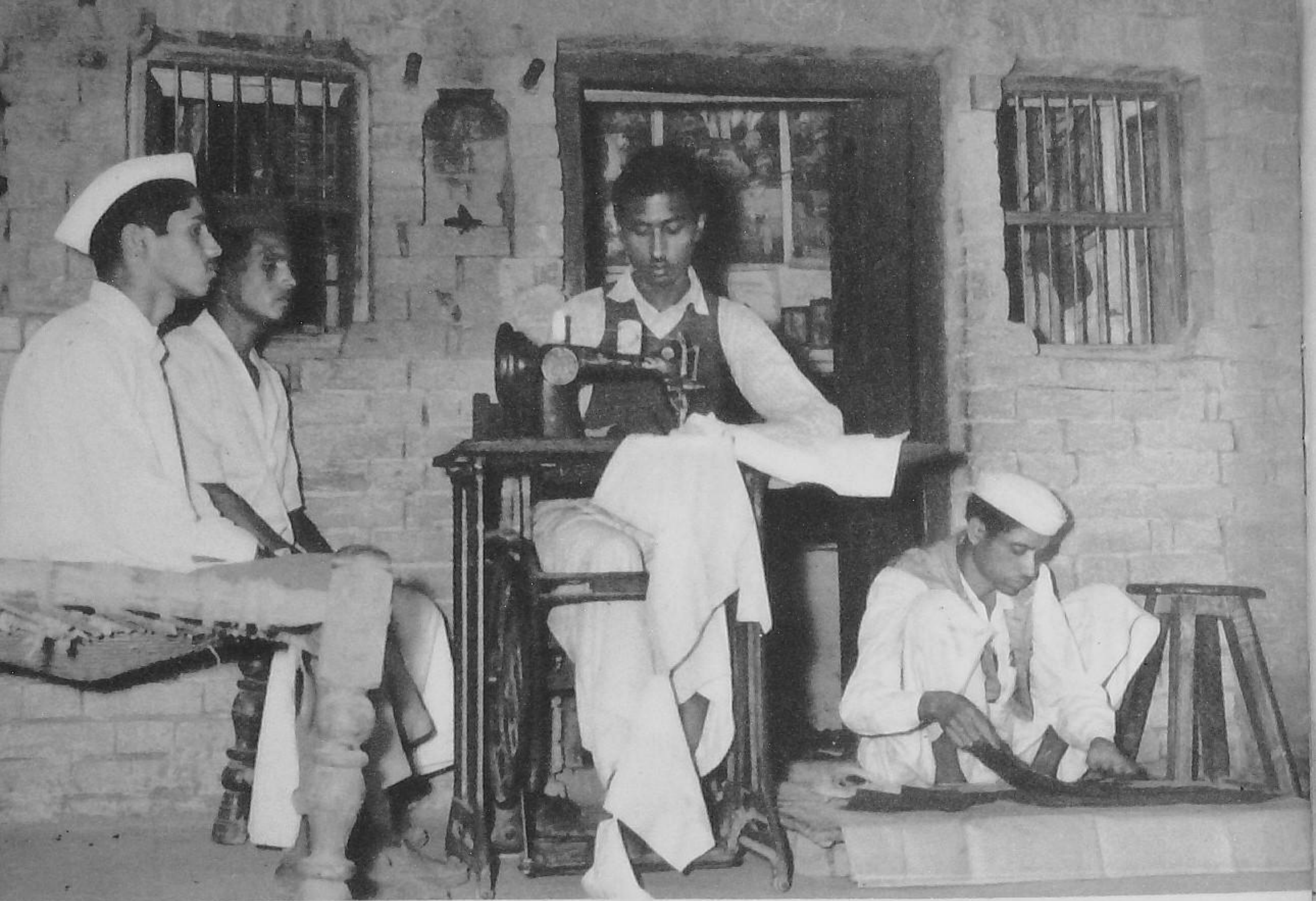
POULTRY KEEPING DEVELOPS TECHNICAL AND MANAGERIAL SKILL. THE MEMBER EARNS WHILE HE LEARNS.

## FRUIT GROWING

FORMER PRESIDENT OF YOUTH CLUB LEARNED HORTICULTURE,  
WHICH PAID FOR HIS COLLEGE EDUCATION.

GARHIA RAI SINGH





RATNIPUR

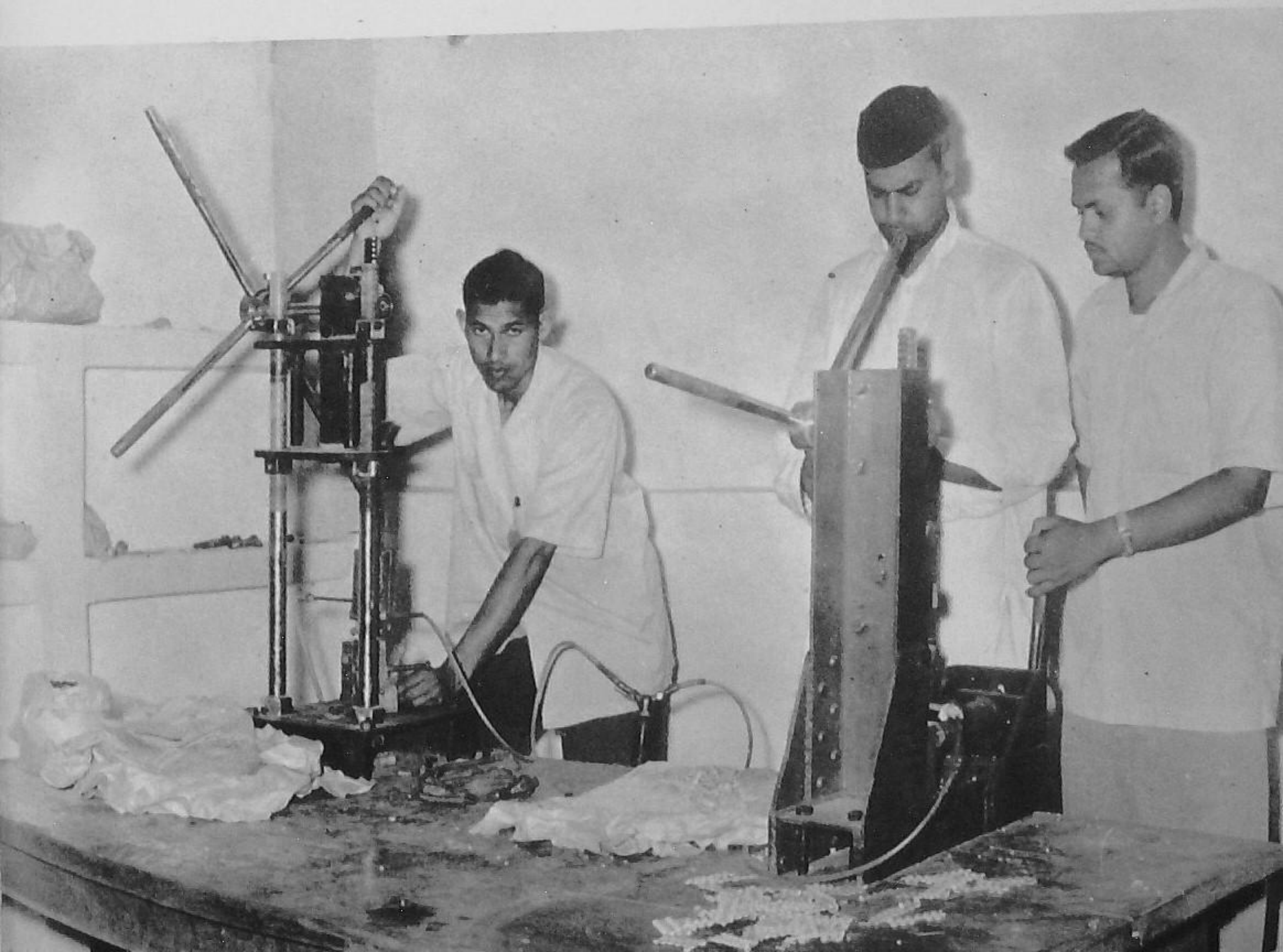
## TAILORING

PRESIDENT OF CLUB AND FELLOW MEMBER LEARNED TAILORING FOR SELF-EMPLOYMENT; ARE NOW TAILORS FOR THE WHOLE VILLAGE.

# TESTING A NEW VILLAGE INDUSTRY

THIS PLASTIC PRESS PROJECT IS AN EXPERIMENT IN VILLAGE INDUSTRY TO PROVIDE LOCAL EMPLOYMENT AND INCOME FOR NON-FARM MEMBERS.

BIRPUR



## TECHNICAL GUIDANCE & FOLLOW-UP

Help in selection of feasible projects.

Guide planning, organization, and execution of projects.

Provide technical advice, especially in production, marketing, and financing of individual and group economic projects.

Encourage when problems discourage.

Keep individuals and clubs from attempting more than they can handle.

## ADVICE ON RECORDS

THE VILLAGE LEVEL WORKER EXPLAINS THE IMPORTANCE AND ADVANTAGES OF KEEPING CAREFUL ACCOUNTS AND RECORDS.

THIS PROVIDES PRACTICAL TRAINING IN BOOK-KEEPING, A MEASUREMENT OF PROGRESS, A BASIS FOR ANALYSIS AND COMPARISON OF ADVANTAGES OF DIFFERENT METHODS, AND MATERIAL FOR MONTHLY AND ANNUAL REPORTS.

Left to right:

Club President, Adult Youth Leader (former Club President), and Village Level Worker.

NAGLA CHEDDI





BIRPUR

## BASIC AGRICULTURE

EXTENSION TEACHER EXPLAINS IMPORTANCE OF WEEDING.

WHAT THE BOYS LEARN EARLY THEY WILL RETAIN.



## HIGHER ADMINISTRATIVE AND TECHNICAL SUPPORT

AN ATTENTIVE, SYMPATHETIC AWARENESS OF THE POSSIBILITIES, NEEDS, AND PROBLEMS OF RURAL YOUTH BASED UPON PERSONAL FIELD EXPERIENCE AND A CONTINUOUS TWO-WAY COMMUNICATION WITH CLUB LEADERS AND MEMBERS INSURES INTELLIGENT AND USEFUL GOVERNMENT SERVICES.

WISE SUPPORTING OFFICIALS AND PRIVATE LEADERS HELP DEVELOP THE INDISPENSABLE STRENGTH WHICH LIES IN BOTH THE INDIVIDUAL AND THE GROUP. THEY FIND AND ENCOURAGE A FRUITFUL BALANCE OF MUTUAL SUPPORT - COOPERATION AND COMPETITION, HELPING AVOID CONFLICT, DOMINATION AND EXPLOITATION.

Left to right:

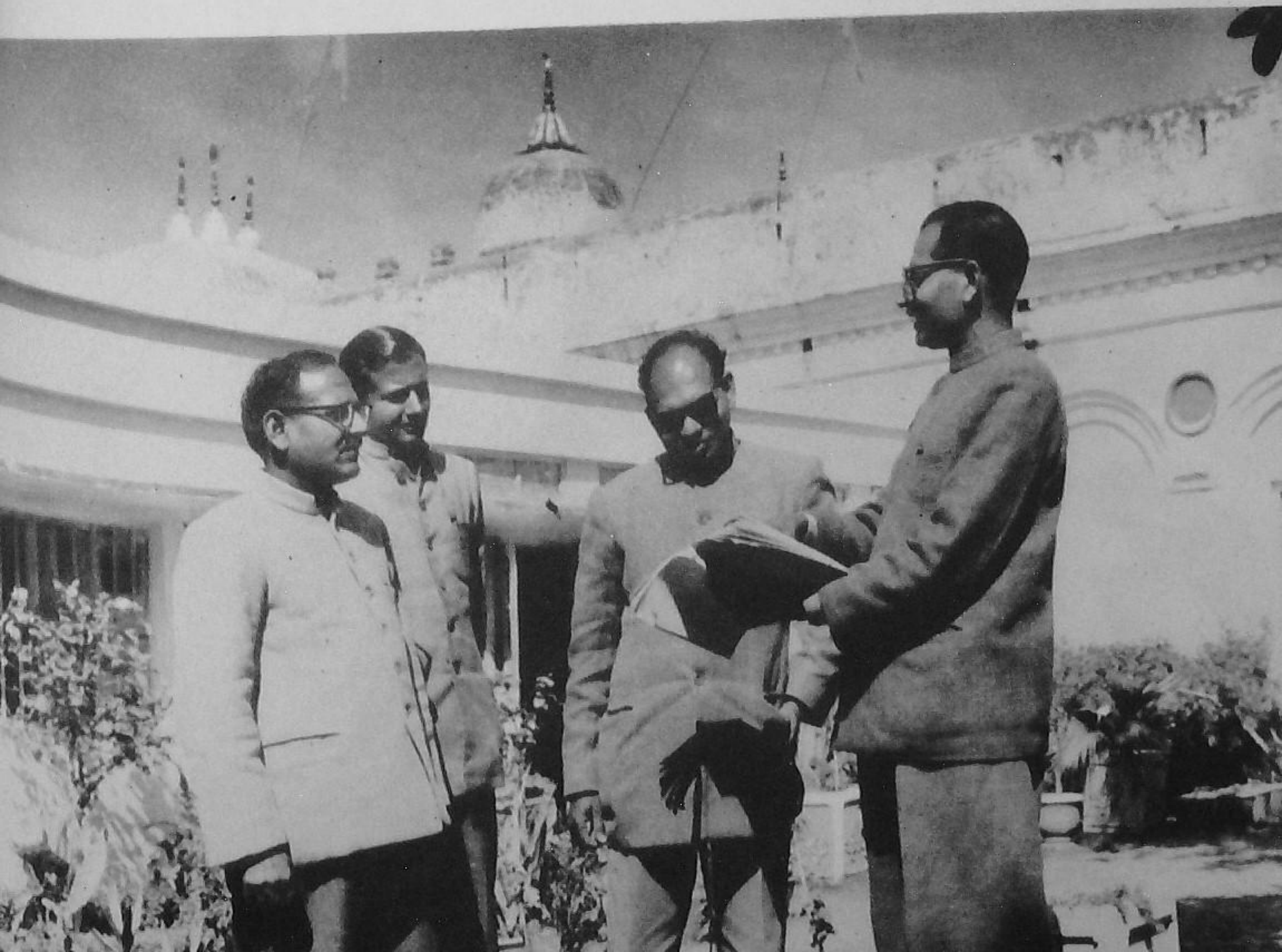
Block Extension Worker

Area Extension Worker

National Youth Extension Training Specialist

Youth Research Specialist

ETAWAH PILOT PROJECT





SHERPUR

### A MIDDLE SCHOOL "AG" TEACHER

AGRICULTURAL COURSES AT MIDDLE SCHOOL LEVEL PROVIDE ALL THE FORMAL VOCATIONAL TRAINING THAT MOST OF INDIA'S FUTURE 50 MILLION FARMERS MAY EVER RECEIVE.

SCHOOLS, RURAL YOUTH CLUBS AND EXTENSION SERVICE, COLLABORATE IN THE VOCATIONAL TRAINING OF INDIA'S FUTURE FARMERS.

# MIDDLE SCHOOL KITCHEN GARDEN PROJECT

PUPILS LEARN BY DOING WHAT THEY HEAR AND READ  
IN CLASS.

SHERPUR





BAHERA

## SPORTS

FOR RELAXATION, EXCITEMENT, TEAM WORK, VILLAGE UNITY,  
AND EXCELLENCE IN COMPETITION.

## CULTURAL ACTIVITIES

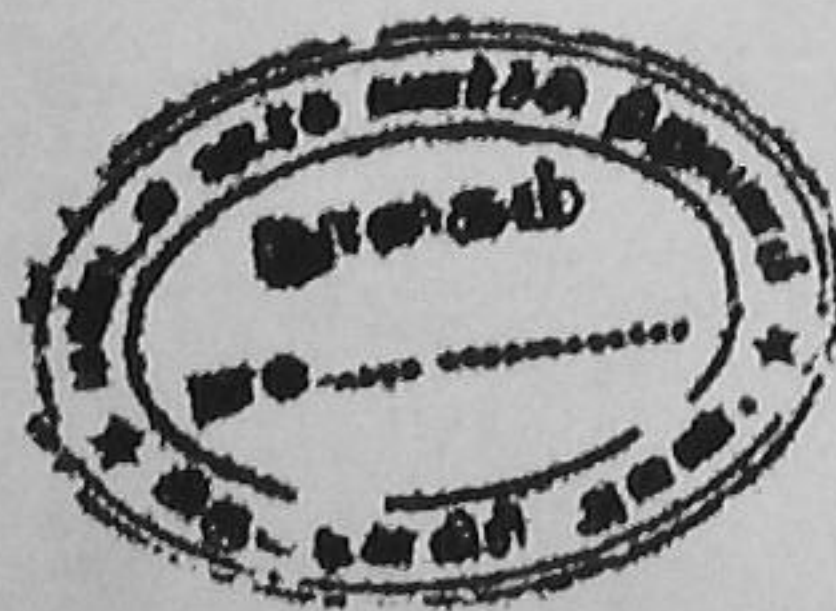
DRAMA AND MUSIC. SHARING OF ANCIENT MEMORIES AND NATIONAL ASPIRATIONS.

BAHERA



"ON BEING ASKED BY HIS GURU TO CHOOSE BETWEEN HEAVEN AND A WORLD FULL OF GOOD PEOPLE, KING HARISH CHANDRA SAID THAT HE WOULD PREFER THE LATTER BECAUSE GOOD PEOPLE COULD MAKE HEAVEN ON EARTH."

"THERE IS MORE IN THE MAN THAN THERE IS IN THE LAND."



"Every country depends a great deal on its young men and women... It is helpful to have good young men coming forward, for it is they alone who can venture experiments.... The members of youth organizations will be able to achieve many great things if they work with sincerity and with the sole intention of doing the right thing by their country."

Gandhi .

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