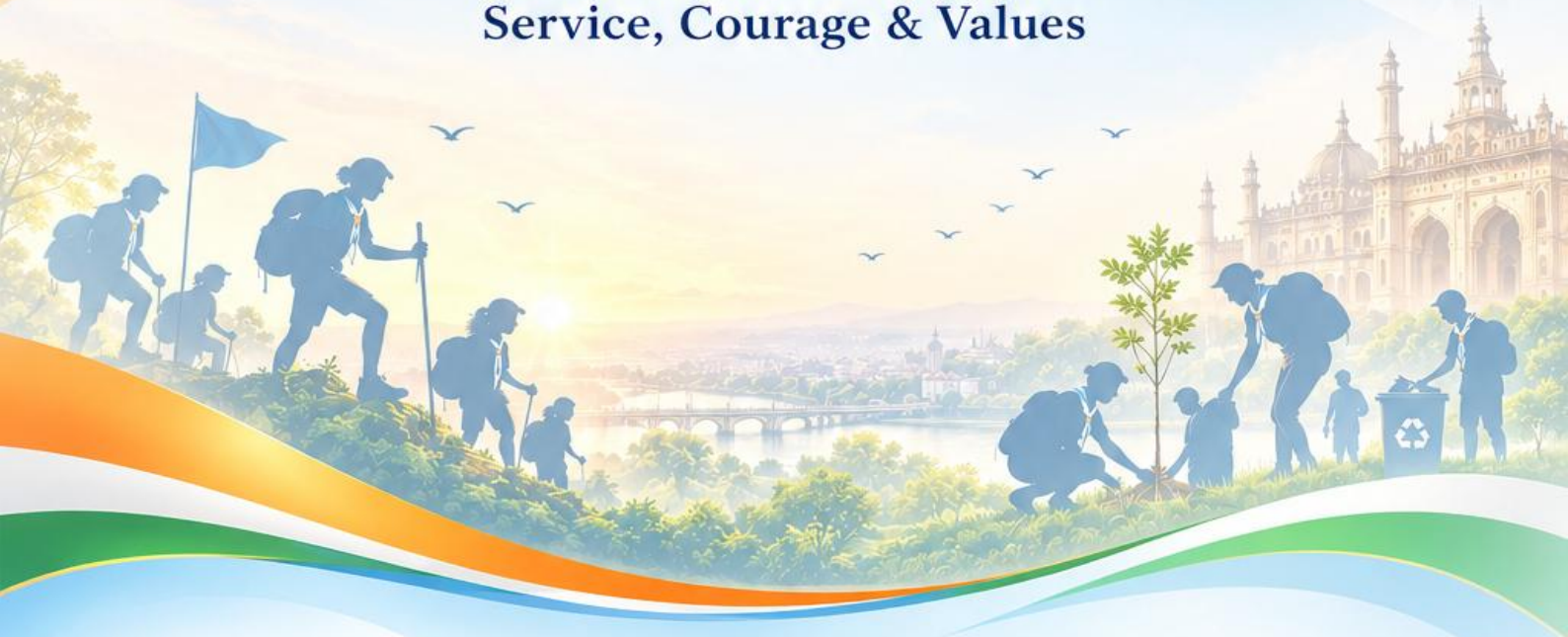
BETTER
YOUTH
BRIGHTER
UTTAR PRADESH

CHARACTER
SERVICE
LEADERSHIP
CLEANER U.P.
HEALTHIER U.P.
SAFER U.P.
STRONGER U.P.

U.P. SCOUTS CARE

सेवा • साहसम् • संस्कारः

A Statewide Movement for Service, Courage & Values



CHARACTER BUILDING | CLEANLINESS | HEALTH & HYGIENE | ENVIRONMENT | ROAD SAFETY | GOOD GOVERNANCE

“U.P. – SCOUTS - CARE”

The Bharat Scouts & Guides, Uttar Pradesh is a voluntary, non-political educational movement for young people, open to all without distinction of origin, race or creed, in accordance with the purpose, principles and method conceived by the Founder Lord Baden- Powell in 1907. The purpose of the Movement is to contribute to the development of young people in achieving their full **physical, intellectual, emotional, social and spiritual potentials** as individuals, as responsible citizens and as members of the Local, National and International communities. The Promise of Scouting is to do duty to: own country, to others and to self for development by obeying laws.

Why A Scout is Different?

A scout is different because scouting is just not a hobby for him – It is way of life based on values, discipline, service and love for others. What makes a scout stand out is that he just doesn’t talk about good values – he practices them every day whether it is being a responsible citizen, helping someone vulnerable and in need, showing courage in difficult times, keeping the surroundings clean, saving the water and other resources, protecting environment and above all being a good human being. A scout always leads by personal example and trained to serve the nation and society selflessly. A scout is just not a person in uniform, but a person with strong character ready to face challenges and a golden heart always eager to make the world a better place.

What is “U.P.– Scouts – Care” Movement

It is a pan Uttar Pradesh movement with its prime focus being on building the Modern and Viksit (Developed) Uttar Pradesh (U.P.) leading to Viksit (Developed) India by following the ‘Nation/State First’ conviction in own life. U.P. – Scouts - Care is a statewide initiative by scouts to build a values based society by following the scout’s principles through responsible and visible actions. It is a youth led and community – driven action plan which focuses on “Care for State, Care for others and Care for Self” principles to build a responsible and inclusive citizen culture that transforms the districts in to a modern, developed and environmentally responsible cities.

Core Principles

- Duty to Self - Duty to Others – Duty to U.P.
- Responsible Scout – Responsible Mauhalla/Village – Responsible District – Responsible State – Responsible India
- Keep Smiling – Do your Best – Be Prepared – Do Service
- Personal Ownership and Responsibility
- Community Participation

- Sustainability & Continuity
- Integrity – Personal and Institutional
- Collaboration & Team Work
- Consistent on-ground actions
- Recognition

Focus Areas & Action Plans

1. Character Building

Objective: To develop scouts into ethically strong, responsible, honest, polite and disciplined good human beings who can contribute positively to the society.

Tasks & Activities

- Practice and Habit Formation: Doing is more important than knowing, Small daily actions build strong character in long run
- Reflection and Self Examination - Did I do the right thing? Learning from mistakes
- Role Modelling: Observing and imitating role models behaviour
- Social Interaction: Working in teams, dealing with diversity, learning tolerance, respect and empathy
- Facing Challenges: Working in adverse and crisis situations, learning perseverance and humility from failures
- Continuous Process: Maintaining Character diary, good deed of the day, behavior change over time

Activities (Some Examples):

1. Classroom Talks: Weekly talks. Some examples to cover
    - *What would you do? Situations*: Found a lost wallet, your friend cheated in exam, vendor has returned extra money, you caught travelling without ticket
    - *Prioritizing Values Games:* (Integrity, transparency, objectivity, money, fame, success, kindness) – Arrange in order of priority and why?
    - *Politeness:* Making it a part of personality – a continuous process
    - *Controlling Anger:* Autosuggestion technique

3. Reflection Exercises: Every scout to note down in their diary – one good value he already follows, one habit he wants to quit, one action of kindness done by him every day, one action he will start from today
4. Pledge taking

Outcomes

- Development of strong, honest and responsible citizens (Scouts/Guides) with human face
- Creating Happiness
- Harmony in the society

2. Cleanliness & Sanitation

Objective: Make external and internal cleanliness a daily habit, not a campaign.

Tasks & Activities

- Say Yes to Cleanliness Drive: *"Clean Today – Healthy Tomorrow"*
- Monthly/Weakly *"Clean Neighborhood – Clean Street/Clean Village – My Responsibility"* drives: "*Be Clean – Be Healthy*"
- Weakly Talk on Cleanliness & Sanitation in Schools: "*Clean Habits - Happy Life"*
- One class on Cleanliness & Sanitation in all BSG training programs: *"One Step by Scouts – Giant Leap for Cleanliness"*
- Adopt a Road/a Park/a Street/a Village programs with Panchayats/RWAs and schools: *"Clean and Shine – It is your Duty and Mine"*
- Don't Litter – Make Earth Better Drives: In markets, public places, parks & schools
- Dustbin Audits: Reporting missing/overflowing bins
- Drains/Nalla Audits: Reporting to the Competent Authorities
- Impactful Skits/Nukkad Nataks/Videos/Wall Messages/Slogans: For publicity on cleanliness

Outcomes

- Cleanliness becoming part of daily routine
- Cleaner streets, parks, public spaces, drains, markets
- Reduced littering
- Strong visual identity of cleanliness zones

3. Health and Hygiene

Objective: Build healthy individuals and a healthy and aware community. *"Health is Wealth"*

Task & Activities

- "Wash Hands – Stay Safe", "Don't be dirty – Keep it Pretty" Campaigns: In Anganbadis, schools and offices
- Stop open air defecation and use of sanitary latrines

- Hygiene including menstrual hygiene and sanitation awareness: In schools, markets and in all scouts & guides training programs: *"Clean Habits Start with You"* Drives
- Collaboration in all Govt. Health Missions/Programs
- Create awareness: Talks/Videos/Skits/Nukkad Nataks/Paintings & Slogan writing competitions to encourage behavior change in daily habits, educate about personal hygiene (hand washing, oral hygiene), awareness about healthy diet and its importance
- Improve Public Health: Through talks, skits, videos, slogans, nukkad nataks to reduce communicable disease, anemia reduction, life style diseases and to improve immunization
- Promote Friendly Life Style Activities: Walking, exercise, cycling, use of open gyms
- Time Bank: Scout & Guide volunteers to devote time in service of old, handicapped and needy persons, to give time in hospitals to assist patients. *Time so given is accumulated in Time Bank which can be utilized in time of need by the credit holder*
- Maintain a Directory of Blood Donors: Organise blood donation camps
- Health checkup camps in schools, villages, mauhallas and RWAs
- Community participation: Build teamwork and service spirit among scouts & guides
- Training of Scouts & Guides: In CPR, First Aid. Creation of First Aid teams at School level
- Counselling of psychologically vulnerable people/students
- Catchy Slogans and messages at all public places

Outcomes

- Improvement in individual health and improvement in community health
- Better awareness about disease prevention & reduction in communicable diseases
- Better awareness about life style diseases and their management leading to reduction in life style diseases/mental illnesses
- Effective implementation of various national/state health programs

4. Save Environment and Pollution Reduction

Objective: Protect Environment, Reduce Pollution & Promote sustainable living and environmental stewardship.

Tasks & Activities

- Inculcation of Simple Daily Habits: 5 'Rs' (Refuse - Reduce – Reuse – Repurpose – Recycle), avoid food wastage, use of cloth bags instead of plastic bags.
- Plantation & Green drives with post-plantation maintenance plans: Celebrate *'Plant a Tree Day'* in schools, villages, sectors

- Water Management and Conservation Activities: Promote rainwater harvesting (demos), fixing of leaking taps, water saving techniques, water use efficiency
- Environment clubs in schools/colleges/villages/sectors
- Waste Management Activities: Practice Waste Segregation, make compost from kitchen waste/ leaf falls, demonstrate recycle drives.
- Awareness Rallies on saving water and protecting environment
- "Green Society/Man Award" for Community and Individuals
- Energy Saving Activities: Switch off light/fans/ACs/Appliances when not in use *(If you can switch on lights – you can switch them off also*), promote use of solar energy, LED bulbs and other energy efficient devices
- Weakly "No Electricity Hour"
- Promote Eco-Friendly Life Style Activities: Walking, cycling, avoid use of plastic, maintaining cleanliness, gardening
- Noise awareness during festivals/processions/weddings & enforcement
- Car-free days/Car Pooling
- Anti-dust/Anti Garbage squads across
- Tie-ups with recyclers for plastic and e-waste collection
- Awareness campaigns about air, water, soil, noise pollution: Slogans, posters, wall writings, skits, videos, talks

Outcomes

- Greener neighborhoods/sector/village
- Efficient water usage and saving of water
- Alternate use of waste: compost, income generation by reuse, recycle of waste
- Reduction in electricity consumption
- Reduction in pollution
- Citizen-led sustainability initiatives

5. Road Safety, Traffic Sense & Road Etiquette

Objective: Improve road safety and discipline through awareness, following traffic rules and positive reinforcement.

Tasks & Activities

- "Pedestrian First": Walkability Audits, Community Engagement and Awareness, Collaboration with Authorities, Policy Advocacy, Pilot Projects.
- "Follow Rules, Save Lives" Campaigns
- Scouts -led traffic etiquette drives at crossings, collaboration with Traffic Police during events/peak hours/joint awareness booths
- Road safety Workshops
- Weakly talks about road safety in schools/ universities
- Schools & Safe Zone Programs: High Risk School Zone Identification
- Posters/Stickers/Videos/Skits: Promoting lane discipline and helmet use
- Creation of First Responder in case of road accidents

- Appreciate "Responsible Driver/Volunteer of the Month"

Outcomes

- Improved compliance of traffic rules: Lane driving and orderly traffic
- Better managed traffic, less traffic violations
- Reduced road rage and accidents
- Better care and management within golden hour of the accident
- Strong Scouts–police partnership

6. Stopping Corruption

Objective: Creation of a fair, just, corruption free honest society to promote good governance, build public trust and expedite the pace of development and encourage ethical behavior.

Tasks & Activities

- Personal Integrity *(Corruption ends when ordinary people stop cooperating with it)*: *Small honesty build larger culture* - Will not give or take bribe, honestly pay taxes, bills, honest in official work, encourage others to act honestly
- Strong Vigilance: follow rules honestly, watch on corruption, reporting of corrupt activities and corruption *(silence enables corruption, voice challenges it)*
- Encourage use digital portals to avoid middlemen and bribe
- Avoid cash dealings: prefer online payments and applications *(Digital trails discourage corruption)*
- Say No to corruption collectively
- Reward honesty
- Protect whistle blowers

Outcomes

- Creation of the collective culture of honesty in the community/offices
- Reduction in incidents of corruption
- Building of Public Trust
- Efficiency & quality in public services and public works

7. Civic Sensitivity & Offer Help

Objective: Build a culture of empathy and readiness to help the needy.

Tasks & Activities

- First-aid and emergency response training: CPR
- Disaster Management Training and Workshops for Scouts/Guide: Creation of Disaster Management Teams of Scouts at District level
- Assistance to senior citizens, vulnerable and persons with disabilities
- Scouts/Guides engagement in social care drives
- "Help Desk Volunteers" at festivals, melas, temples, metros, hospitals, and other big events
- Safe from Harm for Everyone: Specially for children & girls

Outcomes

- Immediate & faster help in times of need
- Better management of disasters reducing loss of lives/property
- Better management of events: Prevention of Stampede
- More inclusive community culture
- Increased community trust

8. Protection and Effective Utilization of Public Resources & Property

Objective: Caring for natural and manmade public resources that belongs to everyone safeguarding their use and access.

Tasks & Activities

- Conservation of Natural Resources (Public Trust Doctrine): Water, air, rivers, ponds, forests, mountains
- Protecting Public Assets (Roads, Parks, Railways, Buses, Buildings): No defacement, No damage during agitation, No misuse
- Collaboration with Enforcement agencies
- Effective Utilsation of resources
- Preventing corruption in use of natural resources and civil works: Mines, construction & development activities
- Equal Access: Public facilities available to everyone for use

Outcomes

- Protection of natural resources and well maintained & pure public assets
- Creation of collective culture of conservation & efficient use
- Maintenance of natural beauty of public resources and less cost of maintenance
- No damage to public resources during agitations

9. Strengthening Security

Objective: To help in maintaining a safe, secure, stable and resilient Uttar Pradesh (India) by making aware, responsible and united citizenry where everyone can live without fear and development can progress rapidly.

Tasks & Activities

- Be Vigilant and Alert and Report Suspicious Activities: in public places, neighborhood, reporting of suspicious and abandoned items and abnormal behavior
- Maintain Communal Harmony: Mutual respect among all communities, no hate speeches, careful use of social media
- Help in Maintaining Law & Order: Follow laws and rules, report unlawful and suspicious activities, avoid spreading rumors
- Promote Patriotism: Through words, actions, writings, skits, videos, messages, voter awareness etc.
- Be Prepared for Emergencies: Creation of disaster management teams in case of emergencies like natural and manmade disasters
- Support & Respect Armed Forces and Police during times of need: Be prepared to support armed forces and police during the times of war and internal security disturbances. Respect for members of armed forces and their families
- Organizing Community Safety Programs: Awareness campaigns – through community meets, school assemblies, rallies, making human chains skits, nukkad nataks, writings, slogans etc.
- Awareness about Cyber Security

Outcomes

- A well aware and alert citizenry full of patriotic fervour
- Safe and secure public places
- Peaceful and happy society living together
- Well prepared State for managing emergencies

Implementation Structure

A. At the State Level

1. Steering cum Core Committee:

- Provide vision, sponsorship, and strategic guidance
- Overall Policy decisions
- Budget management and partnerships
- Overall planning and execution
- Finalize annual action plan & calendar
- Monitoring and feedback
- Corrective actions and improvement

B. At the District Level

1. **Core cum Implementation Committee**

2. **Leaders Group**
   Each focus area has:
   a. 1 Track Leader
   b. 1–2 Co-Leaders
   Responsible for planning, execution, and reporting

3. **Volunteers Group**
   - On-ground execution
   - Event support and outreach
   - Data collection and feedback

4. **Community Members**
   - Participation in events
   - Spreading awareness
   - Acting as city ambassadors

Activities & Engagements

1. Logo competition
2. Website design, social media accounts
3. Slogan Writing Competition
4. Theme Song/Poem Writing Competition
5. Registration of U P Scouts Care Volunteers/Messengers
6. Nukkad Natak and Skit Competitions
7. Debate Competitions
8. Essay Competition
9. Participation in Melas, traffic & road safety events
10. Kavi Sammelan
11. Marathons/Running Competitions
12. Local songs and cultural performances
13. Panel discussions/Workshops

Education & Awareness (Daily/Weekly/Monthly/Annually)

- Weekly Talks in classes
- School and college workshops
- Panchayat sessions
- Resident welfare association sessions

- Corporate sensitization talks

Budgeting

- Annual
- Monthly

Marketing, Branding & Visibility

Offline

- Stickers on cars, buses, autos
- Posters at metro stations, hospitals, parks
- T-shirts, caps, badges for volunteers
- Print media/news letter

Digital

- Website – "U.P.-Scouts-Care"
- Social media pages (local stories, innovative ideas, Special events, hero citizens)
- WhatsApp broadcast groups for volunteers/community members
- Monthly digital newsletter
- Audio-visual media- documentaries, videos, animation

Collaborators & Partners

- Govt. departments: Police, District Administration, Education, Health, Transport, Urban Development, Housing, NDMA/SDMA, GOI
- Universities, colleges, schools, anganwadis
- Village Panchayats
- Companies and factories (CSR support)
- Resident Welfare Associations
- NGOs and other Institutions
- International organizations

Recognition & Motivation Framework

Individual Recognition

- Bronze – Active Volunteer
- Silver – Consistent Contributor
- Gold – Leader & Mentor
- Diamond – City Champion

Team Recognition

- Best Individual

- Best District
- Best Society
- Best College/School
- Best Corporate Partner
- Best Youth Group
- Best Collaborator

Recognition Modes

- Cash Prizes
- Trophies
- Certificates & Badges
- Public Felicitation
- Social Media Spotlight
- Annual Awards Ceremony

Measurement & Reporting

- Monthly activities reports
- Photographic and video documentation
- Community feedback surveys
- Annual impact summary report

Call for Action

- Constitute Committees & Start Registration
- Plan for Mega launch
- Identify Collaborators/Sponsors/Leaders
- Citizen handbook on civic sense
- Model District/ Panchayat/sector showcasing best practices
- Annual “U.P. – Scouts - Care” Festival in Districts & State