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# Sensitizing The Undergraduate Youth towards National Service through NSS

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## **Abstract**

*The National Service Scheme(NSS) is a programme run by the Government of India under the Ministry of Human Resource Development that aims at the development of personality of undergraduate youths through social service. The young people have energy, enthusiasm and time to work for the welfare of the society. If they are sensitized and motivated, they can encounter any stumbling block with challenging duty. Their caliber can be utilized to achieve excellence in any core or peripheral activities. The researcher having experience of the youth has intended to sensitize the youth towards social service after a group discussion with the meritorious undergraduate youths of Salipur College belonging to different streams like Arts, Science, Commerce etc. Sadly, the student youths are hesitant to join NSS in course of time and do not show any interest for social service. Although the government has announced attractive incentives for the stakeholders rendering excellent social service in NSS, even the key stakeholders at the grassroot level are ignorant of it. Hence, the researcher is interested to find out the major causes of the non-involvement of students from all the disciplines and suggest remedies through developing an awareness framework on the NSS so as to revitalize the noble ideology behind the scheme and provide a new look to NSS through the key grass-root level stakeholders at the college level .*

**Keywords:** - Orientation, Adopted Village, Action Plan, Campus Project, Institutional Project

## **Backdrop**

The youths are the power of the nation. In fact, the youth abundant strength and stamina. energy and enthusiasm and adequate time to work for the welfare of the society. Realizing the potentialities of youth, Mahatma Gandhi has introduced the idea of social service for youth to involve them in the process of reconstruction of the nation for national development. After independence, endorsing this line of thought the University Education Commission(1948-49) headed by Dr. S. Radhakrishnan recommended for introducing national service by college youth to establish a healthy relation between the students and the teachers on the one hand and to work for national reconstruction on the other. From the first five year plan (1950-51), the Government stressed to operate social and labour services in various educational institutions. In 1958, Pandit J.Nehru, the first Prime Minister of India mooted the idea of national service as a pre-requisite for graduation and directed the Ministry to introduce national service in the educational institutions. The National Service Committee was formed and recommended to setup National Service Camp for students to enroll in a college or university and included some military training, social service and manual labor in general education. In 1960, Prof. K.G. Saiyidain studied national service by students implemented in several countries of the world and recommended to introduce national service for the youth on a voluntary basis with rich and varied programme. The Kothari Commission (1964-66)

suggested social service or national service obligatory for all students and should be an integral part of education. The National Policy on Education (1968) stressed National Service could be a powerful instrument of national integration.

Research studies conducted so far by Ashok Mehta (1969), Fetcher Basil (1971), Kapil Krishnan (1972) highlighted the impact of NSS on student youth and found that NSS was successful in changing the attitude of students, creating awareness among the volunteers about the problems in rural and urban areas. The office of the NSS Programme Advisor, NSS, Government of India (1978) on a study "NSS-An Appraisal" found that NSS has changed the attitude of students through their exposure to the realities of the community life. The findings of the study showed that NSS has inculcated a feeling of voluntary work among the students and teachers through community interaction. It could bring the educational institution closure to the society and combine knowledge with action to achieve the desired goal. The National Policy on Education(1986) has accorded a permanent status to NSS and encouraged the youth to work in rural areas to know more, appreciate the village life and endeavored to bridge the gap between the college and village by organizing camps and involve in a number of fruitful and worthwhile activities. The National Assessment and Accreditation Council(NAAC)-1994 has identified NSS as a crucial parameter in higher

education under consultancy and extension activities and expected that the NSS units of colleges would bring increasing agricultural production, making proper use of resources, better family life, youth development, leadership development, community development and improving public affairs for all round development. But it is a matter of great regret that no studies has yet been conducted on the method of sensitizing the youth to undertake the NSS as the core activity and the varieties of activities as per community needs as the peripheral activities which is quite essential to achieve excellence in social service. It would be better to sensitize the student youth to initiate the national reconstruction activities from the grass-root level of the college NSS units.

In fact, it has been revealed from the Annual Report of NSS Bureau, Utkal University that there has been a great discrepancy between the quantitative expansion and qualitative improvement of NSS not only in Odisha but also in other states of the nation. So far as the growth of NSS in Odisha is concerned, it has been revealed that NSS was started in Utkal University (the first University established in 27<sup>th</sup> November, 1943) with three units and 300 volunteers in 1971 which could rise to 1800 units with 90,000 volunteers by 31<sup>st</sup> March, 2006 scattered over eleven Universities in the state. The NSS Bureau of Utkal University is the nodal centre of NSS covering 470 NSS units with 23,500 volunteers by March, 2006 (Annual Report-NSS Bureau, Utkal University-2006). It is also observed from the report that the NSS units in Odisha has undertaken a series of activities on multifarious areas like Medico-Social Survey, setting up Medical Centers, Programme of Mass Immunization, Sanitation Drive, Adult Education, Blood Donation, helping patients in hospitals, Orphanages, helping people during natural calamities like earth quake, drought, flood, cyclone, organizing campaign for eradication of social evils, popularizing national objectives etc. But there is no such improvement in the quality of NSS programme due to the defective implementation of NSS activities at the grass root level of the College. As NSS is one of the highest youth organization having a strength of around 26 lacs volunteers in the country and aims at personality development of the undergraduate youth through Social service, it is essential to sensitize the youth in NSS.

### **Objectives of the Study:**

The present study is entitled as "Sensitizing the Under Graduate Youths towards Social Service through NSS" with the following objectives:-

- I. To make an analysis of some College enrolled youth to identify their participation from different faculties so as to determine the implication of NSS ,
- II. To find out the causes of their non-participation from the key stakeholder's point of view,
- III. To suggest remedial measures for sensitizing the youth towards national service through developing innovative strategies from the bottom level of College NSS unit.

### **Methodology:-**

The study has adopted a descriptive survey method for collecting data. The investigator has reviewed the preceding enrolment of NSS volunteers of both male and female units of five leading colleges since the last two years to know about the participation of student youths in NSS from four different streams. The Researcher has collected the primary data through preparing check list for the NSS Programme Co-ordinator, Asst. Director, NSS Regional Center, the NSS programme officers and the Principals of the periphery colleges . The Researcher has collected the secondary data by going through the NSS Manual Government of India, Annual Report, News letter, various leaflets published from the Utkal University to know about the rules and regulations of NSS management at the College level.

### **Sample:-**

The researcher has taken the sample of five hundred volunteers enrolled in NSS units of five affiliated colleges of Utkal University from both male and female units. The universe of the study constitutes the entire student youths registered for the last two years 2012-13 & 2013-14 of the NSS Bureau, Utkal University belonging to four different faculties. The NSS Officers of five colleges, 10 NSS P.O.s from both male and female units and five Principals were interviewed to know the reasons and reactions over non-participation of student youths from all the faculties in NSS

### **Tools and Techniques:-**

The researcher has used the tools like check list, Interview schedule and statistical techniques like mean, percentages and graphs for analysis and interpretation of the data.

### **Analysis and interpretation of data:-**

On the basis of objectives and methodology, the investigator has reviewed the preceding enrolment of NSS volunteers of both the units of five colleges and found that 90 per cent student youths from Arts, 6 per cent from Physical Education , 4 per cent from Science faculty and 1 per cent from Commerce faculty enrolled in NSS whereas the strength of the three streams are equal .Hence, the researcher has personally met the authority to find out the causes of poor enrolment of the youth towards social service and seek suggestions. The Programme Co-ordinator has expressed that the causes as follows:-

- ♦ Poor service condition of NSS programme officers,
- ♦ Phenomenal expansion of the NSS network system,
- ♦ Lowering standard of orientation, skill training and special orientation on the project to the youth,
- ♦ Negligence of self duties,
- ♦ Degradation of values due to the paradigm shift of social system,
- ♦ Effect of globalization,

- ♦ Lack of competent and committed teachers to co-ordinate the activities

The Programme Co-ordinator has suggested to the NSS stakeholders to know about their respective roles and responsibilities and act accordingly. Each and every stakeholders must know the composition and functions of the College Level NSS advisory Body as per the NSS Manual. The Principal as the key stakeholder has to direct the student youths from different faculties and get the chance of serving the nation from the grass root of the college and achieve excellence in social service with two years volunteership and get the weightage of 10 marks which will be equivalent to one first class and counted at the time of selection for admission to any higher education or recruitment of job in either private or public undertaking.. The student youth can manifest his/her potentialities in physical, academic and cultural field to avail the rewards at the University, State and National level.

The researcher has administered an interview schedule to the Principals to know about the sensitization process for social service by the authority. The researcher found the following reactions of the Principals regarding NSS which were listed as follows:-

- ♦ Most of the colleges lack in the main structure of NSS organization,
- ♦ The recruitment of the NSS P.O. is not made as per the NSS guideline in the colleges,
- ♦ College Level NSS Advisory Body is not formed as per the manual,
- ♦ The Annual Action Plan of NSS is not prepared by the NSS unit under the guidance of Principals,
- ♦ The meetings of the NSS committee is not held in colleges as per the guideline,
- ♦ The adopted village is not selected following the criteria of NSS manual,

In order to eliminate the problems the Principals provide the following feedback for sensitizing the UG Student Youth :-

- ♦ A detailed structure and functions of NSS organization from the top to bottom level should be known to each and every stakeholder,
- ♦ The eligibility criteria of selecting the resourceful teacher as NSS P.O. should be followed,
- ♦ The lists of members for the formation of College level NSS Advisory Body must be present and their decisions must be taken for the selection of project and the adopted Village,
- ♦ A model design of Action plan on NSS activities for the academic year should be prepared and get approved before actual implementation,
- ♦ Resolution of the meeting should be properly maintained,

- ♦ Adopted Village must be selected properly for intensive development,
- ♦ Selection of Volunteers should be made from different streams, with proper counselling
- ♦ A list of NSS activities should be selected as per the thrust project on manual, mental development,
- ♦ A hints on NSS activities to be held in campus, community and institution along with duration of activities must be categorically mentioned to wipe out the wrong notion of Social service,
- ♦ The incentive provisions on NSS and the criteria of achieving must be known to all stakeholders.

### Reactions of NSS Programme Officers:

The NSS Programme Officer is the Secretary of the NSS organization of the College. As the Team Leader, she has five different roles and responsibilities. The Programme Officers express the following problems of implementing the NSS programme in the colleges.

As an **Organizer**, the NSS P.O. fails to interpret the scheme to the students in many colleges.

The programme officers usually do not motivate, recruit and select the student youths for NSS,

Very few officers enlist, co-ordinate and co-operate with community agencies, government and non-government department for NSS activities.

As an **educator**, the NSS P.O.s do not prepare general orientation training to sensitize the youth on the concept of social service, method and skill for achieving it,

Most of the P.O.s do not promote community education through meetings,,talks,news bulletins, discussions etc,

They do not know to formulate NSS programme keeping direct relation with academic curricula.

As the **Co-ordinator**, the P.O.s do not co-ordinate NSS activities as per student's ability and community demands, Most of the NSS P.O.s do not utilize the teaching expertise of teachers for enhancing the knowledge and skills of students in implementing the scheme,

Most of them do not use various external resources available from government services, welfare agencies and voluntary agencies for the success of the programme.

As a supervisor, the NSS P.O.s neither assist students learn to do their jobs and take steps to solve the relative goals nor assist in evaluation and follow up work.

As an **administrator**, the NSS P.O.has to keep the Principal, College Advisory Committee and the Programme Co-ordinator of the University informed about the activities of the unit, attend day to day correspondence regularly, maintain record of student's participation in activities undertaken and prepare progress report periodically for submission to the College and University.

The NSS P.O.s suggested that with a view to sensitize the student youths, the NSS P.O. must explain the motto, goal aims and objectives, nature of regular and special camp activities clearly. At the same time the P.O. has to explain how the students from different streams can render successful social service as per their own faculty to manifest excellence in NSS and deserve rewards. He has to give a detailed idea on selecting the adopted village through SWOT analysis and prepare the SMART action plan for the term to be placed before the NSS Advisory Committee for approval and submitting to the NSS Programme Co-ordinator for information along with the copy to the Asst. Director, NSS Regional Center, Training Co-ordinator, and State Liaison Officer, NSS for information which is not carried out sincerely by the individual college unit.

### Discussion

On the basis of objectives and analysis, the researcher has suggested that the first and foremost thing is to recognize NSS as a centrally sponsored scheme of the Government of India to provide opportunity for the under graduate student youth to develop personality through community service and the UGC has introduced it under the third important dimension of higher education to serve through extension education, extension services and extension activities. Due to lack of training on the nature and provision of the scheme, the students of different faculties do not like to join in NSS. They need to explain in what way they can utilize their potentialities for the development of the society through community service. Moreover, since the parents thought that participation in NSS is a waste of time, the nature of activities should be categorically explained, the timing for manual, mental and cultural work in terms of hours should be explained so as to sensitize the student youths towards social service. The prospects of NSS to be achieved in terms of reward should be vividly narrated to motivate the youth. The student youths must be told about the purpose of special camp activities and how to take a project as a periphery programme of the thrust project throughout the term of two years. The programme schedule preparation must be meticulously planned to achieve optimum success of the project. The preceding achievements of

NSS must be collected and grouped under different dimensions to manage the NSS project and achieve it satisfactorily and thereby assist in achieving the goal of the nation.

### Major Findings

The major findings of the study suggested the following:-

1. The Principal has to provide instruction to teachers in charge of admission to persuade the student youths towards NSS through join in social service through participating in NSS and avail the facilities during instruction,
2. Pre-entry guidance programme must be arranged to give details about the scheme in terms of goal, aim, objectives and the implications of NSS symbol, indication of colours in the badge which are as follows:-The goal of NSS is service to mankind is service to God guided by the motto "Not Me, But You" which depicts a in-depth meaning of Swami Vivekananda ethics that the world is full of miseries and the youth should try to lessen the miseries of the world and make it worth living for All. The symbol of NSS is the moving chariot wheel of konark temple which signifies the progressive cycle of life across time and space round the clock. The bars of the wheel refers to eight prahars which give a living message that the NSS volunteers are ready to render selfless service to the nation for twenty-four hours of the day. The Red colour of the NSS badge indicate that the NSSVS are full of blood and the youth are always lively, active, energetic and full of spirit. The navy blue colour in the badge represent the cosmos of which the NSS is a tiny part ready to contribute it's share for the welfare of mankind.
3. The student youths must understand the administrative structure of NSS office and authority from top to bottom level to know about the relevance of the NSS organization of which s/he is a member. The College NSS Advisory Body is apart and parcel of the NSS Advisory Cell which is run under the Ministry of MHRD, Government of India.

**Table 1**

**Administrative structure of NSS from top to bottom level**

Office	Official/Authority
NSS Advisory Cell, Government of India	NSS Programme Advisor, New Delhi
NSS Regional Centre	Assistant Programme Adviser, NSS(14)
State NSS cell, Department of Higher Education	State Liaison Officer, Higher Education of the State
University NSS Advisory Body	NSS Programme Co-ordinator,
College level NSS advisory Body	Principal

**Table 2**

**Awareness about the nature, duration and content of NSS activities in an academic year**

Sl. No.	Nature of Activities	Duration of work	Content of work
1	General orientation	2 hours	Concept, aim & objectives
2	Special orientation	8 hours	On specific project
3	Skill training	10 hours	Motivation & Leadership
4	Normal camp	32 hours	Local need-based
5	Inter College/District/State level	12 hours	National issue
6	Special camp(at least one)	56 hours/eight days	Specific project

**4. Awareness about general orientation training:-**

The NSS programme Officer has to impart training on the concept, philosophy, aim and objectives of NSS through taking class for the student. The special orientation training is imparted on the specific project in terms of selection of the adopted Village, need – based project, grouping of Volunteers as per aptitude, visit to the adopted village for meeting, discussion with the community people in the Village, preparing Action plan and Programme schedule and for organizing pre-special orientation one day before the commencement of the Special camp. Skill training must be provided on the motivation of the Student youth towards Social service, mobilizing the community on various project, Leadership training for the student Volunteers to carry out the project, planning of the project through SWOT analysis, Village Resource mapping ,conducting Socio-

medical, Educational Survey, Arranging Field trip to any public places for information and knowledge, preparation of organizing meetings, Seminars, Symposium, Workshop, Brain storming, Quiz, Group discussion etc. Conducting normal camp in the College or community as per the need of the locality either on holiday for a period of eight hours or half-day or four hours, two hours or one hours as per the convenience of the teacher and student after study hours .Each Volunteer need to attend at least one inter-College or District level or National level camp of two days in order to complete the NSS activities in the College. In addition to this, a Student Volunteer has to participate at least one special camping programme of seven days or fifty-six hours duration on any specific project along with creating a durable asset in the community to mark the excellence in

**5. Awareness about special project activities:-**

**Table 3**

**The youth must have to inform that there are three main types of activities undertaken under NSS with it's periphery activities**

Sl. No.	Thrust Project	Periphery Project
1	Campus Activities	Campus cleaning, garden, kitchen garden, herbal garden, orchard making,
2	Work in Welfare Organization	Local public health centre, blind school, crèches, old age homes, AIDs cell, blood bank
3	Institutional Activities	General meeting, general orientation, special orientation, skill training for personality development.

**6. Awareness about the work culture of youth in NSS activities:-** The student youth studying in different streams must be informed about rendering activities as per the curricular assignment as follows:-

- The Arts faculty can give knowledge and skill relating to the living conditions, Socio-economic development, Leadership training, gender sensitivity and so on.

- The Commerce faculty youth can impart knowledge to improve life style of the community people through providing better management(time, life and health) practices,
- The Science faculty student youth can organize community Science Club in villages, Reproductive health care unit, Eco-club, Kalyani Club etc.

- ♦ The student youth of Physical Education faculty can impart training on Yoga, Rural Sports, Stress Management, Rural Sports club for village youth etc.

#### 7. **Awareness about Provision of Incentives for the Stakeholders:-**

The student youth have to know about the awards, medals, prizes and recognition through memento for rendering excellence in social service at the University level, State level and National level for the Student Volunteers, NSS P.O., NSS Units, the College, the University and the Principal.

#### 8. **Awareness about weightage of marks for career advancement:-**

The student youth must know that the volunteer completing the requisite assignment with excellence can avail the opportunity of obtaining a certificate from the Vice Chancellor of the concerned University with proper recognition of the NSS P.O. and approval of the Principal for the excellent contribution in Social Work which will be of great help in admission to any higher course or at the time of selection to any job in private or public sector undertaking with a weightage of 10 marks.

### **Conclusion**

Thus, the findings of the study will provide as much information to the policy makers to revitalize NSS programme to sensitize the youth with new vigour and vitality to work with heart and soul to achieve marvelous achievement. The Principals and teachers can use the findings of the study in curbing the indiscipline among the youth. The student creating problems may be encouraged to participate in NSS and learn the great service to the nation. The student youths participating in NSS can develop their personality in multifarious way.

Last but not the least, the student youths having excellence in NSS can get the chance in serving under the world level organization like UNESCO, UNICEF, UNDP, UNFPA etc, and draw lakhs of rupees which is free from tax. Moreover, the findings of the study can be used by the curriculum framers in preparing the curriculum for UG Student in making NSS as an elective subject to elevate the status of NSS in the country. Hence, all the stakeholders must extend co-operation to each other and keep co-ordination among themselves to achieve the goal of the nation, national development and lead a life of peace and harmony to maintain national integration.

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