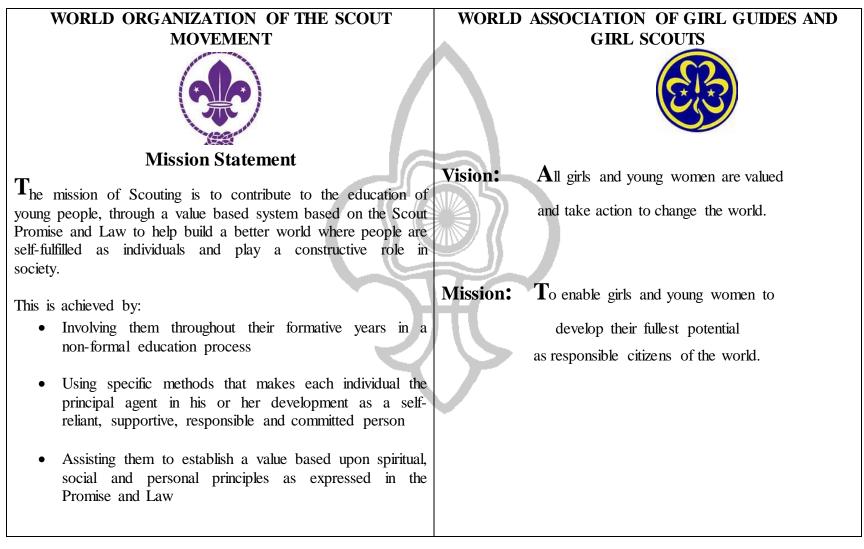
THE BHARAT SCOUTS & GUIDES

VISION 2024

PLAN FOR THE PERIOD 2014-2017

Bharat Scouts and Guides National Headquarters · New Delhi, India 04 – 08 March 2014



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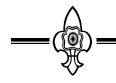
National Strategic Planning Workshop Bharat Scouts and Guides National Headquarters · New Delhi, India 04-08 March 2014

THE BHARAT SCOUTS AND GUIDES, INDIA

VISION STATEMENT

 \mathbf{B}_y 2024, The Bharat Scouts & Guides will be a globally visible, consistently growing, self-reliant premium youth movement that is gender balanced, vibrant and responsive to trends.

Providing young people with value-based, attractive and challenging youth programme, through competent leaders, effective communication, optimum use of technology and efficient management.

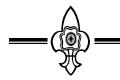


National Strategic Planning Workshop Bharat Scouts and Guides National Headquarters · New Delhi, India

04 - 08 March 2014

REVIEW SWOT ANALYSIS RESULTS

- 4 -



THE BHARAT SCOUTS AND GUIDES INDIA

Strategic Priorities:

✓ Youth Programme:-

To ensure that the youth programme is implemented that meets the needs of all young people.

✓ Adult Resources: -

This priority directs to implement National Adult Resource Policy ensuring that leaders in all functions are appointed.

✓ Management:-

To improve the overall organizational setup of the Bharat Scouts & Guides to be responsive to the changes in the internal and external environment to achieve the organizational goals.

✓ Finance: -

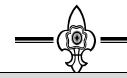
To improve the financial status making optimum use of existing assets and exploring new fund-generating areas stepping towards self-reliance.

✓ Communication and Public Relations:-

To develop an effective internal and external communication system, making use of available tools and technology enhancing visibility of Scouting/Guiding.

✓ Growth: -

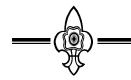
To ensure overall annual growth by 10% by reaching out and keeping membership balance amongst the sections in both wings.



Strategic Priority: Youth Programme

To ensure that the youth programme is implemented that meets the needs of all young people.

Objective - 1: To review the existing Youth Programme to meet the needs of all young people by December 2015 and implement starting March,2018.		Expected Results:	
Action Steps	Expected Outcome/ Results	Who (Key Person)	
1.1 Form a Task force to undertake review of Boy/Girl Programme by June 2014	A group of technical people is assigned to undertake the Task.	JDS/JDG	
1.2 Task Force to Develop a programme review plan including the criteria for field survey to get the feedback from internal and external public (adults and young people) and necessary tools needed by October, 2014	Guide lines and necessary tools for survey and plan with deadlines available.	JDS/JDG	
1.3 Organize programme review workshop with the support of APR by December, 2014	A Group of experts available to review Youth Programme.	JDS/JDG	
1.4 Conduct survey starting from November, 2014 to complete by the end of April, 2015.	Feedback from the field is available.	JDS/JDG	
5 The task Group to analyze the survey outcome and review boy/girl programme accordingly, by Sept. 2015	Draft of revised boy/girl programme available.	JDS/JDG	
.6 Present the revised boy/girl programme in SANDHAN for its feed back by Dec.2015	Feed back from SANDHAN is available.	JDS/JDG	
.7 Present the revised boy/girl programme in SANDHAN for its feed back by Dec.2015	Feed back from SANDHAN is available.	JDS/JDG	
.8 To present the final revised draft of boy/girl programme to the National Council by Nov. 2016, ensuring due procedures	Approved boy/girl programme available.	JDS/JDG	



Action Steps	Expected Outcome/ Results	Who (Key Person)
1.9 Disseminate the revised boy/girl programme including necessary handbooks , handouts and other necessary tools by June,2017.	State associations have received all relevant materials related to boy/girl programme.	JDS/JDG
1.10 Organize one National Level Orientation course on new boy/girl programme for NHQ Professionals and at least five selected eligible leaders from each Region by Aug.2017 followed by one Orientation Course in each Region by Dec. 2017.	Trained competent Leaders are available in all Regions to support implementation of new boy/girl Programme.	JDS/JDG
1.11 State associations to orient leaders up to the unit level on new boy/girl programme for its effective implementation, by March 2018	Revised boy/girl programme is effectively implemented at unit level.	JDS/JDG
1.12 Continuously monitor the implementation of new boy/girl programme starting June,2017 and periodical evaluation starting December 2020	Qualitative and Quantitative growth.	JDS/JDG
1.13 The same recommendation will be put up to the National Executive committee by Sept. 2016 for approval.	Received approved recommendations available.	JDS/JDG
1.14 The final recommendation of revised boy/girl programme will be put up to the national council for approval by Nov. 2016.	Received approved recommendations available.	JDS/JDG
1.15 The revised youth programme will be circulated electronically to the state association with immediate effect for implementation by December 2016	Attractive and challenging programme will be revised, circulated and implemented.	DIRECTOR

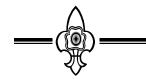


Strategic Priority: Youth Programme

To ensure that the youth programme is implemented that meets the needs of all young people.

activities at all levels starting April 20	014	Expected Results:
Action Steps	Expected Outcome/ Results	Who (Key Person)
2.1 Circulate the scheduled annual programme activities by April Annually.	Advanced information available to all state	DIRECTOR
2.2 Conduct annually: National integration Camps, Rovers/Rangers Samagam Cubs & Bulbuls Utsav Service Camps	Exposure to young people to different cultures, Developed spirit of brotherhood Developed confidence	JDS
2.3 National Jamborees in 2014.		JDS
2.4 Ensure active participation by maximum States		JDS

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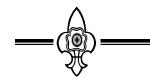


Strategic Priority: Youth Programme

To ensure that the youth programme is implemented that meets the needs of all young people.

Objective – 3 : To develop partnership with other organizations to provide opportunities for exchange of programme activities by starting Nov, 2014		Expected Results:	
Action Steps	Expected Outcome/ Results	Who (Key Person)	
3.1 To identify other organizations to partner with, to provide opportunities to young people in participating in developmental activities, starting July 2014.	List of potential partners available	JDS/JDG,SOCs	
3.2 To decide the areas/activity of partnership and other related terms and conditions by September Annually.	Necessary basic data available for partnership	JDS/JDG, SOCs	
3.3 Enter into partnership agreement with the agencies.	Partnership conditions mutually agreed	JSD/JDG, SOCs	
3.4 Implementation/participation in partnership project.	Young people acquire new skills. Improved relationship with partners.	JDS/JDG, SOCs	
3.5 Regular monitoring of project implementation/ participation.	Improved Results and satisfaction among partners.	JDS/JDG, SOCs	
3.6 Prepare post project/participation report and submit to appropriate authorities	Improved image.	JDS/JDG, SOCs	

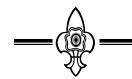
<i>Strategic Priority: Adult Resources</i> This priority directs to implement National Adult Resource Policy ensuring that leaders in all functions are appointed.		
Objective-1: To implement the revised NARP starting		Expected Results:
Action Steps	Expected Outcome/ Results	Who (Key Person)
1.1 Develop and disseminate a survey form for feedback on present status of NARP, at all levels, by April'2014	A format of feedback, sent to states for feedback	DD(S)LT/ DD(G)LT
1.2 Receiving of information of NARP on prescribed format from states by June'2014	Information of NARP implementation status is available	DD(S)LT/ DD(G)LT
1.3 Analyze the information received from the state and prepare a report and submit to NARP Committee by July'2014.	Information available for further action.	DD(S)LT/ DD(G)LT
1.4 NARP Committee to analyzes report, revises the policy and submit recommendation to Rules Committee by Aug'2015	Recommendation for revision in existing NARP available.	DD(S)LT/ DD(G)LT
1.5 Submission of revised NARP duly recommended by Rules committee to National Executive Committee/National Council by Nov '2015	Approved NARP is available.	DD(S)LT/ DD(G)LT
1.6 Organize one National Level Orientation course on NARP for NHQ Professionals and at least five selected eligible leaders from each Region by Feb.2016 followed by one Orientation Course in each Region by Dec.2016.	Competent Leaders available at State/Dist./Unit Level for effective implementation of NARP.	DD(S)LT/ DD(G)LT
1.7 Develop tools, organize workshop seminars for creating awareness and building capacity for effective implementation of NARP at State/Dist./Unit Level starting Jan.2016.	Competent Leaders available at State/Dist./Unit Level for effective implementation of NARP.	DD(S)LT/ DD(G)LT
1.8 Implementation of the revised NARP by the states starting from April 2016	Continuous improvement in management of all adults in scouting resulting in improved organizational management at quality of Scouting.	DD(S)LT/ DD(G)LT
1.9 Continuously monitor the implementation of NARP starting June,2016 and periodical review starting December 2017	Qualitative and Quantitative growth.	DD(S)LT/ DD(G)LT



Strategic Priority: Adult Resources

This priority directs to implement National Adult Resource Policy ensuring that leaders in all functions are appointed.

Objective-2: To ensure by March 2016 competent leaders at all levels are trained and appointed in the areas that they are responsible.		Expected Results:
Action Steps Expected Outcome/ Results		Who (Key Person)
2.1 Identify the needs of types of training required at National, State and Local levels by Dec.2014(A survey Form should be sent STCs to get the information)	Training needs available.	DD(S)LT/ DD(G)LT
2.2 National and States to organize training courses as per need starting Jan.2015	The adult Leaders/Trainers will be develop competency in their respective areas.	DD(S)LT/ DD(G)LT



Strategic Priority: Management

To improve the overall organizational setup of the Bharat Scouts & Guides to be responsive to the changes in the internal and external environment to achieve the organizational goals.

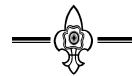
Objective - 1: By December 2015, review the existing staff regulation to include personal development, support, recognition, incentive and empowerment of Scout/Guide professional at National and State level to ensure they are motivated and competent in their functional areas.		Expected Results:		
Action Steps	Action Steps Expected Outcome/ Results			
1.1 Form a committee to review and revise staff service conduct rule by June-2014.	Formation of Committee	DIRECTOR/SS		
1.2 Review the existing revise staff service conduct rule to include personal development opportunities, insurance, incentives, recognitions empowerment in their functional areas and develop Supporting SOP(Standard Operating Procedures) by August-2014.	Amendment of rules. Performance in work. Keeping in view of one post for one person.	DIRECTOR/SS		
1.3 Approval of the National/State Executive Committee on Revised Service Conduct Rules and SOP by August, 2014.	Updated Service Conduct Rule and SOP is available	DIRECTOR/SS		
1.4 Implementation of the updated Service Conduct Rule and SOP starting September 2014	Improvement in the performance of staffs.	DIRECTOR/SS		
1.5 Regular monitoring of implementation of Service Conduct Rule and SOP	Satisfaction of staffs.	DIRECTOR/SS		



Strategic Priority: Management

To improve the overall organizational setup of the Bharat Scouts & Guides to be responsive to the changes in the internal and external environment to achieve the organizational goals.

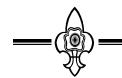
Objective - 2: By December 2016 review the existing policy and system and strengthen the overall set- up of BS&G including infrastructure.		Expected Results:
Action Steps	Expected Outcome/ Results	Who (Key Person)
2.1 Form a Task Force from amongst the Rules Committee to review the policy and systems by April, 2014	Formation of a task force	DIRECTOR/SS
2.2 Review the existing Bye Laws, Memorandum, Rules and APRO –I to remove the anomalies and update in line with current trends with CNV recommendation by August, 2014	Revised draft documents available.	DIRECTOR/SS
 2.3 Develop: > standard operating procedures as may be required > Internal Control Systems 	Draft documents available.	DIRECTOR/SS
2.4 Submission of task force suggestions' to the Rules Committee for its recommendation to the National Executive Committee by Aug. 2014.	Final Draft available.	DIRECTOR/SS
2.5 Approval by the National Council by Nov. 2014	Final Documents available for implementation	DIRECTOR/SS
2.6 Renovation and Furnishing with modern facilities of office buildings by November 2015	Improved environment and increased rental.	DIRECTOR/SS
2.4 National/Regional/State Headquarters and Training Centers are equipped with modern facilities by December 2017	Improved working environment. Strengthen image.	DIRECTOR/SS



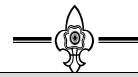
Strategic Priority: Finance

To improve the financial status making optimum use of existing assets and exploring new fund-generating areas stepping towards self-reliance.

Objective - 1: Ensure generating the funds & its pro	Expected Results:	
Action Steps	Who (Key Person)	
1.1 Develop Financial Rules and procedures to be followed by States and circulate it by September 2014.	All States have minimum financial standards guide to follow.	JDSS
1.2 Develop Fund raising and Partnership Guideline for all level for generating funds by December 2014.	Standard guideline available at all level for fund rising and partnership.	JDSS
1.3 Annually collect the Financial Report from the States and give feedback as needed to States starting April 2015	Improved financial management at all level.	JDSS
1.4 Monitor the progress twice a year and extend support to States where necessary Starting December 2014	Continues strengthening of financial management at national and Sub National Level	JDSS
<i>Objective - 2:</i> To ensure annual increase of 5% Service, Flag Day, Magazine Subs	income at all levels through various sources s cription by the end of March 2015.	uch as Supply
2.1 Supply Service department to be strengthen by providing qualitative and adequate Scout/Guide material and literature by October 2014	Sufficient material will be available to fulfill the requirement of the States.	SSO
2.2 Promote attractive gift items & souvenirs by October 2015.	Materials are procured and supplied as per demand	SSO
2.3 Ensure Magazine Subscription increased by motivating members at Grass root level by March 2015	Increase in revenue and visibility.	PRO/SS/DS
2.4 Promote Importance of BSG to the public by Sale of Flag Day stickers annually.	Funds available to support raising of infrastructure & to support unprivileged young members for participating in overseas events.	JD (SS)/SS



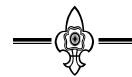
Objective - 3: Promote relationship with corporate sector/other agencies for sponsorship/ partnership programme and implement at least one Project at all level by the end of May 2015		
Action Steps	Expected Outcome/ Results	Who (Key Person)
3.1 Develop a external Public Relation policy by Nov, 2014.	Public Relation policy developed	JDSS
3.2 Finalise and run at least one project at National, State & District.	Present status of project will be known	JDSS
Objective - 4: Ensure increasing of at least 10% revenu assets by the end of March 2016.	ue at all levels through rental of buildings, training	Centre and other
4.1 Collect information of the present assets and position of BSG at all level by March 2015	National/ State/ Dist. Association will have complete records on assets.	JDSS/SS
4.2 Analysis of information, Highlighting assets and liabilities with the recommendation on how to generate income from the assets by December 2015.	Information available for future planning.	JDSS
4.3 Ensure each Dist. has their own supply service with at least basic need of Scouts and Guides by March 2016.	Scouts / Guides equipment made available	JDSS/SS/DS
Objective - 5: Develop at least one Revenue earning	ng Centre by March 2017.	
5.1 Meetings of development and finance committees conducted to identify & finalise the project by Dec,2014	Project details will finalised.	DIRECTOR/SS/DS
5.2 Develop vocational training centre such as Tailoring, Handicraft, Vocational crafts etc which can be feasible by April 2015.	Members as well as local people are trained in various skills.	JDSS
5.3 Ensure sale of materials prepared by the members.	Wide publicity & revenue.	JDSS
<i>Objective - 6:</i> Recruit at least 1 member per State for	Bharat Scouts and Guides Foundation annually sta	rting from April 2014.
6.1 To prepare appeal highlighting various Schemes of BSG Foundation April, 2014.	Appeal made available at all level through circular and brochures.	DIRECTOR
6.2 State to recruit at least 1 foundation member annually.	At least 40 members are recruited annually	SS



Strategic Priority: Communication and Public Relations

To develop an effective internal and external communication system, making use of available tools and technology enhancing visibility of Scouting/Guiding.

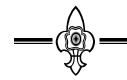
<i>Objective - 1:</i> To implement the communication policy through the optimum use of Information Technology starting by December 2014		Expected Results:
Action Steps	Expected Outcome/ Results	Who (Key Person)
1.1 To constitute an expert committee at NHQ to formulate the communication policy by June 2014	A proposed documented policy will be available	JDSS
1.2 To adopt the policy by the National Council by November 2014	A communication Policy is available for implementation.	JDSS
1.3 Disseminate policy documents of the policy to all the States by December 2014	States will enforce the policy	JDSS
Objective - 2: To create a Brand Strategy including p implementation By March 2015.	protection of BSG intellectual property and disseminat	e to all states for
2.1 Using the support from concept branding experts, develop a brand manual by sep. 2014	A proposed brand manual is available.	JDSS
2.2 Adopt the brand manual in the National Council by Nov. 2014	Approved brand manual is ready for adoption by States	JDSS
2.3 Disseminate the brand manual to all States for implementation by Jan 2015	The States will implement the brand manual	JDSS
2.4 Register the Intellectual Property (Emblem, literature etc.) by Dec 2015	Intellectual property of BS&G are secured	JDSS
Objective-3: To Formulate and implement Marketing	Strategy for promoting Scouting/Guiding starting by	December 2017.
3.1 Using the support from experts, formulate a marketing strategy for promoting Scouting and Guiding by March 2015	Marketing strategy is prepared	DIRECTOR
3.2 The implementation of the strategy as a pilot project by NHQ to be under taken in one State of each region by March 2016	Pilot project is implemented and results are evaluated	DIRECTOR/ ASST. DIRECTOR
3.3 Revise the strategy based on the feedback from pilot project by Sep 2016	Revised strategy is implemented	DIRECTOR



Strategic Priority: Growth

To ensure overall annual growth by 10% by reaching out and keeping membership balance amongst the sections in both wings.

Objective - 1: To ensure overall membership growth by 10% in each sections and at least 2% reaching **Expected Results:** out starting by 30th June 2014. Action Steps Expected Outcome/ Results Who (Key Person) Required data is available at NHO for further action. 1.1 Analyses the Membership data required from State for JDSS/SS in 2012-2013 by April 2014 1.2 Based on analysis set target for each State clearly State wise information for proceeding with the process starting to expect members increase in each State JDSS/SS based on the scope and communicate to the is available. responsible State accordingly by May 2014. Job completed every guarter is available at NHQ for 1.3 Minimum quarterly (end of the month) with state on JDSS/SS evaluation and further action. the progress and support needed. Information of the requirement of the State is available 1.4 Extend support as required State for achieving the JDSS/SS at NHO for necessary support. target. System of registration from APR and NSO's is available 1.5 Collect from APR and other NSO's implement JDSS/SS for follow up action. registration system by June 2014 Requirement of evaluation up to date is available. 1.6 Review the progress annually and set target Further guidance can be given on the basis of JDSS/SS accordingly starting by September 2014. evaluation. Up dated list of the members of administration is 1.7 Review and update the existing members of available for job allotments. JDSS/SS administration system by December 2014.



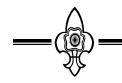
Action Steps	Expected Outcome/ Results	Who (Key Person)
1.8 Review and update the existing members of administration system by December 2014.	Up dated list of the members of administration is available for job allotments.	JDSS/SS
1.9 Develop necessary procedure and tools by March 2015 and dispatch to state for its implementation.	Procedure and tools developed is available at States for implementation and further action.	JDSS/SS
1.10 If required find sponsor to fund the development of data base by March 2015.	Sponsorers are available for funding for the development of data base system.	JDSS/SS
1.11 Contact appropriate vender for developing data base programme by September 2015.	Vender for developing the data base programme is available.	JDSS/SS
1.12 Development and testing of data base by December 2015.	Developed data base system is tested and ready for put to use.	JDSS/SS
1.13 Training of State Leaders as using data base programme by March 2016	Trained leaders of States in using the data base programme are available at the State.	JDSS/SS
1.14 Implementation by July 2016	Data base programme is implemented.	JDSS/SS
1.15 Monitoring, Evaluation of new System by October 2016.	Data base new system after monitoring and evaluation is readily available for further use.	JDSS/SS

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EVALUATION CRITERIA

When	What	How	Who
National Level December 2015 June-2016 Nov-2017 Repeated Annually	Action V/s Outcome Objectives V/s Achievements Achievements V/s Vision	Interactions , Survey, Meeting individual Reports	NEC Strategic Plan Implementation Task Group
State Level Aug2015 May-2016 August-2017 End of each phase	Action V/s Outcome Objectives V/s Achievements Achievements V/s Vision	Interactions , Survey Meeting individual Reports	SEC SS SOC/STC



SUPPORT INFRASTRUCTURE

	Suggested Infrastructure (Committee/ Task Group/ Individual)	Remarks
1. Overall Monitoring of plan implementation	Strategic plan Implementation Task Group	NHQ Executive not below the Rank of Jt. Director
2. Monitoring Plan by Priority AreaYouth Programme	Scout Sub-Committee Guide Sub-Committee	JD(S/G) & SOCs
> Growth	Scout Sub-Committee Guide Sub-Committee	JD(S/G) & SOCs
> Finance	Finance Committee	JDSS/SS
> Adult Resources	Adult Resources Management Committee	DDSLT & DDGLT STCs
> Management	National Executive Committee State Executive Committee	Director/ SS
 Communications and Public Relations 	Public Relation Committee	JDSS/ SS

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Recommendations:

The Recommendation Committee of the National Strategic Planning Workshop, 2014 has the pleasure in recommending the following salient points for the kind perusal and necessary action by the Hon'ble National Commissioner for the effective implementation of the Strategic Plan – Vision 2024.

- 1. To accept the Strategic Plan as presented for better performance of the Bharat Scouts & Guides as the premier Youth Movement in the Country.
- 2. To constitute a "Strategic Plan Implementation Task Group under the chairmanship of the National Commissioner to ensure the successful implementation of the Strategic Plan. List of suggested members annexed in second page.
- 3. Identify a Core Group of internal resource persons from among the workshop participants to conduct/assist similar workshops at the state level.
- 4. To appoint a Nodal Officer not below the Rank of Jt. Director with specific Terms of Reference, to monitor the implementation of the Strategic Plan at the National Headquarters and similarly at the state level not below the rank of SOC/STC.
- 5. Necessary Budgetary provisions to be made to meet the expenses incurred in achieving the objectives of the Strategic Plan.
- 6. To depute a delegation along with the NHQ Commissioner of the specific Region to support the States in implementing the Strategic Plan.
- 7. The progress of the Strategic Plan is to be included as an agenda in all meetings of respective Sub-Committees, Planning Committee Executive Committee, Council, and to be presented along with a Summary Strategic Report at national and state level.

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- 8. All future programmes/events to be planned in line with the Strategic Plan.
- 9. NHQ/Staff should be updated with logistic and infrastructural support to facilitate the implementation of the Strategic Plan.
- 10. A Youth Programme Development Workshop and a AIS Workshop for the SCC/SC/SS/SOCs/STCs is to be conducted with support from WOSM/WAGGGS.
- 11. A Check and Balance approach be adopted in all Committees framed in our Organisational structure including the Finance Committee to allow accountability and transparency.

Recommendation Committee-

- 1. Mr. B. Ramesh Patnaik, State Secretary/ CG Chairman
- 2. Ms Indrani Rao, SOC(Southern Railway) Secretary
- 3. Mr. C.S. Reddy, STC(S), Karnataka
- 4. Mr. Arvind Shrivastava, STC(S), Uttar Pradesh
- 5. Ms. Chanyan Lowang, SOC(G), Arunachal Pradesh
- 6. Mr. Gary James, SOC(S), Meghalaya
- 7. Ms. Suyesh Lodha, DOC(G), Rajashthan
- 8. Mr. K. Sukumara, Dy. Director(AP), NAI and Coordinator

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Composition of Strategic Plan Implementation Task Force

- 1. Chairman National Commissioner
- 2. Vice Chairman-
- 3. Members Chairman Scout Sub Committee

Chairman – Guide Sub Committee

Chairman – Finance Committee

Chairman – Rules Committee

Chairman – NARP

Chairman – PR

4 participants from the Strategic Planning Workshop (2 SW & 2 GW)

4. Secretary – Nodal Officer
