

# UNV NEWSLETTER

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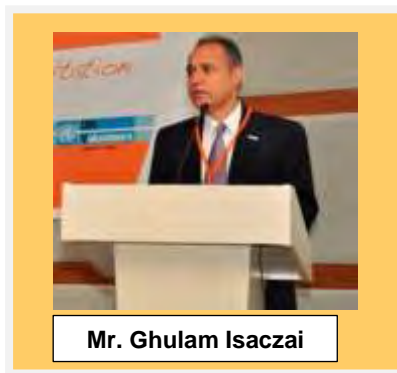
*Let's Volunteer and Be the Changemakers*

## In This Issue

- 1 [Home Headlines](#)
- 2 [IYV+10 News](#)
- 3 [Bonn Bulletin](#)
- 4 [Meet your UNV Colleagues](#)
- 5 [UN Calendar](#)
- 6 [Upcoming Holidays](#)

## Home Headlines

### Visit of Chief Development Division UNV BONN



Mr. Ghulam Isaczai

**Mr. Ghulam Isaczai, Chief Development Division visited us in September.** The main purpose of his visit was to share information on UNV key activities this year and to explore networking and partnership opportunities for the future role of UNV in India considering the changes UNV HQ is going through.

Mr. Isaczai held meetings with the senior management of UNDP, UNICEF Representative, and Director UNIC. He was also invited to the United Nations Country Team (UNCT) meeting. During his meetings, Mr. Isaczai emphasised on the important role UNV could play in the future UNDAF which is being finalized.

Mr. Isaczai was very pleased with the IYV+10 activities in India and extended his full support to the UNV team. His appreciation has inspired and motivated the UNV Country Office Team to strive ahead with more vigour and enthusiasm for maximising our efforts in raising the profile of volunteerism in India during 2011 and beyond.



#### Message

**Patrice Coeur-Bizot**  
UN Resident Coordinator &  
UNDP Resident Representative

*"The celebrations for IYV+10 this year has strengthened the spirit of volunteerism. Our volunteers play a critical role within the UN system in India in raising awareness on development challenges. We continue to support and encourage our volunteers as they campaign for greening human development."*



#### Message

**Ms Flavia Panseiri**  
UNV Executive Coordinator

*"Volunteering is an important expression of our common humanity and empowers change from the grassroots up especially through strong partnerships. It is important to continue to increasing recognition of volunteerism to support networking opportunities, to create the proper institutional arrangement for volunteerism to flourish and to help all people make a difference."*



MY EARTH  
MY DUTY



Message

Country Director, UNDP

*“The International Year of Volunteers +10 reminds us of the crucial role played by UNV’s and the importance of creating and promoting an enabling environment where volunteerism can flourish. UNDP is focused on building transformational change through strategic systems, capacities and policies that make a difference in the lives of people facing deprivation and exclusion. In this context the support of UNVs in empowering communities to engage in the development process at grassroots levels will take on increasing importance in the decade to come.”*



## ‘Let’s Plant Hope’



(Second from left) Mr. Ajay Maken, Hon'ble Minister of Youth Affairs & Sports

UNDP and UNV are lending support to the ‘My Earth My Duty’, environmental awareness campaign launched by Zee News.

The campaign was flagged off in Leh in September by **Mr. Ajay Maken, Hon'ble Minister of Youth Affairs and Sports**, who also planted saplings symbolizing “Hope” for a better and a greener future in an area ravaged by a cloud burst last year. Across the breadth of the country – from Leh in the North to Kanyakumari in the South, more than **50 million volunteers** planted and nurtured ten million saplings across India.

In his address, **Mr. Maken stressed on the need to create awareness on green issues amongst the youth of the country and emphasized the necessity to save energy to ensure a brighter future of the country.** A series of ground events such as rallies, seminars, camps, painting competition, street plays, etc. were also organized between June and September 2011. As a follow up, a survey will be carried out to assess the survival rate of the saplings. An award ceremony and a concert are being planned for November to recognize volunteers and organizations working on environmental issues.



Message

Alexandra Solovieva,  
Deputy Country Director (P),  
UNDP

*“Generating awareness about the environment and sustainable development issues will be crucial to global efforts to combat climate change. Campaigns such as ‘My Earth My Duty’ can play an important role in highlighting the simple choices we can all make in our daily lives that can contribute to building a sustainable future for all.”*



The campaign was promoted through a 360 degree promotional plan comprising electronic media in the form of promos, special news bulletins, discussions, and print, radio, mobile, online with a dedicated microsite - [Zeenews.com/myearth](http://Zeenews.com/myearth) along with new media including Facebook & Twitter.



## IYV+10 News

### The National Committee on IYV+10

The third meeting of the National Committee on IYV+10 was held in September, 2011. The meeting was co-chaired by **Ms Vandana Jena**, Sr. Adviser (WC/VAC/HH) Planning Commission; **Mr. Rakesh Mohan**, Joint Secretary, Department of Youth Affairs and **Ms Alexandra Solovieva**, Deputy Country Director (Programme) UNDP.

There was a general consensus amongst the members that the committee must play a leading role to promote the real potential of volunteering to make the facilitation result based. The members also suggested that the committee needs to be sustained beyond 2011 with an aim to bring national constituencies and diverse stakeholders on one platform to plan the future role of volunteerism in India.

The committee could also play an important role to set the foundation for an appropriate volunteering infrastructure at the National and Local levels to coordinate, facilitate, extend capacity development and technical assistance, and also set the ground for firm research on volunteerism.

### Seminar on Youth Volunteerism

A one day seminar on Youth Volunteerism was held in August 2011, at the UN Conference Hall, New Delhi. The Seminar was jointly organized by the Commonwealth Youth Programme Asia Center, Ministry of Youth Affairs and Sports, and United Nations Volunteers. It was organized to mark to conclusion of the **International Year of Youth**, and observance of the **International Year of Volunteers (IYV+10)** with the objective to enhance the recognition, facilitation, networking and promotion of volunteer service.

The aim of the seminar was to sensitize all stakeholders, including young people themselves, about their role in fostering an environment of dialogue, understanding and a spirit of volunteerism; create an enabling environment for young people to address their issues, needs and concerns; and involving young people for meaningful engagement in decision making and the nation building process. The participants included policy makers, non-governmental organizations working for young people, and active youth leaders from Brunei, India, Maldives, Malaysia and Singapore.



Committee members in discussion



(L-R) Ms Vandana Jena, Mr. Rakesh Mohan and Ms Alexandra Solovieva



Mr. Rakesh Mohan, Joint Secretary, MoYA&S delivering the inaugural address



Some of the participants



Volunteer Voices

**“The willingness and ability of citizens to give freely their time out of a sense of solidarity will have a major influence on the extent to which the MDGs are attained and sustained”** noted Ms Alexandra Solovieva, Deputy Country Director (Programme), United Nations Development Programme, while delivering the keynote address. The inaugural address was given by Mr. Rakesh Mohan, Joint Secretary, Ministry of Youth Affairs and Sports, GoI. Five technical sessions on volunteerism were also organized. The seminar concluded with sharing of exemplary volunteer work and experiences by the volunteers themselves.

## Workshop on “Volunteering for a better world”

A workshop on the theme ‘*Volunteering for a better World*’ was held in Chandigarh in July 2011. It was jointly organized by Yuvsatta, Peace Club of Dev Samaj College of Education, Oxfam-India, United Nations Volunteers, and Gurudev Rabindernath Tagore Foundation. The workshop was attended by teachers and students from over 25 prominent schools & colleges. The aim of the workshop was to encourage young volunteers to make a difference in the society in the area of peace, sustainable development, community health and education of children thriving on social margins.

The new edition of children’s monthly newspaper ‘Jugnu’ at Yuvsatta’s children’s center was also launched. And for all the children involved, it is their first lesson in participation, self-expression and grassroots democracy. A 101 days ‘Season of Nonviolence’ in Chandigarh was also launched from Hiroshima Day i.e. 6 August, 2011 to Children’s Day i.e. 14 November, 2011.

## Development through Sports

Engaging youth in development is a promising way of bringing them together to support youth development, particularly for economically and otherwise disadvantaged youth. It can help to close the gaps in access to services and learning opportunities, provide developmentally appropriate activities and challenges, and strengthen student centred learning. Anant Vikas Project, Social Service League St Stephen’s College, Delhi, and United Nations Volunteers have come together to promote volunteerism in school and college students during **the International Year of Volunteers (IYV+10)**. The main idea behind the initiative is to instil in the youth:

**“I can make a difference in myself, my family, my community, my nation, and my world; with hope, education, and action.”**

Another important objective is to encourage educational institutions to adopt communities/villages and support development activities with the help of volunteers from educational institutions and the local community. During August, about 30 students, teachers and professionals from St. Stephens College and other institutions were mobilised to interact and provide career counselling to the village youth in Gomla Village—a village in Haryana, situated 125 kms from Delhi, and model village in making for the past one year—through sports. The urban volunteers along with the support of village youth established a volley ball and a badminton court. To celebrate their accomplishment, a friendly match was organized followed by an interaction on various career options.





### A new journey begins....



Rev.Fr. Valson Thampu, Principal, St.Stephen's College has given the approval of adopting village Gomla and support development initiatives through the Social Service League (SSL). There is a plan to visit Gomla every alternate month to continue the support and to monitor the planned initiatives from time to time.

### on a positive note....



## Cities for Forest Campaign Launched



On Saturday, 30 July, the Nelson Mandela Marg, New Delhi was abuzz with activity beyond the usual frenzy of shoppers visiting the Vasant Kunj malls as hundreds of nature lovers, environment enthusiasts, school and college students, and young professionals joined WWF-India in the launch of their new campaign- *Cities for Forests*. The *campaign* focuses on raising awareness about the intrinsic link between forests and human well-being, with a primary focus on changing perception of youth all over the country.

On the launch of the campaign, WWF and UNV mobilised NSS volunteers, school students, NCC cadets, and many others who held placards and banners for passers-by, tied banners and signage on trees along the road and reached out to thousands who visited these malls over the weekend. The aim of this activity was to raise awareness on the city's green spaces and urban forest cover. The location was ideal to kick start the campaign, as it is amongst the greenest areas in the city, and one that is increasingly becoming a symbol of new development with numerous malls coming up in the vicinity.

This was followed by an orientation programme for NSS Volunteers from Delhi University on 24 August 2011 at the WWF-India Auditorium facilitated by WWF, UNV and NSS. The orientation included discussion on volunteering, presentation on Cities for Forest Campaign, UNV and IYV+10 and volunteering opportunities that the students could take up. All the participants have been connected through a google group called the volunteerspacerdelhi. A similar orientation programme was held in Zakir Husain College on 23 September.



**Dr Aarti Saxena, Coordinator  
NSS, addressing the volunteers**



**Ms Mita Goswami, WWF, sharing  
information on cities for forests**



**Group discussion**

A nature walk is planned for 21 October which will be followed by a cleaning drive on the Delhi Ridge between 21- 28 October. The aim of the walk is to sensitize Delhi University students of the Bio-diversity at Delhi Ridge which often goes unnoticed by many.

**In Belgaum, Karnataka, a Tree Plantation Program was launched in July 2011** to create awareness on usefulness of trees in our daily lives, and to learn cycle of microorganisms etc. The education department, forest department, local panchayat, the Belgaum District Krishi Vigayan Kendra along with more than two hundred young volunteers actively participated in the program. The program will be monitored by all these departments.

## National Seminar on Youth and Volunteerism

A National Seminar on Youth and Volunteerism was organised by Rajiv Gandhi National Institute of Youth Development (RGNIYD) Sriperumbudur, Chennai between 3-5 September. More than 45 papers on the volunteerism were presented during the seminar. "The papers would be published in a high quality publication" announced. Dr. K. Sekhar, Faculty Head i/c ICEYD Division. The opening session on the Theme 'Volunteerism: A conceptual Framework' was chaired by Ms Amita Dahiya, UNV National Coordinator for IYV+10. Information on UNV and IYV+10 was also shared with the students of RGNIYD and the participants during the colloquium.

An important outcome of the seminar has been that there was a general agreement that volunteers are a crucial resource to bring about a change and recognizing their potential is necessary. They make a real difference to the places they work in and the lives they touch. It is important that we recognize their value and facilitate bigger and better community engagement. Volunteers deserve not only our respect and recognition, but the best legal and infrastructural support we can offer to make it easier for them to make a difference. With more supportive infrastructure in place, it is also easier to recruit and prepare volunteers to more effectively help organizations and communities meet their objectives.

The participants also observed that in order to facilitate volunteering it is necessary that Volunteer involving organizations, civil society and governments get together and deliberate upon how to create an enabling environment on Volunteerism. Creating enabling environments at national and global levels will need strong and sustainable partnerships between governments, civil society, the UN system and organizations of all kinds – local, national and international.





## Apeejay India Volunteer Awards 2011

The Apeejay Surendra Group launched The Apeejay India Volunteer Awards (AIVA) in 2011, the first-of-its-kind national award in India pioneered by the Group on its centenary, to reward commendable volunteering engagement and policies for individuals, NGOs and Corporates. AIVA was created to identify champions in volunteering in India, recognize volunteers and organizations engaged in volunteering, raise awareness, celebrate and promote this much needed effort and drive volunteering as a mainstream interest in Indians

The award ceremony was held in September in New Delhi. **Shri Salman Khurshid - Hon'ble Union Minister for Law and Justice and Ministry of Minority Affairs** presided over the programme as the Chief Guest and gave away the awards to the inspiring winners who competed in four main award categories – Volunteer of the Year, Youth Volunteer of the Year, Volunteer involving NGO of the Year and Employee Volunteering Program of the Year.

The awards programme holds a special significance in its debut year when it coincides with the celebration of the **10th anniversary of the International Year of Volunteers**. **Flavia Pansieri, Executive Coordinator, United Nations Volunteers**, in a video message sent from Bonn, Germany for the occasion said, **“We at United Nations Volunteers Programme are very pleased to learn that Apeejay Surrendra Group of India has created 2011 Apeejay India Volunteer Awards. We would encourage other partners in the Private sector to follow their example.”**

The winners and finalists were shortlisted from amongst hundreds of applications received regionally pan India, all with exemplary volunteering work to their credit.

## The 6<sup>th</sup> International Youth Peace Festival (IYPF-2011)

### Beginning the change.....

More than 1000 young people from 25 countries, almost all continents of the world and different states of India converged in the peace-city Chandigarh— for a week of workshops, art, discussions, and an in-depth look at how youth can affect their own communities—on the theme of ‘Peace & Environmental Security’. For the sixth year in a row, Yuvsatta, along with GGSDS College, Oxfam-India, and Gandhi Smriti and Darshan Samiti hosted this mega annual event. **UN Volunteers also supported the event this year.**

The weeklong event commenced on the World Tourism Day, September 27, and concluded on the International Day of Non-violence i.e. October 2. It was inaugurated by Mr. Tushar Gandhi, the great grandson of Mahatma Gandhi. He also chaired a session on ‘Volunteering for a better world’ and reinforced that youth volunteers today have the major responsibility of carrying the seed of peace to their respective cultures and traditions as “Peacemaking is not a retirement plan; it is a way of life.”

Some of the prominent personalities who participated in the initiatives included speakers like Union cabinet minister Pawan Kumar Bansal; Governor of Punjab, Shri Shivraj Patil; Raman Magsaysay award winner Sandeep Pandey; women activist and 'Manushi' editor Dr Madhu Kishwar; Gandhian peace activist Dr S N Subba Rao; Padmavibhushan Sunder Lal Bahuguna; and American Gandhi's Mr. Bernie Meyer & Mr. Donald McAvinchey.



**National Winner: Ram Sundher**

Twenty years spent devotedly on various causes, Ram has reached out the Ulsoor lake banks in a bustling part of Bangalore city during SSLC / PUC results to prevent dejected students who have failed— from committing suicide, to helping people complete details in the form to claim a body at the morgue. The testimonials of his volunteering excellence are many.

What emerges from each of these is his passion for Volunteering. Ram is the advisor to reputed voluntary organizations in India, Member of the Task force for Secularism at YMCA for the past 10years; he has counselled thousands of individuals and helped many NGO's with their start up processes.





Mr. Tushar Gandhi addressing the gathering



(L-R) Ms Amita Dahiya with the American Gandhi Mr. Bernie Meyer



Union Cabinet Minister Pawan Kumar Bansal



Performance by Delegates



Some of the Youth delegates



Campaign to save the girl child

During her session on “Volunteering for a barrier free world” Ms Amita Dahiya, UNV National Coordinator for IYV+10, encouraged the delegates to become change makers to co-create a future equal to their vast potential. She emphasized that participation of all people is very crucial and significant to achieve the Millennium Development Goals.

Some of the highlights of the event included: Sessions on Volunteerism, Environmental Ethics (Breaking the cycle of consumerism), Food security, Climate change, Vegetarianism, Hunger & biodiversity; Campaign on ‘Weekly Vehicle Free Day’ and pledge to uphold values of nonviolence & end violence against girl child, man & nature, by over 2, 00,000 students in over 200 Schools & Colleges of Chandigarh; and a youth run ‘RUN FOR FORESTS & WILDLIFE’ involving more than 2000 people.

## Countdown to the Karamyuga Campaign begins...



UNV has partnered with iCONGO, to award the UNV Karamveer Chakra. The award will be given to those volunteers who have contributed their time with innovative ideas, freewill, commitment, active engagement and solidarity for socio-economic causes. The award ceremony will be held in November. Three press conferences are being organized in Hyderabad, Mumbai and Delhi in October by iCONGO, CtrS and other initiative partners to announce the Awards.

*Ms Flavia Pansieri, UNV Executive Coordinator, United Nations Volunteers said “We at United Nations Volunteers (UNV) are very pleased to learn that our office in India has announced UNV Karamveer Chakra in partnership with Indian Confederation of NGOs (iCONGO) through the iCONGO promoted “KARMAVEER PURASKAAR (KVP)”. We would like to congratulate iCONGO for this initiative and encourage other partners in the development sector to follow their example.” She further added- “ten years ago United Nations proclaimed International Year of Volunteers, and this year it decided to ask UNV to be the focal point for marking this anniversary, and together with our partners we are doing exactly that to help all people to make a difference through their own volunteering.”*



## VOLUNTEER FOR VOLUNTEERISM (V4V)

UNIC and UNV are supporting BE ARTSY to promote and celebrate volunteerism through **BE ON THE STREET**, all-India street theatre festival by theater volunteer teams, **BE in QUOTES**, that will capture stories on volunteerism and **Be.Holder**, a photographic initiative on the theme Uplifting life/ Volunteerism during 2011.

In September, fourteen volunteer were selected and trained to support the theater festival. Thirty two theater teams from various colleges of Delhi came in support during the launch, out of which twenty one teams committed and registered to support the programme through street plays. Theater teams will perform in seven cities — New Delhi, Mumbai, Pune, Ahmedabad, Goa, Bangalore and Kurukshetra— during the campaign.

## Bonn Bulletin



## Global conference presents UNV-backed manual for measuring economic value of volunteering



The Global Volunteering Conference in Budapest drew delegates from 80 countries. Philip Sen/UNV, 2011

Budapest, Hungary: The high-level Global Volunteering Conference under the tenth anniversary of the International Year of Volunteers brought together volunteering leaders from across the world.

A related UN resolution about the anniversary Year called on governments to improve their measurement of volunteer work, and delegates in Budapest learned about how that can be done.

During the sessions, participants were introduced to *The Manual on the Measurement of Volunteer Work* published by the International Labour Organization (ILO) in cooperation with the Johns Hopkins University (JHU) Center for Civil Society Studies, supported by the United Nations Volunteers (UNV) programme.

Previous estimates by the Johns Hopkins Center showed that, even conservatively estimated, the value of volunteering across just 37 countries amounted to at least \$400 billion. However, the lack of comparable data on global volunteering has left it under-valued and its full potential unrealized.

*The Manual on the Measurement of Volunteer Work*, which was unveiled online in March this year, aims to help statisticians and economists measure the value of volunteer work at the national, regional and global levels by tracking the amount, type and value of volunteer work in their countries.

**“This long-awaited manual will really boost the visibility of volunteer work,”** said UNV Executive Coordinator, **Flavia Pansieri**. Co-hosted by UNV and the International Federation of Red Cross and Red Crescent Societies (IFRC) the Global Volunteering Conference gathered leaders from governments, NGOs, UN agencies and other international organizations to discuss ‘Volunteering for a Sustainable Future’. **India was represented by Mr Pooran Pandey**, in his capacity as Executive Director, Times Foundation.

## Meet Your UNV Colleagues

### New Colleagues

Ms. Antara Borkakoty	Project Associate	New Delhi
Mr. Rajesh Kumar	Project Associate	New Delhi
Mr. Shantanu Goel	Project Monitoring Officer	New Delhi

For further queries, email: [Gul.Berry@undp.org](mailto:Gul.Berry@undp.org) | Please visit our website: [www.undp.org.in/unv](http://www.undp.org.in/unv)



**“I view volunteerism beneficial for all; I can develop my skills and knowledge and hope that the project will benefit from my contribution”, says Marjo**

## Marjo Maenpaa: A Committed International Volunteer

Marjo Maenpaa is working as an International UN Volunteer in the Democratic Governance Unit of UNDP. Her assignment is related to the GOI-UNDP Project on “Support to Operationalization of Mahatma Gandhi National Rural Employment Guarantee Scheme” targeting the poorest people and communities of India by providing at least one hundred days of guaranteed wage employment per year to every rural household.

Originally from Finland, Marjo holds Masters in Political Science, Helsinki University and Bachelors from Uppsala University, Sweden. Prior to joining UN Volunteers, Marjo worked as a consultant for PricewaterhouseCoopers in Helsinki developing Government services targeted at fostering environment for fast-growth enterprises seeking international growth. She has also volunteered in Kenya for an NGO providing microfinance services for slum dwellers of Nairobi.

## Upcoming Official Holidays

Dussehra	06 October
Diwali	26 October
Idul' Zuha	07 November
Guru Nanak Dev Birthday	10 November

## UN Calendar

International Day of Non Violence	02 October
United Nations Day	24 October
World Aids Day	01 December
International Volunteer Day	05 December
Human Rights Day	10 December

### Send us:

Stories and photographs showcasing  
**‘Volunteering to make a Difference’**  
**Deadline: 15 November 2011**

For more information, visit:

**Website:** <http://www.undp.org.in/unv>

**Facebook:**

<http://www.facebook.com/#!/pages/International-Year-of-VolunteersIYV-10-India/135315026537749>



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