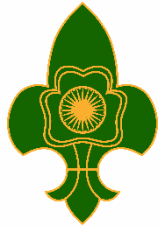


THE BHARAT SCOUTS AND GUIDES



vision 2024

goals

objective

FOCUS

execution

review

**STRATEGIC
PLAN**

2021-2023

mission
actions

results

evaluation



THE BHARAT SCOUTS AND GUIDES

VISION - 2024

PLAN FOR THE PERIOD 2021-2023

WORLD ORGANIZATION OF THE SCOUT MOVEMENT



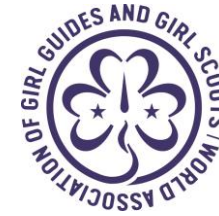
Mission Statement

The mission of Scouting is to contribute to the education of young people, through a value-based system based on the Scout Promise and Law to help build a better world where people are self-fulfilled as individuals and play a constructive role in society.

This is achieved by:

- Involving them throughout their formative years in a non-formal education process
- Using specific methods that makes each individual the principal agent in his or her development as a self-reliant, supportive, responsible and committed person
- Assisting them to establish a value based upon spiritual, social and personal principles as expressed in the Promise and Law

WORLD ASSOCIATION OF GIRL GUIDES AND GIRL SCOUTS



Vision: All girls and young women are valued
and take action to change the world.

Mission: To enable girls and young women to
develop their fullest potential
as responsible citizens of the world.

THE BHARAT SCOUTS AND GUIDES, INDIA

VISION STATEMENT

By 2024, The Bharat Scouts and 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.

Glossary of terminology in the Vision Statement

By 2024, The Bharat Scouts and Guides will be a

| | |
|--|---|
| globally visible | BSG is an organization with international standards, is looked upon as a role model organization and is strongly represented at the global level. |
| consistently growing | BSG has a comprehensive plan for continuous growth both quantitatively and qualitatively. |
| self-reliant | BSG is a sustainable organization that is independent in decision-making and is independent of its own resources for sustainability. |
| premium youth movement | BSG is the leading organization that provides quality non-formal education to young people. |
| gender balanced | BSG offers equal representation and opportunities to both genders to learn and grow. |
| vibrant | BSG is a dynamic organization that attracts youths to join and remain in the organization. |
| responsive to trends | BSG is a learning organization that is proactive in responding to needs and adapting to change. |
| value-based | BSG remains committed to the Fundamental Principles, Promise and Law. |
| attractive and challenging youth programme | BSG offers programme that is relevant, exciting and accessible for all youths. |
| competent leaders | BSG develops capacities in all adults in the organization to have the right knowledge, skills and attitudes to enable them in delivering their roles and responsibilities. |
| effective communication | BSG is able to reach the audience effectively through clear, precise, timely, communication, taking into consideration the diversity of the audience. |
| optimum use of technology | BSG adopts the latest technology to enhance efficiency and effectiveness in all aspects of work, e.g. paperless office, systems, database, training, programme, resources, and communication. |
| efficient management | BSG is capable of addressing and responding to the needs of the organization through good policies and systems e.g. transparency, putting the right person in the right place, knowledge management, good work culture, strategies, office bearers having the right attitude to deliver their responsibilities, efficient use of resources. |

REVIEW SWOT ANALYSIS RESULTS

| STRENGTH | WEAKNESS | OPPORTUNITIES | THREAT |
|---|---|---|---|
| <ul style="list-style-type: none"> ➤ Organisational Structure ➤ Infrastructure ➤ Youth Programme / Community Development programme ➤ Dedicated Leader ➤ Recognition award ➤ Procedures System ➤ Patrol System ➤ Exposure to Young People and adult in National Level ➤ Govt. Support ➤ Railway Support ➤ Educational Department ➤ Parents ➤ Literatures of organization ➤ Individual Registration Fees ➤ Availability of Technical Person and trainers | <ul style="list-style-type: none"> ➤ Communication gap at all levels ➤ Internal politics ➤ Non availability of literature in regional language ➤ Incompetent Trainers & Leaders ➤ No recognition to Unit Leaders ➤ Implementation of youth programme ➤ Poor supply system ➤ Lack of Training Centre at State/District level ➤ Less importance to Young Leaders and Trainers ➤ Lack of equipment and facilities in Training Centre. ➤ Lack of financial resources ➤ Lack of support to units ➤ Lack of dedicated leaders at all levels ➤ Lack of competent professionals ➤ Lack of system and procedures to retain young people in Scouting/Guiding ➤ Lack of system in utilizing lay members ➤ Lack of adult resources management at all levels ➤ Outside parallel organizations ➤ Negative publicity ➤ Change of lifestyles, trends ➤ Meeting needs of social setup | <ul style="list-style-type: none"> ➤ National and international events ➤ Corporate Sponsorships ➤ To cover large youth population ➤ Creating Skill Centers for Scouts and Guides ➤ Technological development / IT / social media ➤ Wide market for Scout products ➤ Youth attraction to adventurous activities ➤ Emergencies / Natural calamities ➤ Government policies/schemes and support ➤ Like-minded youth organizations, NGOs, UN agencies ➤ Global programmes (strengthen methods and delivery) ➤ Innovative country programmes (bringing from local to global) ➤ Become agile and innovative through seeking youth participation in programme development, delivery, decision making, governance | <ul style="list-style-type: none"> ➤ Political Influence/change ➤ Naxalism / terrorism ➤ Bureaucratic thinking |

THE BHARAT SCOUTS AND GUIDES, INDIA

Strategic Priorities:

Youth Programme:-

Ensure effective implementation and periodical evaluation of the youth programme.

Adult Resource Management: -

Formulate a national adult resources policy in accordance with world adult resource policy that will ensure efficient adult resource management at all levels, and implement up to the State level by 2022.

Governance:-

To ensure transparency, responsiveness, accountability, and efficiency within the organization through effective implementation of policies and rules at all levels.

Financial Management: -

To strengthen sources of income and explore new fund raising / generating areas, review and strengthen the financial management system and its efficient implementation at all levels.

Communication:-

Develop an effective communication system to reach within and outside the organization through clear, precise, timely communication and making use of technology to enhance the visibility of the organization.

Membership Growth: -

The Bharat Scouts and Guides will quantitatively increase by 10 million (6 million for Scouts and 4 million for Guides), by reaching out to the unreached areas by 2025.

Strategic Priority: **YOUTH PROGRAMME**

Ensure effective implementation and periodical evaluation of the Youth program.

Objective-1: To ensure effective implementation of the Youth Programme and continuous monitoring w.e.f. April 2021

Expected Results: Implementation of Youth Programme effectively.

| Action Steps | When | Who (Key Person) | Expected Outcome/ Results | Resources |
|---|--------------------|---|--|------------------|
| 1.1 To organize an orientation program on the youth program: State-level orientation course for ASOC S&G, DOC S&G, ASTC S&G, DTC S&G at the state level. | Dec 2022 | DDBP, DDGP, AD & SOC, STC | Leaders at all levels are updated and equipped with revised YP for further implementation at the unit level. | |
| 1.2 District Associations to orient Training Counsellors & unit leaders on Boy/Girl program for its effective implementation | Dec 2023 | SOC/S & G | Quality Scouting and Guiding at the unit level | |
| 1.3. Continuously monitor the implementation of the youth program. | April 2021 onwards | DOC S&G SOC S&G Assistant Director DDBP & DDGP | Quality Scouting and Guiding at the unit level | |

Objective-2: Ensure the Implementation of national and global programs at all levels starting from April 2021

Expected Results: Young People will be empowered to take action to contribute toward creating a better world

| Action Steps | When | Who (Key Person) | Expected Outcome/ Results | Resources |
|--|-----------------------------------|---|--|------------------|
| 2.1 Offer opportunities to the youngsters through national and global programs. | Starting from April 2021 | DDBP & DDGP Assistant Director SOCs & DOC's | Young People will be empowered to take action to contribute toward creating a better world | |
| 2.2 Apprise and update concerned state officials about the national & global programs. | Implemented along with action 2.1 | DDBP & DDGP Assistant Director | Leaders at different levels will be in sync latest National and Global programs. | |
| 2.3 Ensure the Participation in National/Regional/Adventure Programme/Course/Events | | ADs, SOCs & DOC's | | |

Objective-3: Adopt/Design innovative and challenging programs for young people. 2022.

Expected Results: Young People will be empowered with creativity and innovation.

| Action Steps | When | Who (Key Person) | Expected Outcome/ Results | Resources |
|--|--------------------|-------------------------|----------------------------------|------------------|
| 3.1 Design/adopt an Innovative and Creative program. | April 2021 onwards | DDBP/DDGP | New program available | |

| | | | | |
|--|-------------|-------------------------|--|------------------|
| 3.2 Issue Circular | | DDBP/DDGP | | |
| 3.3 Organize/Conduct event/ programme | | DDBP/DDGP | Attract more youth to the organisation | |
| Objective-4: Organize Virtual National/International Jamboree/Programme by August 2022. | | | Expected Results: Exposure to young people. | |
| Action Steps | When | Who (Key Person) | Expected Outcome/ Results | Resources |
| 4.1 Prepare concept paper for Virtual International Jamboree | June 2021 | DDBP/DDGP | | |
| 4.2 Form National Team | August 2021 | DDBP/DDGP | | |
| 4.3 Correspondence with WOSM/WAGGGS | Oct 2021 | JDS/JDG | | |

| | | | | |
|--|---------------------------------------|-------------------------|---|------------------|
| 4.4 Issue Circula | Dec 2021 | DDBP/DDGP | | |
| 4.5 Promotion of the Event | March 2022 | PRO | | |
| 4.6 Organize Jamboree | August 2022 | Director | | |
| 4.7 Evaluation of the Event | October 2022 | DDBP/DDGP | | |
| | | | | |
| Objective-5: Promote Community Development Award based on SDGs starting from July 2021. | | | Expected Results: 600 young people recognized for contributing to promoting SDGs Annually. | |
| Action Steps | When | Who (Key Person) | Expected Outcome/ Results | Resources |
| 5.1 Formulate Policy | May 2021 | JDS/JDG | New Awards/competitions syllabus available with BSG | |
| 5.2 Issue Circular | June 2021 | DDBP/DDGP | | |
| 5.3 Constitute Panel of judges at the Regional Level | Jan 2022 | AD | | |
| 5.4 Organize Award Ceremony. | Annually on the 12th of January (NYD) | AD | | |
| | | | | |

Objective-6: Boy/girl program to be aligned with National Education Policy-2020 by April 2023.

Expected Results: Revised Boy/Girl Programme will be available.

| Action Steps | When | Who (Key Person) | Expected Outcome/ Results | Resources |
|---|--------------------|-------------------------|--|------------------|
| 6.1 Formation of a draft policy committee | | JDS/JDG | | |
| 6.2 Formulate Draft Policy documents | June 2021 | JDS/JDG | | |
| 6.3 Draft Policy placed before the appropriate committee. | August 2021 | JDS/JDG | | |
| 6.4 Draft Policy approved by NEC & NC | November 2021 | JDS/JDG | New Youth Programme at per with NEP – 2020 available with BSG | |
| 6.5 Disseminate policy documents | December 2021 | JDS/JDG | | |
| 6.6 Orient on NEP Docs at all levels | July 2022 | JDS/JDG | | |
| 6.7 Effective Implementation & Monitoring | April 2023 onwards | JDS/JDG | Attractive Youth Programme at per with NEP – 2020 implemented and more youth attracted towards the organization. | |

Strategic Priority: **ADULT RESOURCES MANAGEMENT**

Formulate a national adult resources policy by world adult resource policy that will ensure efficient National Adult Resources Management Policy at all levels, and implement up to the State level by December 2022.

Objective -1: By December 2021 formulate a National Adult resources policy by WOSM and WAGGGS policies/guidelines.

Expected Results: National Adult Resources Policy is readily available for implementation.

| Action Steps | When | Who (Key Person) | Expected Outcome/ Results | Resources |
|---|----------------|---|---|------------------|
| 1.1 Conduct a Workshop with BSG key leaders together with selected state and district level officials to Draft National Adult Resource Policy and necessary tools and SOPs. | June 2021 | DDSLT/DDGLT | A draft will be available of Adult Resource Policy | |
| 1.2 Draft National Adult Resources Policy to be approved by National Training Committee or the draft committee for NARP | September 2021 | | | |
| 1.3 Meeting of NARMC at NTC | June 2021 | JDG | | |
| 1.4 Finalize the draft of the National Adult Resources Policy and submit it to the Executive Committee for endorsement. Director, NHQ | June 2021 | National Commissioner (Adult Resources) | Draft Policy and Tools most suited to BSG will be available | |

| | | | | |
|---|------------------|-------------------------|---|------------------|
| 1.5 Put up to the National Council for approval. Director, NHQ | Dec. 2021 | Director | Approved Adult Resource Policy will be available for implementation | |
| 1.6 disseminate policy docs to State Levels. | JAN 2022 | DDSLT/DDGLT | NARP implementation workshops and seminars for Trainers | |
| 1.7 To ensure implementation of NARMP. | Feb 2022 onwards | AD | | |
| 1.8 To ensure the formation of committees as per rule at the State and District levels. | April 2022 | AD/SS | | |
| Objective - 2: Implement the National Adult Resources policy starting from April 2022, and by December 2022 it will be implemented at State Level. | | | Expected Results: NARP implemented. | |
| Action Steps | When | Who (Key Person) | Expected Outcome/ Results | Resources |
| 2.1 Organize a workshop for staff of the National Headquarters and Regional Headquarters. | March 2022 | DDSLT/DDG LT | Awareness is created for the ARP at National Hqrs. | |
| 2.2 Conduct one National level workshop for both wings orienting key leaders from states on ARP policy. Also, include NARMP | May 2022 | DDSLT/DDG LT | Implementation of NARMP in all states | |

| 2.3 Ensure that State Association should conduct the workshop for their state to implement the ARP | July 2022 | DDSLT/DDG LT | Get current status from a state about ARP implementation | |
|--|---------------|------------------------------------|--|------------------|
| 2.4 Get the feedback from states to ensure the progress of the ARMP | December 2022 | DDSLT/DDG LT | Ensure the state has implemented the ARP | |
| <p>Objective - 3: By 2022, develop capacity-building programs coordinated by the NHQ based on the specific needs of the states in the area of the youth program, financial management, communication, and governance on adult learning principles to ensure quality Scouting and Guiding.</p> | | | <p>Expected Results: Efficient Leaders will be available at all levels in different fields.</p> | |
| Action Steps | When | Who (Key Person) | Expected Outcome/ Results | Resources |
| 3.1 Organize the Youth Program & ARMP Workshop for the SOCs & STCs | May 2022 | DDSLT /DDGLT | Efficient Leaders will be available at all levels. | |
| 3.2 Organize the Finance Management & Governance Workshop for the State Secretaries and Joint Secretaries | August 2022 | JDSS / Director | State Level Officials and Key Leaders will be get orientation on their areas. | |
| 3.3 Organize the Communication Workshop for the PRO at all levels | October 2022 | DDSLT /DDGLT DDBP / DDGP | State Level Officials and Key Leaders will be get orientation on their areas. | |

| | | | | |
|---|--------------|-------------------------|---|------------------|
| 3.4 Suggest appropriate changes required in existing SOT. | June 2021 | DDSLT /DDGLT | | |
| | | | | |
| Objective - 4: Progressive Training of Unit Leaders to be aligned with NEP by APRIL 2023 | | | Expected Results: Revised SOT will be available for the advancement of UL. | |
| Action Steps | When | Who (Key Person) | Expected Outcome/ Results | Resources |
| 4.1 Constitute the committee to formulate a draft SOT | March 2022 | Director | Expert committee available for revision of SOT | |
| 4.2 Prepare draft SOT | June 2022 | DDSLT/ DDT | | |
| 4.3 Draft SOT placed before the appropriate committee | Nov. 2022 | Director | | |
| 4.4 Disseminate revised SOT up to State Level | January 2023 | DDSLT/ DDGLT | Revised SOT available with state officials | |

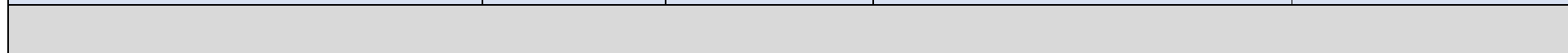
Strategic Priority: GOVERNANCE

To ensure transparency, responsiveness, accountability, and efficiency within the organization through effective implementation of policies and rules at all levels.

Objective - 1: By 30th September 2021 all the states should adopt and implement the amended policies/Rules to ensure transparency, responsiveness, accountability, and efficiency.

Expected Results: Revised policies/Rules are implemented at all levels.

| Action Steps | When | Who (Key Person) | Expected Outcome/ Results | Resources |
|---|-------------|----------------------------------|--|------------------|
| 1.1 All States should submit their draft State Bye-Laws to NHQ following due procedure as per the rules of the association. | May 2021 | Director/ ADO | Draft Bye-Laws available at NHQ | |
| 1.2 Draft Bye-Laws are scrutinized/ Put up to the appropriate authority for approval. | July 2021 | State Secretary/Director/ ADO | Observations if any, disseminated to the State Association / Bye-Laws approved and disseminated to the respective State. | |



| Objective - 2: Towards good governance at all levels: To make available the newly introduced/amended Bye-Laws, Policies & Rules of the association in printed document by 31st May 2021. | | | Expected Results: A new set of Bye-laws / Policies / Rules will be made available. | |
|---|------------|------------------|--|-----------|
| Action Steps | When | Who (Key Person) | Expected Outcome/ Results | Resources |
| 2.1 To review the latest amendments and incorporate them accordingly in the form of the book | April 2021 | Director/ ADO | All Books are ready for approval for printing | |
| 2.2 Final Ferro is back from Printing Press, checked and forwarded for printing with corrections. | May 2021 | ADO/ ASSO | All books related to Policies & Rules available to facilitate the stakeholders | |
| 2.3. Disseminate information to State Association through Circular about availability of printed Rules & Policies of the associate. | May 2021 | ADO | State Associations are handy with printed new Books on Rules & Policies. | |

Objective - 3: To Review the existing SOP of BSG on various events/programs/departments by April 2021

Expected Results: The updated systematic approach is readily available

| Action Steps | When | Who (Key Person) | Expected Outcome/ Results | Resources |
|---|--------------------------|-------------------------|----------------------------------|------------------|
| 4.1 Review and amendments are made | Mar 2021 | Director | Updated the SOP | |
| 4.2 Orders are issued for effective implementation during camp/event day-to-day administration. | Starting from April 2021 | Director | SOP implemented. | |

Objective - 4: Review Recruitment and Condition Staff Service Rule of BSG by Mar 2022

Expected Results: Updated Recruitment and Condition Staff Service Rule of BSG available

| Action Steps | When | Who (Key Person) | Expected Outcome/ Results | Resources |
|--|-------------|-------------------------|-----------------------------------|------------------|
| 5.1 Review and update the existing Staff Condition and Service Rule of BSG | July 2021 | Director | Draft updated SC and SR available | |

| | | | | |
|--|-------------|-------------------------|--|------------------|
| 5.2 Draft updated existing Staff Condition and Service Rule of BSG place before the NEC for approval | August 2021 | Director | Approved in NEC | |
| 5.3 Implementation of the Staff Condition and Service Rule of BSG | March 2022 | Director | Implementation of updated Service Rule | |
| Objective-5: To ensure the Risk Management Policy of BSG is adopted by September 2021 | | | Expected Results: Members of BSG are protected against eventualities. | |
| Action Steps | When | Who (Key Person) | Expected Outcome/ Results | Resources |
| 6.1 Prepare Draft Policy. | July 2021 | Director | Draft Risk Management Policy Prepared | |
| 6.2 Draft Policy to be placed before the NEC | August 2021 | Director | Approved draft | |
| 6.3 Implementation of Risk Management Policy. | Sept 2021 | Director | Risk Management Policy of BSG available | |

| Objective-6: Safe from Harm Policy to be adopted from September 2021 | | | Expected Results: Safe from Harm policy will be available at NHQ | |
|---|-------------|-------------------------|---|------------------|
| Action Steps | When | Who (Key Person) | Expected Outcome/ Results | Resources |
| 7.1 Prepare Draft Policy. | July 2021 | Director | Draft Safe from Harm Policy Prepared | |
| 7.2 Draft Policy to be placed before the NEC | August 2021 | Director | Approved draft | |
| 7.3 Implementation of Safe from Harm Policy. | Sept 2021 | Director | Safe from Harm Policy of BSG available | |
| Objective-7: Child Protection Policy to be adopted from September 2021 | | | Expected Results: The Child Protection Policy will be available at NHQ | |
| Action Steps | When | Who (Key Person) | Expected Outcome/ Results | Resources |
| 8.1 Prepare Draft Policy. | July 2021 | Director | Draft Child Protection Policy Prepared | |
| 8.2 Draft Policy to be placed before the NEC | August 2021 | Director | Approved draft | |

| | | | | |
|---|---------------|-------------------------|---|------------------|
| 8.3 Implementation of Child Protection Policy. | Sept 2021 | Director | Child Protection Policy of BSG is available | |
| | | | | |
| Objective-8: All the Campsite of BSG National Association to be developed as per international standards by December 2022. | | | Expected Results: Better Training Facilities are made available for members. | |
| Action Steps | When | Who (Key Person) | Expected Outcome/ Results | Resources |
| 9.1 National Training Centre to be developed as International Level | December 2023 | DDSLT/ DDGLT | NTC was developed as per the standard of international level | |
| 9.2 All the Campsites are to be developed with the latest technology and facilities. | June 2023 | Director | Latest facility available at BSG Campsites | |

Strategic Priority: **FINANCIAL MANAGEMENT**

To strengthen sources of income and explore new fundraising/generating areas, review and strengthen the financial management system and its efficient implementation at all levels.

Objective-1: To generate at least four crore rupees annually starting 1st April 2021 and ensure its proper utilization.

Expected Results: Additional one crore rupees is raised annually

| Action Steps | When | Who (Key Person) | Expected Outcome/ Results | Resources |
|---|----------------|-------------------------|--|------------------|
| 1.1 Ensure BSG is enlisted in the National CSR policy. | 1st April 2022 | JDSS/DDSP | CSR collaborations | |
| 1.2 Staff to motivate Friends to BSG membership Director- 05 lacs JD- 02 lacs DD-02 lacs International Desk- 05 lacs PO- 02 lacs NTC - 05 lacs NAI (P) – 03 lacs NYC – 03 lacs NAI (D) – 03 lacs Region (AD) –02 lacs | 1st April 2021 | Respective person | Friends to BSG membership increased and support to BSG finance | |

| | | | | |
|---|----------------------------------|---|---------------------------------------|--|
| <p>1.3 Activate the adventure programs for conducting youth adventure activities on regular basis to generate funds starting from 1st April 2021.</p> <p>NAI – 1 crore NYAI – 50 lacs NAI (D) – 50 lacs</p> | <p>1st April 2021</p> | <p>Director</p> | <p>Generate funds regular basis</p> | |
| <p>1.4 To introduce at least 05 New skill centers under the government of India scheme and link scouting as a skill for employment opportunities.</p> | <p>April 2021 onwards</p> | <p>Director</p> | <p>Financial establishment of BSG</p> | |
| <p>1.5 5 lacs additional proposed income will be generated from Hostel and Training Centre</p> | <p>April 2021 onwards</p> | <p>AD NAI, ED NTC, JDSS AD, NYC, DD, NAI(Dar.) PO(NCTC)</p> | <p>Financial establishment of BSG</p> | |
| <p>1.6 05 lacs additional proposed income will be generated from Scout Guide Welfare Fund from events</p> | <p>starting from April 2021</p> | <p>LOC's</p> | <p>Financial establishment of BSG</p> | |
| | | | | |

| <p>Objective-2: Based on APRO-I, formulate a detailed financial management policy and necessary procedures/tools by October 2022 and ensure its implementation starting financial year April 2023</p> | | | <p>Expected Results: Financial Management Policy will be available for implementation</p> | |
|--|----------------|-------------------------|--|------------------|
| Action Steps | When | Who (Key Person) | Expected Outcome/ Results | Resources |
| 2.1 Formation of a task group with members with expertise in financial matters to study the existing system of accounting prevailing in BSG and finally prepare an appropriate financial management policy | June 2021 | Director | Draft Policy will be available | |
| 2.2 Internal control systems Tools and Guidelines to be prepared for efficient implementation of Financial Policy. | 30th June 21. | Director | Internal control systems Tools and Guidelines will be available | |
| 2.3 To Be presented to the finance committee for amendments and approvals and further submission to the National Executive committee for endorsement | 30th Aug 2021. | Director | Draft Policy will be available for endorsement of NE. | |
| 2.4 Submission to the National Executive Committee for endorsement | 30th Aug 2022. | Director | Draft Policy will be available for Approval | |

| | | | | |
|--|--------------------|-------------------------|--|------------------|
| 2.5 Submission for the Approval/amendment by National Council | Nov 2022 | Director | Financial Policy will be available to disseminate | |
| 2.6 Disseminate and implementation of the Financial Management Policy | March 2023 | Director | The policy will be available for implementation. | |
| 2.7 Implementation of the Financial Management Policy | April 2023 | Director/SS | Better financial management system | |
| 2.8 Organize national level workshop of treasurers and State Secretaries of all the states DDBP | May 2023 | Director | Every state will know to implement the Financial Management Policy | |
| Objective-3: BSG equipment shop to generate 20 crore rupees annually starting 1st April 2021 and ensure its vibrant presence in the market. | | | Expected Results: Achieve Financial stability and enhance visibility in the market. | |
| Action Steps | When | Who (Key Person) | Expected Outcome/ Results | Resources |
| 3.1 Supply service department to be strengthened and increase sales and develop trendy Scouting and Guiding merchandise and souvenirs. | April 2021 onwards | SSO | Sale of BSG products increased | |

| | | | | |
|---|---------------------------|----------------|--|--|
| 3.2. All the Regional Headquarters should have SSD including Adventure Institutes and Training Centers on the premises and monitor sales. | April 2021 onwards | AD's/ HOD's | BSG products are readily available | |
| 3.3 To draft a discount policy for BSG shop to run on profitable bases. | June 2021 | SSO | | |
| 3.4 To promote equipment gift items, to be more attractive. | June 2021 | SSO | Attract more BSG youth and adults to purchase the items and sales increased. | |
| 3.5 To Provide the suppliers/manufacturers' details to NHQ. | June 2021 | AD's | | |
| 3.6 Develop a promotional policy to introduce online shopping. | July 2021 | SSO | BSG items are available online and sales increased | |
| 3.7 Redevelop the foundation flag day sticker to metal pin/badge for the successful celebration of the foundation day and send them in advance to state Associations. Bring in an additional 50 lacs. | 7th September every year. | SSO | Attractive pin/badge for flag day available. | |

Strategic Priority: **COMMUNICATION**

Develop an effective communication system to reach within and outside the organization through clear, precise, timely communication and making use of technology to enhance the visibility of the organization.

Objective-1: To develop an effective marketing policy at the national level which shall apply across the country with the flexibility of incorporating local scenarios by December 2022 and start implementing beginning April 2023

Expected Results: To develop an effective marketing policy at the national level which shall apply across the country with the flexibility of incorporating local scenarios by December 2022 and start implementing beginning April 2023

| Action Steps | When | Who (Key Person) | Expected Outcome/ Results | Resources |
|---|------------------|-------------------------|---|------------------|
| 1.1 Conduct a meeting of the Communication and IT committee at NHQ to formulate the communication policy. | By Sept'2022 | JDSS | Draft Communication Policy formed | |
| 1.2 Draft policy to be placed before the appropriate committee | By November 2022 | JDSS | Draft CP approved | |
| 1.3 Disseminate policy documents to all the states and NHQ website for its implementation. | By April 2023 | Director /SS | Communication Policy available for implementation | |

| Objective – 2: To formulate and implement a Branding Policy for promoting scouting Guiding starting by April 2022 | | | Expected Results: Branding Policy and material for publicity is available | |
|---|---------------|-------------------------|---|------------------|
| Action Steps | When | Who (Key Person) | Expected Outcome/ Results | Resources |
| 2.1 Using support from the experts formulate a marketing strategy for promoting Scouting and Guiding | June 2021 | JDSS | marketing strategy for promoting Scouting and Guiding available | |
| 2.2 Protect the BSG logo, color, font, name, etc. as Intellectual Property | June 2021 | JDSS | Draft BSG Branding Policy prepared | |
| 2.3 Draft policy to be placed before the appropriate committee | By Nov'2021 | JDSS | Draft BP approved | |
| 2.4 Disseminate policy documents to all the states and NHQ website for its implementation. | By April'2022 | Director /SS | Branding Policy available for implementation and intellectual property protected. | |

Strategic Priority: **MEMBERSHIP GROWTH**

The Bharat Scouts and Guides will quantitatively increase by 10 million (6 million for Scouts and 4 million for Guides), by reaching out to the unreached areas by 2025.

Objective-1: By 31st March 2025, The Bharat Scouts and Guides will quantitatively increase by 10 million (6 million for Scouts and 4 million for Guides), by reaching out to the unreached areas (Schools, Community, etc.) and with a concentration to expand Scouting Guiding to Private institutions/Universities/colleges and rural areas by reaching out, by December 2025, to:

- 43,705 new primary schools
- 22,590 new secondary schools
- 5,000 new higher education/universities/colleges
- 100,000 new village youth (Grameen Scouting/guiding and Rovering/Rangering)
-

Expected Results: Scout wing census 4.5 million and 6 million in 2023 and 2025 respectively.

| Action Steps | When | Who (Key Person) | Expected Outcome/ Results | Resources |
|--|------------------|-------------------------|--|------------------|
| 1.1 Appoint State Membership Growth Coordinators with clear job descriptions/responsibilities, terms of office | By 30 April 2021 | JDG & DDS | State Membership Growth Coordinators appointed with their job responsibilities | |

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|---|--------------------------|-----------|---|
| 1.2 Formation of National Membership Growth Committee and an assigned person at the National HQ with clearly assigned responsibility in the implementation of the Growth Strategy | By 30 April 2021 | DIRECTOR | National Membership Growth Committee formed. A person appointed at NHQ with JD to work on the implementation of the Growth Strategy. |
| 1.3 Developing the Model paper for Supporting growth at the State level and District level | Starts on 31 August 2021 | JDG & DDS | Membership Growth Model paper developed for State and District level. |
| 1.4 Independent Growth Cell will be set up for monitoring the growth at the National Level | By 31 March 2021 | DIRECTOR | Membership Growth Cell was established at NHQ to take of growth at BSG. |
| 1.5 Identification and listing of unreached primary schools, high schools, institutions colleges, and villages in the country that are to be the target in achieving this objective | Starts on 30 May 2021 | JDG & DDS | Unreached primary schools, high schools, colleges, and villages are identified in the country as the target area for membership growth. |
| 1.6 Develop training/promotional modules for initiating outreach program: For heads of institutions For government officials For Village Panchayat | Starts on 31 August 2021 | JDG & DDS | Membership Growth training and promotional materials are readily available for all. |

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|--|--|-----------|--|--|
| 1.7 Workshop for the State Coordinators to share the growth strategy and support in developing the national Growth Strategy and finalizing the state growth strategy | By 30 May 2021 | JDG & DDS | Conducted Workshop for the State Growth Coordinators. Finalized state growth strategy supplementing national growth strategy. | |
| 1.8 Finalize the State targets and have a mutual agreement with each state & Endorsement on the final state membership growth plan by the State Authority | By 30 May 2021 | DIRECTOR | Finalized state targets with mutual discussion and got approved final state membership growth plan from the State authority. | |
| 1.9 Extend Support to States in implementing State Growth Strategy contributing to the National Growth Targets | Starting April 2021 (ongoing) | JDG & DDS | Given overall support to states on State Growth Strategy implementation supplementing National Growth Target. | |
| 1.10 Beginner's Course will be introduced and printed materials will be supplied to start and run new units, especially in private institutions at all levels | Starting from April 2021 | JDG & DDS | Beginner's Course study materials are supplied to all states to conduct courses and start new units. | |
| 1.11 Regular Monitoring and Evaluation of Growth strategy implementation to ensure that the growth rate is well under control toward achieving the Target 2023 | Quarterly (March, June, September, December) | DIRECTOR | Quarterly monitoring and evaluation of growth strategy implementation and ensured the growth rate aligned towards the 2023 and 2025 targets. | |

SUPPORT INFRASTRUCTURE

| | Suggested Infrastructure (Committee/ Task Group/ Individual) | Remarks |
|---|---|-----------------------------------|
| 1. Overall Monitoring of plan implementation | Strategic Plan Implementation Task Group | |
| 2. Monitoring Plan by Priority Area | | |
| ✦ Youth Programme | Scout Committee Guide Committee | JD(S/G) & SOCs |
| ✦ Adult Resources Management | Adult Resources Management Committee | DDSLT & DDGLT STCs |
| ✦ Governance | National Executive Committee State Executive Committee | Director/ SS |
| ✦ Financial Management | Finance Committee | JDSS/SS |
| ✦ Communications | IT & Communications Committee | JDSS/ SS |
| ✦ Membership Growth | Scout Committee Guide Committee | JD(S/G) & SOCs |