




JK Policy Institute

Advocating for Sustainability 

Youth Empowerment Through Sport (YES) Initiative



INTRODUCTION:

The Jammu Kashmir Policy Institute (JKPI) recognizes the pivotal role of youth in shaping the future of Jammu and Kashmir. In line with our commitment to fostering a vibrant and drug-free society, we have launched the Youth Empowerment Through Sport (YES) Initiative to promote positive youth engagement and combat the menace of drug abuse. Through this initiative, we aim to empower the youth by providing them with opportunities to explore their potential in sports while simultaneously raising awareness about the detrimental effects of drug addiction.

OBJECTIVES:

Empowerment through Sports: Sports can serve as a powerful tool for empowering youth, and fostering teamwork, discipline, and resilience. By providing sports kits and equipment to young individuals across Jammu and Kashmir, we aim to encourage their active participation in various sporting activities, promoting a healthy lifestyle.

Prevention of Drug Abuse: Recognizing the grave threat posed by drug abuse to the youth of our region, we are committed to launching comprehensive anti-drug campaigns. Through educational workshops, awareness programs, and community outreach initiatives, we aim to educate young people about the risks associated with substance abuse and equip them with the knowledge and skills to make informed choices and resist peer pressure.

PROGRAM COMPONENTS:

Distribution of Sports Kits: We aim to collaborate with local sports clubs, schools, and community organizations to identify deserving young athletes and provide them with sports kits and equipment tailored to their interests and needs. These kits will include essentials such as jerseys, footwear, sports gear, and training equipment, enabling aspiring athletes to pursue their passion for sports without financial constraints.

Youth empowerment workshops: In partnership with experts in the field of youth development and substance abuse prevention, we will conduct workshops and seminars aimed at empowering young people with the necessary life skills and resilience to navigate challenges effectively. Topics will include goal setting, decision-making, peer pressure resistance, and healthy coping mechanisms.

Community outreach and advocacy: Through community engagement activities such as rallies, public events, and social media campaigns, we will raise awareness about the importance of positive youth engagement and the dangers of drug abuse. By mobilizing community support and advocacy, we aim to create a supportive environment that nurtures the well-being and aspirations of our youth.

EXPECTED OUTCOMES:

Increased participation of youth in sports and physical activities.

Greater awareness and understanding of the risks associated with drug abuse.

Reduction in the prevalence of drug abuse among young people.

Empowerment of youth to make positive life choices and contribute to the development of their communities.

CONCLUSION:

The Youth Empowerment Through Sport (YES) Initiative of the Jammu Kashmir Policy Institute represents a holistic approach to addressing the complex challenges facing the youth of our region. By promoting positive engagement in sports and raising awareness about the dangers of drug abuse, we aim to empower young people to lead healthy, fulfilling lives and become active agents of positive change in their communities.

