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PRIORITY :

**Most Immediate
Reminder****HIGHER EDUCATION COMMISSION**H-9, ISLAMABAD, PAKISTAN, Website: <http://www.hec.gov.pk>F. No. 11-02/HEC/Sports/2020-21/1890
October 14, 2021**Engr. Muhammad Raza Chohan**

Advisor (Academics & Accreditation)

Subject: **ESTABLISHMENT OF GREEN YOUTH MOVEMENT (GYM) CLUBS IN THE PUBLIC
SECTOR HIGHER EDUCATION INSTITUTIONS (HEIs).**

Respected Vice Chancellor(s)/Rector(s)/Head(s) of HEIs,

السَّلَامُ عَلَيْكُمْ وَرَحْمَةُ اللَّهِ وَبَرَكَاتُهُ

In continuation of Higher Education Commission's letter of even number dated August 03, 2021, the undersigned has been directed to state that the Hon'ble Prime Minister of the Islamic Republic of Pakistan has envisioned clean and green Pakistan. A clean and healthy environment is part and parcel of quality of life that we desire for ourselves and future generations. The Sustainable Development Goals (SDGs) are a call for action by all countries to promote prosperity while protecting the planet. SDGs recognize that ending poverty must go hand-in-hand with strategies that build economic growth and address a range of social needs while tackling climate change and environmental protection. The vision implemented in true letter and spirit shall ensure a healthy ecosystem guaranteeing quality life on earth as well as in our beloved homeland.

2. Green Movement Youth (GYM) Project will sensitize and organize youth for promotion of environmental conservation and eco-friendly behavior, promote research and eco-innovation to spearhead environmental conservation and shall promote young eco-inventors at regional, national and international levels. The thematic areas for GYM project are agriculture and forestry, liquid and solid waste management, water, renewable energy and eco-tourism.

3. The universities are once again requested to establish GYM clubs by ensuring 40% female participation. The confirmation report to this effect be furnished to HEC latest by **October 25, 2021** so that orientation sessions for GYM Clubs may be organized. It is to mention here that in case no nominations of Focal Person is received from the university, Director Student Affairs shall be considered as Focal Person for GYM Clubs. In this regard, Engr. Nauman Ahmad Khan, Director, Green Youth Movement, Academics & Accreditation Division, will be the new focal person on behalf of this Commission (Email: naakhan@hec.gov.pk, Phone: 051-90402104).

4. It is desired that the universities to constitute the GYM Clubs in their universities by **October 31, 2021** and forward the constitution of GYM Club, as per attached ToRs to HEC by **November 05, 2021**. The constitution of GYM Club is enclosed with the letter. It is further, requested to share the annual plan of activities for GYM Club, as per attached ToRs to this office so as to release the operational fund amounting **Rs. 200,000/-** to the University for smooth operations/activities of GYM Clubs.

With Regards,

Yours faithfully,

(Engr. Muhammad Raza Chohan)

The Vice Chancellor(s)/Rector(s)/Head(s)
All Public Sector Higher Education Institutions (HEIs)

Copy for information:

- PS to SAPM, Youth Affairs / Kamyab Jawan, Government of Pakistan.
- ES Executive Director, Higher Education Commission, Islamabad.
- Director In-charge, Sports/Kamyab Jawan Division, Higher Education Commission, Islamabad.
- Director In-charge, Planning & Development, Higher Education Commission, Islamabad.
- Office copy.

E-mail: rchohan@hec.gov.pk, Ph: +92-51-90402100, Fax: +92-51-90802102

Formation & Activities of GYM-Clubs

Youth from universities will be engaged to fulfil the project objectives through Higher Education Institutions (HEIs). The activities will start with national level engagement and will extend to regional and international level. The composition of clubs and other activities will ensure at least 40% women are represented. Similarly, 40% of women educational institutes should be active members of GYM

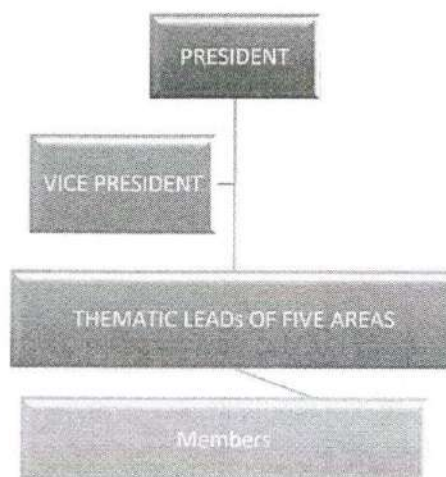
Youth clubs titled '**Green Youth Movement-Clubs**' (GYM-Clubs) will be established in public universities all across Pakistan - Federal capital, four provinces, Gilgit Baltistan (GB), and Azad Jammu Kashmir (AJK) region. HEC in collaboration with PM Kamyab Jawan (KJ) Program will notify Universities across country to constitute GYM-Clubs. Each university will register its GYM Clubs on Prime Minister's Youth Council and select the core team through 'green elections'. **A total of 137 GYM Clubs will be constituted in public universities.** Moreover private sector HEIs may constitute GYM clubs from their own resources.

Basic **operational cost** will be given to the clubs for organizing awareness campaigns at university level and also at community level around five thematic areas including the following. Thematic lead will be responsible for organizing activities around these areas and will submit a work plan for six months to the PMU.

- i. Plantation drives - minimum twice a year. In addition, GYM clubs will engage new students to plant minimum two trees at the time of getting enrolled in the university.
- ii. Cleaning drives - every quarter
- iii. Water conservation drive
- iv. Energy conservation drive
- v. Eco-tourism drive (anti-littering campaigns etc. at holiday destinations)

GYM clubs will serve as focal point for other related activities mentioned below. These activities will be organized by PMU with the help of GYM clubs.

Organogram of a GYM-Club



- a) **Green Competition:** Throughout the year green sports competitions will be held across Pakistan. PMU will design and announce the competitions periodically. These may include competition around plantation, cleaning of streams/water channels, cycling - clean transport, thematic art/painting, wildlife photography, performing art, cleaning drives - beaches, public washrooms, cleaning of universities etc. Winner and runner up will be given prizes. All public and private sector HEIs will be invited for participation.
- b) **Exposure visits for Eco-tourism (Subject. To Covid situation):** Trips to national parks will be announced quarterly at provincial level. Students will be taken to national parks and other reserved sanctuaries to highlight challenges to the local environment and to inspire students to come up with ideas on eco-tourism. The students will be bound to write articles once they return and the articles will be published on KJ portal. The participants will also be encouraged to think of ways and pilot projects to improve eco-tourism through GYM Clubs. The visits will also serve as impetus for generating new marketable ideas around ecotourism in the country. All public and private sector HEIs will be invited for participation.

PM Eco-Revolution Challenge (PERC):

- a) A Request for Proposal (RFP) titled PM Eco-innovation Challenge will be announced bi-annually through KJ portal. The challenge will be geared towards ecological innovative/break throughs on thematic areas; Agriculture & forestry, liquid and solid waste, water, energy, and eco-tourism. The small grants will be disbursed against digital, engineering, technological, and social ideas to mitigate climate impacts and propel environmental conservation. All public and private sector HEIs will be invited for participation.

Selection Process:

During a six-month cycle the following process will take place.

- I. **Technical Committee:** Initially the received proposals for eco-innovation will be screened and short listed by a technical committee¹ (ToR to be formed) which will constitute experts from diverse backgrounds best suited with the criteria of the grants. These experts will help analyze, validate and short list ideas proposed. Indicators for selection will be defined in close coordination with the technical committee.
- II. **Eco-Innovation Boot Camp:**
After the initial short listing a regional pre boot camps will be organized for the selected candidates. In pre boot camps mentors will evaluate the screened ideas in order to finalize the candidates for boot camp.
Later a boot camp will be held with the final candidates. Mentors will help polish the selected ideas to make them practical and marketable. The eco-innovators will be recognized through a prize at Eco-tech symposium. International and local audience will be invited to the symposium.
The resultant projects will be supported and taken to scale through a need-based Eco-fund in the following ways;
 - a- Startup through Startup Pakistan scheme
 - b- Research/mentorship and eco-skill education:
 - c- Apprenticeship

d- International Participation: The ideas will be showcased at various international environment, renewable energy and science & technology related forums. For example, innovation geared towards mitigating climate change will be displayed at Pakistan pavilion - Conference of Parties (COP). Foreign office and Pakistani Embassies will help create opportunities for showcasing of ideas on other international platforms.

Incentives:

Youth engaged through GYM program will also be recognized in the following ways.

- i. 'PM's Clean and Green Ambassador' badge/shield and certificate by Prime Minister.
- ii. Each year based on the performance of GYM-Clubs will be granted green star. **Evaluation will be done periodically at the end of every quarter with number of stars attached to each of the GYM Club as per their respective performance. Awards can be determined and given to boost the morale of the GYM Clubs as per requirements. At the end of two (02) years, university/district club with highest number of Grading of Green Clubs (number of stars as per performance) will be declared 'Green Campus/District'.**