

GOVERNMENT OF ANDHRA PRADESH  
DEPARTMENT OF YOUTH SERVICES

Office of the  
Special Commissioner,  
Near Boat Club, Secunderabad-500 003.

Memo No.542-B/YS/2017

Date: 03.01.2017

Sub: SCYS - Conduct of training programmes in magic to unemployed youth -  
Reg.

Ref: Telephonic Message sent to all the DYWOs/CEOs of SsTEP in the State  
to identify suitable training centres.

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Attention of all the District Youth Welfare Officers/CEOs of SsTEP is invited to the reference cited. It has been proposed to impart free training programme to unemployed youth keeping in view that "illusion art is one of the 64 respectable performing arts in India. Illusion is a unique form in which artists use different props and costumes to conjure physical or static objects with the aid of music, lightings, etc. for creating illusion in the minds of the audience. This art includes a variety of disciplines; all are intended to be performed in front of live audience for high class entertainment. It is a well-known fact that illusion/magic art has its roots in India with many illustrations present in the Indian scriptures; this makes it an ancient art that later spread to all the corners of the world. There are more than 2000 magicians who perform regularly across the country and also depend on this finest visual art of illusion for their living" .

" It is learnt that in AP, there are merely 60 professional magicians. To meet the demand for day-to-day cultural events, social gatherings and government schemes propagation activities, there is a need for another 2000 magicians. This art is undoubtedly enjoyed and praised by all ages of audience from children to elders and involves high levels of skill, passion, focus and practice. The youth of AP, both in urban and rural areas, have tremendous potential to take this art form to new heights if they take it up as a profession. As it is also a powerful medium of mass communication, this performing art has a scope for creating a strong impression on the minds of the audience. Apart from propagating bank and government schemes, the art has been used to educate the people in villages to rid their superstitious beliefs in witchcraft and black magic. Therefore, the art of magic makes the youth more focused and career oriented, keeping them away from anti-social behaviors of alcoholism, theft, eve-teasing, etc. because of the high levels of discipline involved. Also it has a large scope for career growth and social recognition while serving the society in a big way".

p.t.o.₂

**Intention of the programme:**

To revive the ancient illusion art of India by conducting workshops and to build the careers of aspiring youth thus making them self-employed.

**Aims & Objectives:**

1. In order to identify and promote the illusion art, it is proposed to conduct one week workshops on pilot basis which will include the participation of the youth who are passionate towards learning the art of illusion. This will help them in increasing their IQ levels, improve their levels of communication, public relations and public speaking skills, values, patience, concentration and behavioral skills. Thus, it will help them to build respectable careers in their respective fields.
2. The workshops are designed to teach 100 young people in urban and rural areas with special focus on SC/ST/OBC and physically challenged as per government orders.
3. The students for the workshop will be provided with food and accommodation for all the days as the workshop will be planned with all-day activities.

Hence, it has been proposed to impart residential training programmes to the unemployed youth between the age group of 18 and 35 years in magic for a period of 7 days from 20.01.2017 to 26.01.2017 in a phased manner on pilot basis. All the District Youth Welfare Officers/Chief Executive Officers of SsTEP are therefore requested to identify 80-100 unemployed youth between the age group of 18 and 35 years for the course. However, during selection process following category of youth may be given preference:

- i) Youth from rural/backward/tribal area.
- ii) Possessing 10th pass or 10+2 qualification.
- iii) Youth from marginalized sections.
- iv) Youth who are drop-outs and not pursuing any course.
- v) Youth who have not undergone any skill development programme sponsored by any Government Department/Agency.

*vi) Youth from marginalized sections.*

Chief Executive Officers are also requested to identify suitable training centres for imparting residential training programmes for 80 -100 youth at a time and keep ready the list of candidates (in the proforma enclosed) so that the training programmes could be taken-up in a phased manner from 20th of this month. After imparting training programme, the impact of the training programme among the youth and it's

usefulness for the career development can be reviewed and the scheme can be taken-up in a big way all over the State for a good number of unemployed youth. Hence, the CEOs may have the list of candidates from the data of pulse survey conducted throughout the district by the government not restricting the data of candidates of District Headquarters.

The list of candidates in the proforma enclosed and places of training centres shall reach this office within one week from the date of receipt of this memo.

Encl: proforma

  
Special Commissioner

To  
All the District Youth Welfare Officers/Chief Executive Officers of SsTEP for necessary action.

Copy to: All the District Collectors in the State for favour of information.

**APPLICATION FORMAT FOR ENROLING CANDIDATES TO UNDERGO TRAINING IN  
MAGIC**

1. Name (in Block letters in English) :
2. Sex (Male / Female) :
3. Father's/Husband's Name :
4. Date of Birth (in words & figures) :
5. Educational Qualification :  
(copies shall be enclosed)
6. Address (must provide telephone / fax / mobile numbers at (a) & (b) below:
- a) Contact Address :
- b) Permanent Address :
- c) Area belongs to : Rural/Tribal/Backward
- d) e-mail address :
7. Aadhar Card No. :  
(copy shall be enclosed)
8. Present occupation :
9. Has he/she been undergone any skill development training programme sponsored by any Government Department/Agency?
10. If so, please give details
11. Are you employed or unemployed?  
If employed give details.



Place:

Signature of the candidate

Date: