

YUWAAH - THEORY OF CHANGE



Vision

Enable India's youth and connect them to aspirational economic opportunities and engage them as active change makers

Strategic Priorities

Build pathways to aspirational economic opportunities for 100 mn youth in 10 years

- Sense demand at micro geography and catalyze local opportunities (formal, informal)
- Enable creation of a thriving mass entrepreneurship ecosystem
- Create platforms to connect youth to opportunities (career guidance, mentorship, internships, apprenticeships)
- Understand youth aspirations & influence markets to create meaningful opportunities

Facilitate 200 mn youth to gain relevant skills for productive lives and the future of work

- Promote access to foundational, 21st Century skills for youth inside & outside formal education systems
- Improve quality, relevance of secondary education and create future multiple pathways for workforce transition and productive lives

Equip 150 mn youth as problem solvers by engaging them as catalysts of societal change

- Build an ecosystem that fosters confident problem solvers
- Create market currency for change makers/ problem solvers
- Engage young people to solve civic and societal problems

Enablers

Taking a holistic view, focusing on the whitespaces & missing interlinkages

Building multi-sector partnerships and enabling collaborative action

Having a clear outcome focus & acting on multiple time horizons simultaneously

Understanding needs & aspirations, amplifying the voice of the youth & leveraging their agency

Current gaps

Focus on supply side initiatives, limited focus on demand side & supply-demand connections

Stakeholders acting in silos; limited private sector involvement

Efforts are either short-term & unsustainable or long-term visionary with unclear impact

Youth are not understood or effectively engaged