

**GENERATION
UNLIMITED**

Our Time.
Our Turn.
Our Future.

YOUNG PEOPLE UNLEASHING THEIR POWER & POTENTIAL



“nothing for us, without us.”



सत्यमेव जयते

प्रधान मंत्री
Prime Minister

MESSAGE

It is heartening to learn that 'YuWaah' – the Generation Unlimited partnership is being launched.

The initiative will bring together institutions and organizations from the public and private sectors, the civil society and UN agencies on a common platform. The objective of providing every young person between the age of 10-24 years access to school and learning is a noble one.

India is among the world's most youthful nations. It is our Government's endeavour to empower our youth. From skill development to innovation and entrepreneurship, new opportunities are being created for the youth. We are committed to create the right ecosystem so that newest development opportunities are easily accessible for the 'New India Youth' as soon as they turn 18.

'YuWaah' – the Generation Unlimited Partnership will go a long way in empowering our youth to acquire skills to enhance their creativity and potential to build the New India of the 21st century. I am sure that this partnership will make our youth the harbingers of social change.

Best wishes for all success of the 'YuWaah' - Generation Unlimited partnership.

(Narendra Modi)

New Delhi

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30th October, 2019

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Vision

Enable India's youth and connect them to aspirational socio-economic opportunities and engage them as active changemakers

Generation Unlimited: YuWaah

In 2018, UNICEF initiated the Generation Unlimited partnership at the global level. Within the overall Sustainable Development Goals framework, and the new UN Youth Policy 2030, Generation Unlimited provides an agenda that is universal in nature – all countries can and must do more to support the education, skills, and empowerment of young people.

India has the world's largest youth population with 333 million aged between 10 – 24 years. Investing in young women and men and unleashing their power and potential may not just advance India's growth and development story but also carries an enormous potential to transform the global development indicators. The success of India's young people largely translates into success for the world.

“Our nation is filled with tremendous energy of the youth. Whatever future we desire of, we must keep the youth at the centre. If we do this, we can surge ahead at an unmatched pace!”

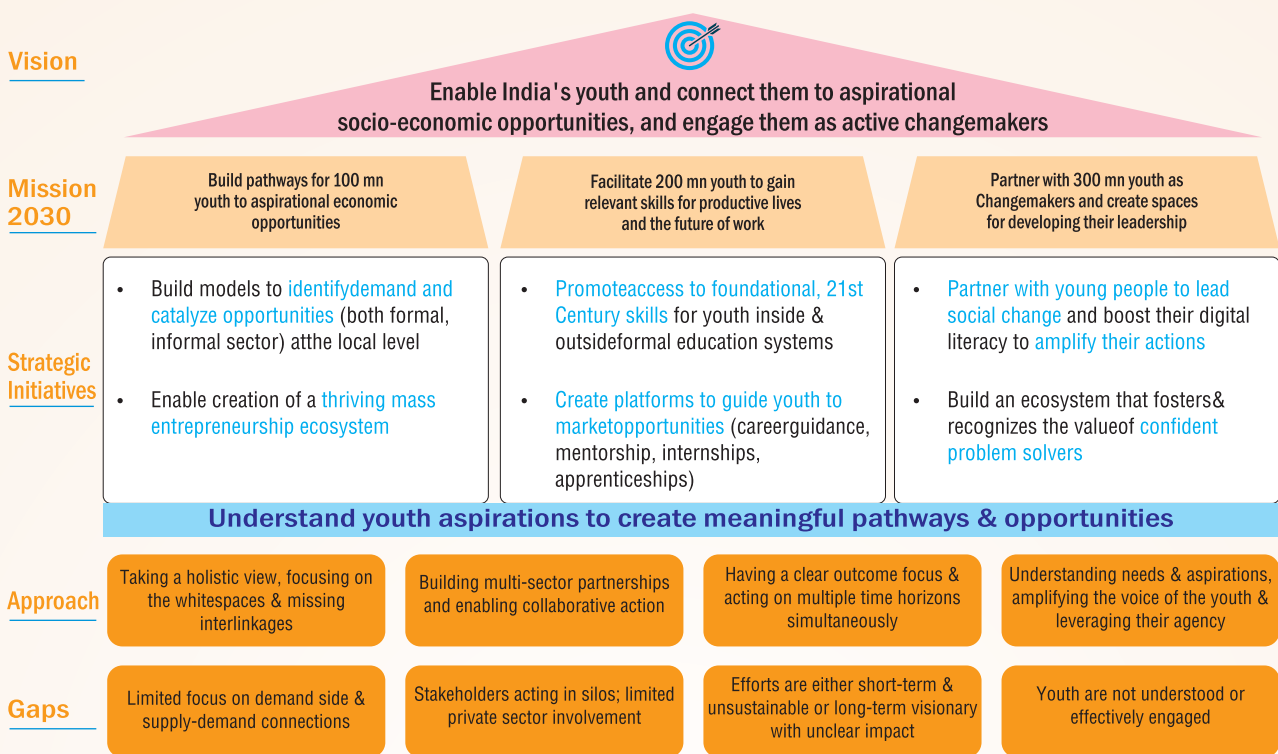
Prime Minister Narendra Modi

Generation Unlimited initiative in India is branded as YuWaah. YuWaah is a multi-stakeholder alliance that works together with a wider range of partners – including Central & State Governments, Private Sector companies, industry associations, UN agencies, Civil society organisations and of course the youth to truly empower them & connect them to their aspirational socio-economic opportunities and engage them as active changemakers.

“We are a multi-sector partnership, with a public-private DNA, that attracts investment at global and national levels to scale up programmes and innovations, craft shared value partnerships, and co-create solutions with young people.”

Henrietta H. Fore, UNICEF Executive Director

YuWaah Theory of Change

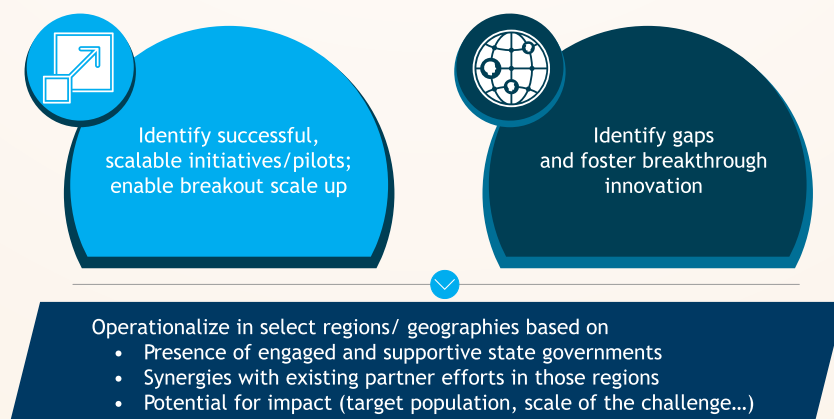


The mission of YuWaah is aligned with the Government of India's efforts to strengthen education, skills, empowerment and economic opportunities for young people, so they can both chart India's growth trajectory and gain from it.

YuWaah Approach

The mission of YuWaah remains fully aligned with the Government of India's ongoing efforts, drawing upon the growing recognition that investments in education, skills, empowerment and economic opportunities including entrepreneurship can serve as game changers for India's socio-economic development and growth story.

We will deploy a two-pronged strategy – of scaling up successful existing solutions and driving innovations to plug gaps



How will YuWaah operate?

UNICEF India is hosting a secretariat to support the YuWaah partnership. UNICEF's main role is to act as a catalyst and bring together key stakeholders to function as a think-tank and strategic action group on young people-led initiatives and advise on select strategies and ideas for YuWaah.

Partnership is at the heart of YuWaah. It will build upon significant assets of the partnership to realize its potential. Partners have signed statements of intent and expressed interest including -

- Central and state governments
- Private sector
- Industry associations
- Philanthropic Foundations
- UN Agencies and World Bank
- Civil society organizations

Partners will play different roles



Commit to achieving shared results framework



Provide technical expertise



Finance key initiatives and/ or operations



Operationalize specific initiatives in area of expertise

What's different about YuWaah?

- Young women and men play a strong leadership role as co-creators and agents of change
- Strong focus on gender and equity for vulnerable and marginalized groups
- Multi-sector collaborative approach to solve key problems, build on existing initiatives and avoid duplication
- Strong partnerships with the private sector that are grounded in shared value, harnessing core assets, and to go beyond corporate social responsibility and philanthropy
- Non-traditional approach to financing, focusing on using catalytic capital to crowd-in and coordinate additional investment, rather than creating a traditional fund
- Evidence-based advocacy based to shape future policies

Initial Group of YuWaah! Partners



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