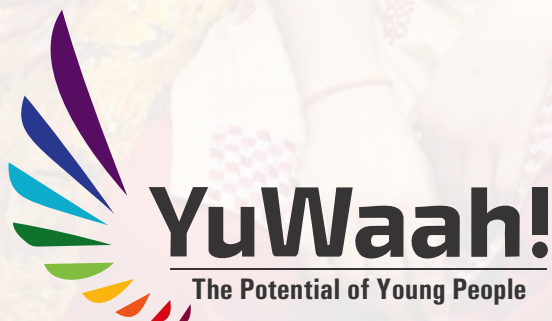
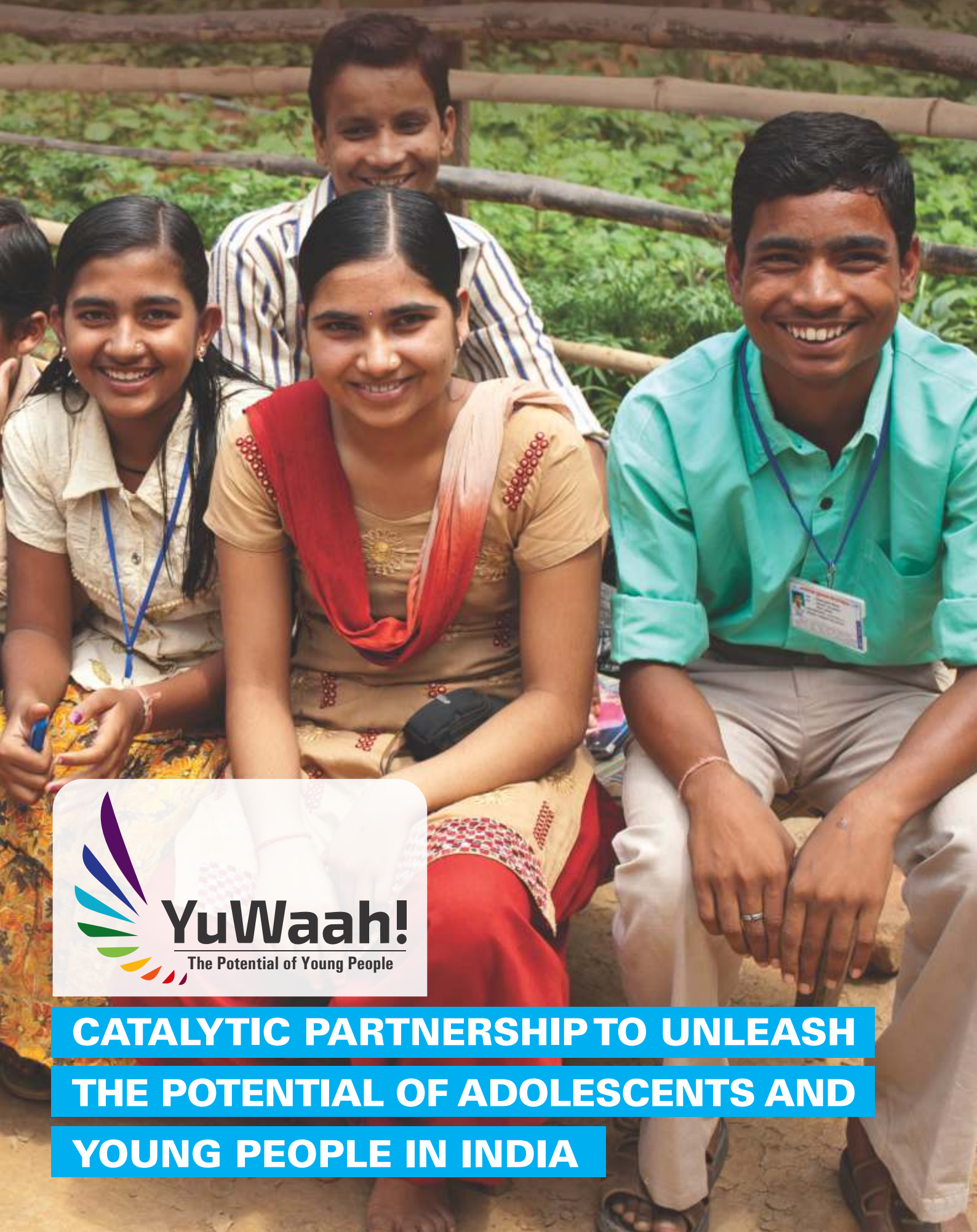


unicef  | for every child



**CATALYTIC PARTNERSHIP TO UNLEASH
THE POTENTIAL OF ADOLESCENTS AND
YOUNG PEOPLE IN INDIA**



Committed stakeholders and individuals have teamed up to establish a catalytic partnership to transform the lives of India's adolescents and young people (age 10 - 24 years), including the most marginalised, by actively engaging, listening and co-creating solutions. This partnership, coordinated by UNICEF, will aim to enable the adolescents and young people of India to realise their aspirations for education, skilling, employment and their futures.

WHAT?

Together with the Government of India, State Governments, the private sector, Civil Society Organizations, UN agencies, supporting partners, solution providers and educators, this partnership aims to build productive life and work capabilities and economic opportunities, with and for young people. This will be realised through sustained and coordinated investments to co-create solutions for their learning (including alternative and flexible **learning programmes**), **life and employability skills, career guidance and employment opportunities (including entrepreneurship)**.

WHO?

This partnership will focus on working with and for adolescents and young people who are most vulnerable including - girls; those in care institutions; those not in school; adolescents and young people with disability; migrants and tribal populations; and those with little access to quality education, skills and employment opportunities. The aim is to assist and provide a variety of enabling opportunities and platforms so that these adolescents and young people can effectively transition from school to work and childhood to adulthood by playing a crucial role in informing, ideating, generating and implementing solutions that benefit them and help realise their goals, increase their access and generate opportunities.

WHY NOW?

Building economic opportunities and a voice platform for a fifth (20 per cent) of the world's youth³

India, with a population of 253 million aged between 10-19 years (120 million girls and 133 million boys) means that adolescents constitute one-fifth of India's population and over 21 per cent of the world's and young people are almost a third of this population. These young adults make up the world's largest potential workforce; therefore

investments in their education, skills and economic opportunities can make them significant game changers in India's future socio-economic development and growth story.

Enrolment of girls in schools continues to be lower than boys at every level. There is a drastic decline in enrolment of children at the higher secondary level at 24.7 million compared to the 129 million enrolled at the primary level. This has led to a huge plunge in the employment to population ratio for those between 15 - 24 years; in 2005 the figure was 40.5 per cent, while in 2012 this has declined to 29.3 per cent.

The current workforce in India is 480 million, of whom 93 per cent (446 million) are employed in small, informal-sector enterprises. More than 60 per cent (288 million) are employed in rural India. Characterised by minimal technology and low productivity, workers in the informal sector suffer poor working conditions, low wages and challenges of poverty and uncertainty due to them being outside of most social protection programmes. In addition, 90 per cent of India's workforce has received no formal skills training.

Moreover the **68 million adolescents** between the ages of 14 - 17 years currently living in rural areas are especially vulnerable to being 'left behind' as they will likely have limited access to information, training, opportunities or the skills that will allow them to participate in India's modernising, technology-driven economy. This further propagates the cycle of **adolescents and young people** being caught in low-paid, low-skilled informal sector jobs.


In the next twenty years, India's current population of **444 million children will enter the job market**. India will have a huge task to equip these adolescents with marketable skills. The massive scale of this exercise can only be realised by bringing together key stakeholders to recognise, design and implement solutions to expand employment and entrepreneurship opportunities for decent jobs and sustainable livelihoods and **accessible to all**.


1. Bilateral, multilaterals, foundations, academia etc.


2. Includes children in need of care and protection, ashramshalas, orphanages and residential schools

3. <https://www.populationpyramid.net/world/2017/>

Both adolescent girls and boys are widely excluded from decisions that affect them, have limited access to information on issues affecting their lives and have limited spaces to develop competencies in order to take part in choices and decisions affecting their lives. Adolescent girls in particular are exposed to multiple layers of exclusion due to pernicious social and gender norms affecting their ability to make decisions regarding their work, education, marriage, social relationships and future opportunities. No effective solution can be developed without building **an understanding of these issues through the eyes of adolescents and young people**. It is crucial to prioritise the participation of adolescents and young people, develop effective mechanisms to include and support them in building the evidence base, identify and co-create solutions for improved learning, income generation and encourage positive social transformations. Adolescents and young people require three important inputs in order to influence decisions made about their present and future:

 **Space** – the physical space and time to both form and express their views

 **Voice** – to be able to express views in the way that is best suitable to them, and in a way that others will listen

 **Audience** – ensuring relevant stakeholders will listen and consider their views seriously while making decisions.

These young people should not be merely the simple recipients of policies and services, rather, they should contribute to setting their own agenda and together all the stakeholders should contribute to realizing it.

It is essential we shift our perception of adolescents and young people from being objects of concern to **active partners** in development processes of the country.

WHAT's DIFFERENT?

Partnership by and for young people

The numerous existing solutions, initiated both by the government and private sector, have not yet

been able to meet the evolving needs and aspirations of India's young people, especially the most vulnerable. The awareness, access and effectiveness of the government programmes is limited. These solutions are often like 'islands of excellence' and not adaptable at scale in a vastly diverse context. Many private sector initiatives are unable to channel funds in effective pathways leading to replication of existing models. Few initiatives are designed to actively and comprehensively listen to the voices of young people, in a way that could lead to designing and co-creating solutions that meet their needs. This is especially true for girls, or those from marginalised communities, who continue to face multiple barriers to employment and economic empowerment. The majority of the initiatives by the critical stakeholders are disconnected from each other; including crucial and obvious links between education, skills and employment.

A large proportion of young people, especially those from the most disadvantaged and marginalised groups and girls are often trapped into low-skills and low paid informal jobs as they are largely deprived of support networks, skills and information and therefore have limited employment opportunities, limited 21st century skills and often have to migrate for poorly paid jobs.


With new technology, the future education, skills and employment opportunities will be rapidly changing. Adolescents and young people need to decide and be equipped with the right education and skills to adapt and reinvent themselves as required and are likely to experience multiple transitions in their lives and employment trajectory. The solution is that inputs such as education, skills and employment should be a continuum and customised to address the needs and aspirations of adolescents and young people.


The partnership can support innovative, flexible, continuous platforms for young people to co-create, engage in finding solutions for themselves and to encourage their input and ideas in order to meet their needs and aspirations.


The proposed partnership **will provide a vital mechanism to listen to, develop and provide a valuable platform for young people's voices, ideas and aspirations**. It will gather evidence to co-create solutions for the most marginalised by carefully analysing these voices, ideas and


concerns raised and help create appropriate responsive solutions, recognising gender, marginalised groups and the myriad of other potential barriers and challenges adolescents and young people face. This strategic, long-term initiative will create a bridge between the young people, the Government of India, private sector, Civil Society Organizations, relevant solution providers, educators and supporting partners to fund and scale-up innovative solutions for accessing education, skilling and employability.

Members of this partnership will focus on developing and delivering solutions especially for adolescents and young people **in care institutions, out of school, those accessing cash transfer programmes and those adolescents transitioning into the workforce from school**. The partnership will explore solutions along four broad dimensions involving education, skills and employment for the effective transitioning of adolescents into the workforce:

 **Learning:** More and easily accessible learning programmes, including using digital and non-digital tools to enhance learning outcomes, are crucial to target the most marginalized adolescents and young people who have been forced out of the education system due to varied socio-economic factors.

 **Life and employability skills:** The partnership would enable solution providers to create scalable and sustainable models to impart 21st Century Skills including: critical thinking, communication, teamwork, entrepreneurship, financial and digital literacy skills, through accessible innovative technology platforms.

 **Career guidance:** Providing comprehensive and relevant guidance on varied career opportunities and mentorship support through digital and non-digital models to create and increase awareness, provide exposure and help in mapping career choices to their interest areas. This would will open a plethora of income generating opportunities which have been largely far inaccessible to millions of adolescents.

 **Income Opportunities:** This partnership will enable employment options for adolescents and young people by connecting them to local apprenticeship opportunities, entrepreneurship expertise/mentoring and assist in creating sustainable livelihoods.



HOW?

Committing for Change

To effectively implement these programmes to scale in India requires an enabling environment that provides an impetus for change. Evidence generation, through research and knowledge sharing, is at the core of enabling sustainable economic opportunities for young people. It is critical to promote innovative, technology driven solutions to reach the most marginalised. There is the need for greater awareness and access to social protection schemes that incentivize adolescents and young people to stay in school and graduate seamlessly from school to higher education, employment and entrepreneurship. Creating varied opportunities requires a radical change in the employment narratives as well as necessitates the need to listen and include adolescents and young people in this process. This initiative will also promote public advocacy and communication to raise awareness and generate demand among adolescents, young people, parents and communities to ensure the uptake of existing and new learning, skills and employment opportunities.

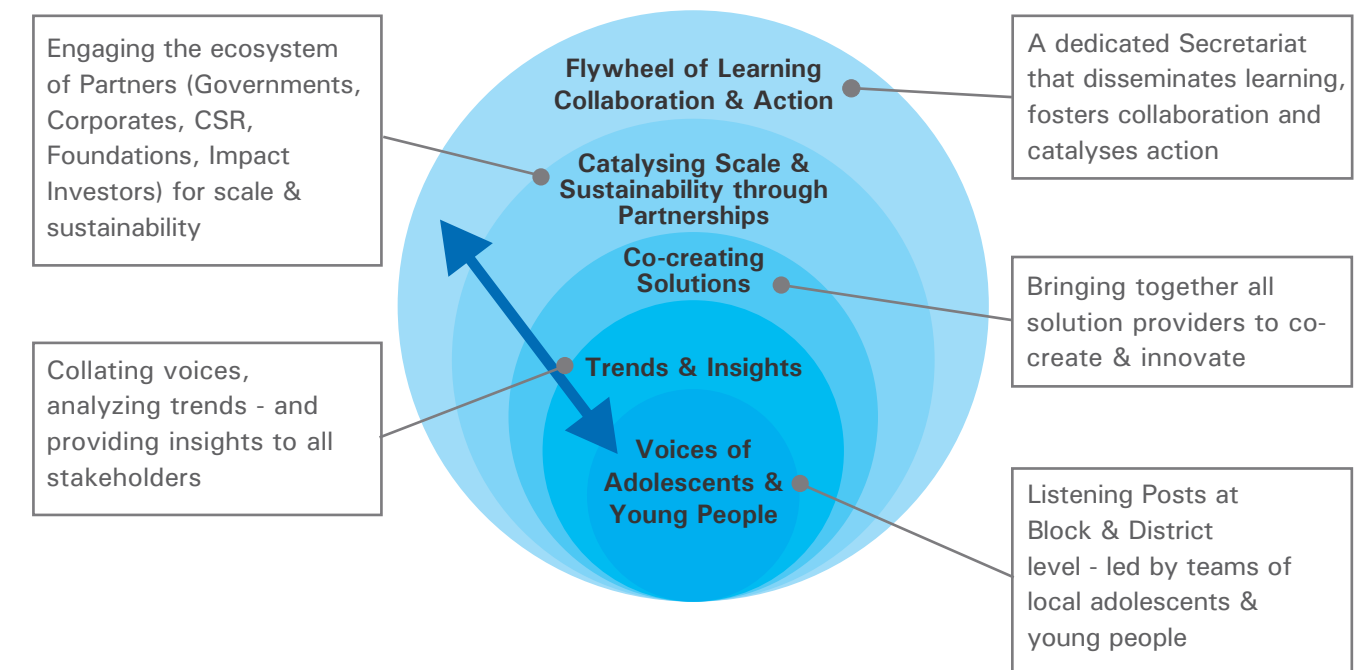
UNICEF has organised six state level consultations in Jharkhand, Bihar, West Bengal, Maharashtra, Gujarat and Karnataka with young people, State Governments, representatives from the private sector, UN agencies and civil society organizations. These state consultations gave a platform to the voices of adolescents and young people – listening to their needs, hopes, suggestions and concerns and identified solution models for a variety of demographic and geographic variables. UNICEF intends to roll out this process in phases across several other states, with a specific focus in the 117 Aspirational Districts.

On October 1, 2018 UNICEF, along with the Government of India's premier policy think tank NITI Aayog, will host its first conclave. This first step will start the initiative and bring together some of the best and most innovative people working in education, skilling and employment, young people, representatives from the private

sector, innovative solution providers and the Government of India to listen to the voices of adolescents and young people in order to better understand the landscape of concerns and to provide a working space for collaborative solutions. This conclave will provide the opportunity to

effectively discuss and debate various models of collaborations and make initial commitments and recommendations leading to the education, skilling and employability of India's young people, especially those from marginalised groups.

A VIEW OF A POSSIBLE FUTURE – EVOLVING INTO A PLATFORM



The presence of all stakeholders, partners and individuals at the conclave will play a significant role in bringing the agenda of adolescents and young people to the forefront of India's policy priorities. This partnership for change at scale will: (i) Identify priorities and bring networks together; (ii) Co-create scalable solutions and promising ideas by partnering with and actively listening to adolescents and young people; (iii) Share funding

and other resources; and (iv) Play an active role in shaping the platform. It will showcase the strong commitment to engage with all stakeholders, including the adolescents and young people, private sector, civil society organisations and the Government, so that all of India's adolescents and young people can fulfil their true potential.



Adolescents and Young People



1 in 5 adolescents in the world live in India
(253 million)

1 in 3 in India is a young person in the age group of 10-24 years
(364 million)



World's largest potential workforce

Investments in their **education, skills and economic opportunities** can make them game changers in India's socio-economic development and growth story



Education



In India, **students drop out** from school
Every 5th student before completing **Class 5**
Every 3rd student before completing **Class 8**
Every 2nd student before completing **Class 10**

In class 8, only **6 in 10 children can read** textual and non-textual material with comprehension



Only **4 in 10 children can solve problems** with large numbers applying appropriate operations

Enrolment of **girls in schools** continues to be **lower than boys** at every level



Drastic decline in enrolment of children at
Primary level 129 million > Higher secondary level 24.7 million



Gender In India



Approx. **1.5 million girls** get married every year

3 in 10 women between 20 to 24 years are **married before 18**



Women without any education are **7x more likely to marry before 18** than women with 12+ years of education

Only **27% women** are part of the **female workforce** (2015), **down from 42% (1994)**



20 million girls and women dropped from labour force (2004-2012)

Economic opportunities



9 in 10 persons in India's workforce have received **no formal skills training**

In the next 20 years, **444 million children** will reach the working age



Most of the **young people** are estimated to be **caught in low-paid, low-skilled** informal sector **jobs**

93% (446 million) of India's workforce are **employed in small, informal-sector enterprises**



More than 60% (288 million) are **employed in rural India**. Nearly 68 million adolescents between the age of 14-17 years living in rural areas with few economic opportunities

30% of youth aged 15-29 years are not employed, in school, or in any type of training



BIHAR: STATE CONSULTATION

VOICES OF YOUNG PEOPLE AND ADOLESCENTS

All my friends want to move out of my village for **better employment opportunities**. We need viable solutions at village level to address the issue of migration.

I **do not** want to live in a society where my future job options are already denied based on **my caste and background**.

When I successfully tackle a challenge, **my confidence improves and this continues and motivates me** as I move forward in life.

I ASPIRE FOR...

- Internship opportunities that provide life and employability skills
- Understanding higher education opportunities, career pathways and social protection schemes
- Platforms to engage with young achievers on potential employment and entrepreneurial opportunities

MY CHALLENGES ARE...

- Lack of access and affordability of secondary education
- No transport services to access secondary education, especially for girls
- Lack of access to programmes to prepare young people for work – and matching competencies to labour market

OUR SOLUTIONS



Education

- Integrate vocational training into secondary education
- Mobile Schools



Career Guidance

- Mobile career counselling platforms (kiosks and digital) accessible to young people
- Matching aptitudes and skills to the jobs



Employment

- Collaboration between Government, private sector and young people to promote entrepreneurship
- Encourage self-help group members to emerge as rural entrepreneurs
- Job matching - harness data from labour markets for employers & education providers
- Safe migration of young people for employment opportunities



KARNATAKA: STATE CONSULTATION

VOICES OF YOUNG PEOPLE AND ADOLESCENTS

Young people with special challenges want access to all employment and education opportunities; but the Government needs to provide us suitable schemes and services to support us.

I dream of being a national level rock climbing champion, as no other girl wanted to do it. I love challenging myself.

Please get to know about our needs and aspirations, we too have a voice.

I ASPIRE FOR...

- Education, career planning and employment opportunities to be looked as a continuum
- Schools with inclusive facilities and opportunities like computer labs, libraries, safe drinking water and gender appropriate toilets
- Knowledge to be coupled with skill development; focus on both life and work skills

MY CHALLENGES ARE...

- Lack of access to information and awareness on schemes for education, entrepreneurship and career development
- Low parental support to break social barriers
- Lack of self-confidence
- Lack of flexible learning and digital education opportunities
- Low accessibility and affordability of secondary education

OUR SOLUTIONS

Education



- Teachers, NGOs, Government and young people engage with parents to provide more information on education value, skills training and entrepreneurship opportunities
- Recognition of prior learning

Career Guidance



- Career counselling sessions in and out of school to provide concrete guidance on career opportunities

Employment



- Corporates collaborate, mentor and provide support to raise young entrepreneurs
- Public employment programmes, wage and subsidies
- Integrate labour market requirements in skill design & training programmes
- Expand Apprentice scheme to new sectors including small-scale companies



MAHARASHTRA: STATE CONSULTATION

VOICES OF YOUNG PEOPLE AND ADOLESCENTS

A Resource Centre in school and communities will be useful for **career guidance, education** and schemes related to **employment opportunities**.

I want access to a smart phone app that provides information on course selection for **further studies and job opportunities**.

We should have a safe space to **engage, express and exchange** challenges and solutions related to our issues.

I ASPIRE FOR...

- A resource centre (one-stop centre) to provide all information on education, career guidance, empowerment, entrepreneurship development and gender
- Motivational lectures in class room to encourage us to take on challenges, follow aspirations, address issues related to family and self
- Funding opportunities for establishing small business for young people in the rural areas

MY CHALLENGES ARE...

- Lack of social protection opportunities for children of migrant families
- Low accessibility and affordability of education for children with special needs
- Limited investment in secondary education, along with skills training & career planning
- Lack of Internship or Fellowship opportunities at the school level

OUR SOLUTIONS

Education



- Implement flexible learning programmes and develop digital platforms for school dropouts and migrant young people
- Re-activate/strengthen School Management Committees
- Adolescent platforms in school for participation
- Recognized accelerated learning programmes for 14 to 18 year olds

Career Guidance



- Development of toolkit on self-assessment of adolescents and young people for career planning

Employment



- Support in decision making skills and guidance with respect to self-employment opportunities for young people
- Knowledge on what works & leverage existing and new public & private sector resources



WEST BENGAL: STATE CONSULTATION

VOICES OF YOUNG PEOPLE AND ADOLESCENTS

In my local area, we girls lose the opportunity to build our own lives due to **child marriage**. This must be stopped. We must get equal opportunities to **study, earn** and to **be independent**.

It is important to be financially stable before thinking of getting married. We have to break the gender norms and create equal opportunities for every girl and boy in our community

I am a migrant from a different state. To pursue my aspirations, I need access to my resident state's social protection schemes.

I ASPIRE FOR...

- A school which provides clean, healthy environment and quality mid-day meals
- Parental and school support to choose subject and field of my choice
- Access to information and resources to fulfil entrepreneurial dreams
- Vocational and life skills training for school drop-outs and youth with special needs
- A sensitive teacher who is also a mentor and does not discriminate

MY CHALLENGES ARE...

- Dropping out from secondary Education
- Lack of access to quality education for children with disabilities
- No flexible learning opportunities for out of school children and youth
- No integration of life skills training and career planning at schools
- Broken linkages with market demand and placement opportunities

OUR SOLUTIONS



Education

- Integration of life/employability skills into curriculum
- Household mapping of adolescents out of school and link with education or skills training



Career Guidance

- Develop school to work linkages
- One stop career service clinic(direct and digital) for young people



Employment

- Promote rural entrepreneurship through skills training for young people
- Job-shadowing program connecting young people with mentors in the relevant fields
- Access to capital for starts-ups & entrepreneurship



VOICES OF YOUNG PEOPLE AND ADOLESCENTS

I gave up education to support my family. But now, I have been given a second chance through flexible learning (National Institute of Open Schools) to enhance my employment opportunities.

I want to use digital technology and media to access information on **education, skills, career guidance.**

Career guidance should be incorporated in the school learning; so that when we graduate we have information on education opportunities and career choices.

I ASPIRE FOR...

- A platform to train, guide and support new entrepreneurs
- Opportunities to earn in my community, with my community and create sustainable economy models in rural India
- Access seed funds and credit at reasonable rates and mentors to learn from
- Decent job opportunities based on individual skill and market demand

MY CHALLENGES ARE...

- Lack of a supportive ecosystem and resources for guidance, training and work linkages
- Discriminatory environment at multiple levels - from access to education, skills and employment opportunities
- Lack of clarity about education and informed career choices
- Moving out of comfort zone and fear of failure

OUR SOLUTIONS



Education

- Skill-based residential education in conflict affected areas
- Mobile life skills learning
- Remote schools including use of digital content



Career Guidance

- Counselling melas at village level
- Counselling "saathi" to provide information on education, skills, social protection & employment schemes



Employment

- Community based, sustainable entrepreneurship opportunities
- Availability and awareness of mentorship and access to apprenticeship opportunities
- Target specific disadvantages of young people through skills and labour market policies
- Job placement, counselling and post-placement follow-up



GUJARAT: STATE CONSULTATION

VOICES OF YOUNG PEOPLE AND ADOLESCENTS

We - the adolescents in child care institutions - also have many aspirations but very little support to transit **to promising education and career options.**

Yes, we may fail but one will never know unless one tries; and with that determination one will eventually succeed.

There should be **flexible learning and equal job opportunities** for children dropping out of schools and those affected by seasonal migration.



I ASPIRE FOR...

- A school which is safe, has a playground and teachers who understand my needs
- Time for learning instead of house chores and taking care of my siblings
- Improved access to higher education for girls including safe hostels and transportation.
- Access to labour market without discrimination

MY CHALLENGES ARE...

- Parents imposing pre-determined career pathways and unable to pursue careers of choice
- Limited access to flexible learning programmes which allows to earn and learn at the same time
- Schools not encouraging innovative ways of thinking and teaching
- Low access to education loans with lower interests.

OUR SOLUTIONS



Education

- Coaching on life skills and confidence building at schools
- Flexible learning programmes



Career Guidance

- Local information centres for young people providing information and support on education, career guidance and employment options



Employment

- Interactive platform to learn from successful entrepreneurs and train new ones
- Partnership with co-operatives & Government to accelerate employment & mass entrepreneurship

YuWaah! CATALYTIC PARTNERSHIPS TO UNLEASH THE POTENTIAL OF ADOLESCENTS AND YOUNG PEOPLE IN INDIA

WHO?

Young people
in the age of
10-24 years



Adolescents & Young People
(10-24 years) in Institutions

4 million



Adolescents & Young People
(10-24 years) Out of Schools

20 million



Adolescents & Young People
(10-24 years) in Schools

25 million

FOCUS ON

Most vulnerable
social groups:
girls, differently abled,
migrants, tribals, etc.

LEARNING

Including alternative &
flexible learning for out
of school youth

LIFE/EMPLOYABILITY SKILLS

With a focus on critical 21st
Century skills

CAREER GUIDANCE

Mapping career choices
to interest areas and
mentoring

INCOME OPPORTUNITIES

Including local apprenticeship,
entrepreneurship and
employment

WHAT?

HOW?



An ecosystem that listens to
adolescents & young people's
voices and co-creates solutions
with and for them



Collaborative platform where
partnerships commit to:
(i) Identify priorities and bring networks
together (ii) Co-create scalable solutions
and promising ideas (iii) Share funding &
other resources (iv) Play an active role in
shaping the platform.



ENABLERS

- Generate evidence: Analytics, research and knowledge sharing
- Communicate, raise awareness & advocate: Change the education, skills and employment narrative
- Promote innovations, including technology platforms
- Harness social protection systems

THE PLATFORM

