



YuWaah, UNICEF India and Design for Change (DFC) invite the youth of India to participate in the YuWaah Youth Challenge and collaborate to build a better tomorrow.

Use your passion & imagination to solve the COVID challenge with your heart, mind, hands and hope.

The YuWaah Youth Challenge calls upon you, the youth of India, to put out your ideas- loud and clear. Discuss issues - personal, professional, social, environmental - that you are facing in the wake of COVID, and ideate on possible solutions and share it with the world.

India needs to hear from you, as it begins to plan the future. Use this time and opportunity to re-design the world. YOUR world. Help repair, recover and restore broken links between communities, creatures and the planet.

We may be physically distant but we always work better together. Ensure that you follow social distancing norms while you pair up with your siblings or connect virtually with friends.

ADOLESCENTS AND YOUNG PEOPLE



1 IN 5 ADOLESCENTS IN
THE WORLD LIVE IN INDIA

1 IN 3 IN INDIA IS A YOUNG PERSON
IN THE AGE GROUP OF 10-24 YEARS



WORLD'S LARGEST
POTENTIAL WORKFORCE

! YOU ARE NOT THE FUTURE YOU ARE THE NOW! JOIN
THE YOUTH OF INDIA TO BUILD A BETTER TOMORROW.

FOCUS AREAS OF THE CHALLENGE:

Choose for yourself & your team one of the 5 thematic areas of the **YuWaah Youth Challenge**

- What does COVID-19 tell us about our relationship with the **environment**? How might we alter it in response to this crisis?
- How can our **education** system adapt in the face of extended lockdowns?
- How might we achieve better physical and mental **health** for all?
- Migrant workers are facing unprecedented challenges . How can post-COVID enterprises ensure sustainable **livelihoods**?
- How might we stop the spread of misinformation and fake news? Through what channels can we spread accurate **information**?

Follow DFC's Harvard Acclaimed problem-solving framework Join the YuWaah Youth Challenge Today!



THINK FROM YOUR HEART

The first step to designing a solution is understanding the problem - with both your head and your heart.

- 1) Inform yourself:** Find genuine information
- Read about COVID-19 from the reliable sources listed below:
 - [UNICEF](#) - COVID in India
 - [WHO](#)
 - [UNICEF India Monthly Report \(March 2020\)](#)
 - [UNICEF COVID-19 Response](#)

- Read/ listen to multiple perspectives

- 2) Observe:** Open your heart, and allow yourself to connect to problems. Observe the impact of COVID-19 on:
- Yourself
 - Your family
 - Your community
 - Your environment

- 3) Choose:** one challenge that you feel strongly about

- 4) Engage:** Reach out and have telephonic conversations with the people who are facing the challenge, civil society organisations working in your city, your local government, political representatives, friends, family members to get multiple perspectives on the challenge you have selected. Some question you can ask:

- Whose problem is it? Who all are involved?
- What are the root causes of the problem?
- What solutions have already been implemented or tested?

Remember you need to design your solution WITH people NOT FOR them.



VISUALIZE CHANGE

The clearer we IMAGINE it, the better we can Design it!

- 1. BEST CASE SCENARIO:**
- Create a best case scenario by asking yourself... "If I had all the resources in the world, what would my solution look like.."
 - Now brainstorm and list the various routes to take you there.

- 2. BRAINSTORMING TIPS**
- All ideas are good ideas.
 - Build on the ideas of others.
 - Illustrate your ideas for greater clarity.

- 3. VOTE**
- Use the criteria below to decide which of your many ideas to develop further:
- responding to a felt need
 - easy to replicate
 - long lasting
 - impacting maximum number of people

THINGS TO REMEMBER

Try to think beyond the first or 'obvious' solution and collect ideas from as many people as possible

BE THE CHANGE YOU WISH TO SEE IN THE WORLD!



STEP 3

DO

MAKE CHANGE HAPPEN

Be the CHANGE!

1. PLAN YOUR SOLUTION

- List the resources that will be required to implement your solution
- Create an illustration, model or map of your solution
- Assign clear tasks and responsibilities to each team member
- Set up a timeline for smooth implementation of your idea

2. TEST & IMPLEMENT

- Test your solution with a small group of intended users. For example, if you have created;
- A game to play with social distancing test it with neighbours a business plan to generate income, make a small investment and test.
- Use feedback from the test to modify your solution if needed
- When your solution passes the test, GO AHEAD and implement your solution!

3. DOCUMENT: Always remember to document your solution at each step

- Write notes, take photos and videos to document each step of the FIDS process
- Capture data and feedback;
- How many people did you reach?
- How many were impacted by your solution etc
- What did users say about your solution?

4. REFLECT :

- What 3 things did you learn about the situation?
- What 2 things did you learn that you could do?
- What 1 thing did you learn about yourself?
- Think about ways to sustain the impact of your project?

THINGS TO REMEMBER

Remember to ALWAYS ensure you follow the COVID norms in your area.

Try and reach out to organisations/ professionals working in your area COVID-19 relief and response and explore if you can partner with them to positively impact your community



STEP 4

SHARE

INSPIRE OTHERS WITH YOUR SOLUTION

Share to build a spirit of abundance!

1.SUBMIT

- Share your solution of change with us at youthchallenge.designforchangeindia.com . Please follow the submission guidelines given on the site.
- You can either submit a PHOTO STORY or a VIDEO STORY.
- PHOTO STORY: Answer the questions in the submission form and upload photos as evidence of your solution
- You can upload a maximum of 4 photos for each step.
- VIDEO STORY: Answer the question in the submission form. Document your solution as a short 3 minute video
- Upload your video on youtube and paste the link in the submission form

PLEASE REMEMBER

You can upload max 4 photos for each step and the video should not be longer than 3 mins.

2. INSPIRE

- Share your solution on social media
- Post on FB, Instagram, TIK TOK and tag #ImaginationUnlimited
- Share with friends and family via Whatsapp

We eagerly look forward to your participation in the YuWaah Youth Challenge #ImaginationUnlimited



DATES TO REMEMBER

Registration Deadline: July 15th 2020
Submission Deadline: August 10th 2020
Announcement of Result: August 15th 2020

Reach out to us at: youthchallenge@dfcworld.com | Helpline: 9599916181

TRACK YOUR PROGRESS

