

INDIA

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THE CHALLENGE

Youth between the ages of 15 and 24 account for 1.2 billion of the world's population, of which 90 percent live in developing countries. An estimated 620 million youth are neither working nor looking for work, and more than 200 million youth earn less than US \$2 a day. This combination of factors exposes youth to higher risks of becoming victims or perpetrators of violence and crime, teen pregnancy, and receipt and transmission of HIV/AIDS and other diseases. Such negative outcomes impose costs not only on young people and their families, but also on the economy and society at large.

In India, every year 10 to 12 million young people enter the labor market. However, the Indian economy creates only approximately one million new formal sector jobs each year; therefore, 90 percent of youth are forced to find work in the informal sector with accompanying low

earnings. The World Bank's 2006 "Doing Business" report noted, "People know how to escape poverty... what they need is a decent job. Studies confirm that the vast majority of people who escape from poverty do so by starting their own business or finding work in an existing one."

The crisis of jobs for youth can only be mitigated by addressing the skills gap and tapping the entrepreneurial spirit among young people to create new jobs. Current workforce training in India is predominantly characterized by rote learning and a single-skill and one-language focus. Only 25 percent of technical graduates and 10 to 15 percent of general graduates have the necessary skills for immediate employment. The current and future job market demands both technical skills and multi-lingual abilities, along with soft skills (e.g., critical thinking, teamwork, and a focus on customer service).

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Being a girl—and from a poor family—I was not sure whether I would be able to start and run my own enterprise. But the ... training on entrepreneurship have given a new life to me and to my business. Now I am able to bring a variety to my products, and employ five people.

— Maya [23].

Young Entrepreneurs
beneficiary

Young Entrepreneurs anticipated outcomes

At least **1,100** disadvantaged young people in India will receive high-quality entrepreneurship training that provides business, finance, and life skills.

Of those youth trained, **750** will receive access to financial resources and ongoing business support.

With that support, at least **450** youth will receive next-stage enterprise development training.

1,950 youth will obtain employment from the YE-supported businesses.

EquipYouth anticipated outcomes

Over **1,000** young people from ITIs will have gained appropriate training to obtain employment in technical trades.

At least **90%** of program graduates will be satisfied with the quality of training and trainers.

At least **50%** of program participants will be employed in decent jobs within 6 months of program completion.

THE SOLUTION

The International Youth Foundation (IYF) has developed programs that holistically address various aspects of a young person's life, including healthy lifestyles, personal development, workplace success, and entrepreneurship, which are more likely to have a lasting impact in tackling the challenges facing youth in India.

IYF INITIATIVES IN INDIA

youngentrepreneurs

The Young Entrepreneurs (YE) program is a four-year partnership (2012-2015) with MasterCard and Community Collective Society for Integrated Development (CCFID). The program provides youth entrepreneurs with the following support:

- Business and life skills training to build human capital in areas such as creative thinking, risk-taking, business administration, and marketing
- Access to financial capital as needed via a revolving loan fund
- Ongoing technical assistance and links to adult business mentors and other youth entrepreneurs

YE provides young entrepreneurs with the knowledge, skills, and resources they need to start, operate, and sustain a businesses. Through 2015 the program will foster the development of youth-owned businesses in the following ways:

EQUIPYOUTH

To address the challenges facing youth seeking to enter the labor force or start up businesses, IYF and the Caterpillar Foundation have joined forces to create *EquipYouth* (EY), a global program that will provide more than 8,500 young people in 12 countries with market-relevant life and technical skills training plus job placement support and services. IYF and its local partners are implementing this three-year, US\$11 million initiative begun in

2012. The EY program seeks to increase employability among disadvantaged youth through improved life and technical skills, internships and on-the-job training, increased job placement support, capacity building for local partners and trainers, and entrepreneurship development (where applicable). Employee engagement is also an integral part of this global initiative. This initiative is reaching youth in the following countries: Brazil, China, India, Indonesia, Jordan, Mexico, Panama, Peru, Russia, Singapore, South Africa, and South Korea.

In India, EY is seeking to provide more than 1,000 young people with technical skills training combined with a holistic life skills program and English language instruction. To implement this program, IYF is working in partnership with QUEST Alliance, which provides workplace readiness skills to disadvantaged youth in India. QUEST Alliance is working with industrial training institutes (ITIs) that train youth, primarily from economically disadvantaged backgrounds, in trade-specific skills. In complement to the technical training the ITIs offer, QUEST Alliance provides youth with the employability skills necessary to find and retain decent jobs. These skills include career orientation, workplace readiness, life skills, and English language training. To ensure the quality of the training delivered, EY implementation will include a robust training of trainers (TOT). Youth participants will receive job placement support based on their chosen trades and the skills they acquire through the program.

SKILLS FOR YOUTH



From 2009 to 2011, the *Skills for Youth* (SkY) project sought to provide technical support to the Government of India to strengthen initiatives in youth skills and employability training, bring in NGO/private sector experiences to support this effort, and demonstrate in-country and international best practices through pilot activities. IYF piloted four projects with local partner QUEST Alliance in career guidance and exploration, life skills, and self employment in Delhi and the states of Bihar, Rajasthan, and Uttar Pradesh. Three advocacy workshops held as part of SkY built and solidified relationships with key stakeholders and government officials. IYF implemented SkY in cooperation with EDC in the context of a broader USAID-funded program called Minority Education for Growth and Advancement (MEGA)/SkY, for young people ages 15 to 29.



Carried out from 2008 to 2013, *Youth. Empowerment. Success* (Y.E.S.) was a 21-month program designed to prepare at least 1,400 out-of-school youth in India to be successful at school and work and to increase their knowledge about and access to oral health services. IYF and Delhi-based partner Youthreach worked to build local trainers' capacity to deliver high-quality and relevant life skills and workplace English curricula, facilitate oral health focused service learning projects, and link participating youth to accredited oral health service providers.

The Y.E.S. program included four primary activities:

- Training of trainers: High-quality training ensured that trainers understood how to implement the curriculum and utilize experiential teaching methodologies that resonate with youth participants.
- Training youth: Youth in the program completed a four- to six-month training program consisting of IYF's *Passport to Success*® (PTS) life skills curriculum and Youthreach's workplace English curriculum. The program saw the creation of five oral health lessons and their incorporation into the PTS curriculum.
- Oral health services: The program conducted multiple oral health camps. Indian Dental Association-licensed dental professionals provided free teeth cleaning and dental assessment for youth and their family members. Select youth who needed follow-up services were linked to licensed professionals who provided low-cost or pro bono care.
- Service learning projects: In order to take the message of proper oral health and hygiene to their communities, youth designed and led small community service learning projects. These projects were a culminating activity in the PTS curriculum and were an opportunity for the participants to put into practice all of the skills and knowledge they've gained.

Planning for LIFE

The *Planning for Life* (P4L) project aimed to integrate reproductive health and family planning into youth development programs to improve the health of young women and men ages 10 to 24. The seven-year program launched in 2007 with support from USAID and World Learning. In India, IYF worked with local partner Youthreach. The P4L model strengthened the capacity of IYF's global partner network and IYF staff to integrate reproductive health and family planning as critical elements within youth development

Skills for Youth outcomes

4,817 youth received training from pilot projects

112 teachers and trainers from **73** schools and training centers received capacity building training

Planning for Life outcomes

2911 youth in India, the Philippines, and Tanzania received RH education integrated within livelihood, education, sports, and HIV programs.

784 youth in Dominican Republic, India, Jordan, Kenya, Saint Lucia, and Sri Lanka educated on RH as an integrated component within livelihood, education, and leadership programs.

Tsunami Reconstruction Initiative outcomes

Over **7,600** loans, totaling **US\$1,008,000** were made, enabling **1,500** youth-led enterprises to take root.

177 youth businesses employed five or more employees.

1,900 youth trained in essential life skills.

5,020 youth gained access to affordable microinsurance

Education and Employment Alliance outcomes

Partnerships forged with over **320** multi-sectoral organizations in support of **43** pilot projects benefitting over **one million** youth.

\$12.7 million raised in cash and in-kind leverage contributions.

Of **8,580** graduates eligible for work, **4,801** graduates (56%) secured jobs or set up small businesses. Eighty percent of those entrepreneurs surveyed reported making profits.

programs. After a successful first phase, the program was extended; Phase 2 was completed in July 2012. Phase 2 sought to translate, adapt, test, and integrate a package of 10 basic reproductive health lessons into partners' life skills programs. In addition to India, P4L was implemented in the Dominican Republic, Jordan, Kenya, the Philippines, Saint Lucia, Sri Lanka, and Tanzania.

TSUNAMI RECONSTRUCTION INITIATIVE

An estimated 230,000 people perished and over five million were left homeless as a result of the earthquake and subsequent tsunami that ravaged several South and Southeast Asian countries on December 26, 2004. Nokia and IYF launched the *Tsunami Reconstruction Initiative* (TRI) to help drive efforts to rebuild lives and livelihoods over the long term.

TRI provided critical livelihood support to affected youth by providing access to training, jobs, apprenticeships, and/or loans. Carried out in tsunami-affected areas of India, Indonesia, Sri Lanka, and Thailand, the initiative also benefited from the support of the Sylvan/Laureate Foundation and Unocal. From 2006 to 2009, the US\$3.09 million program reached more than 12,400 youth ages 16 to 29. With the support they received, youth created a range of micro- and small enterprises — from processing cashews to bottling juices and from producing handicrafts to promoting tourism.

To meet the needs of youth in Tsunami-affected regions in India, IYF partnered with Community Collective Society for Integrated Development (CCFID). The program provided life skills and vocational training to youth plus micro-credit (up to US\$500) and livelihood financing loans

(US\$1,000+). IYF and CCFID pursued a holistic, flexible approach based on beneficiary needs. They offered customized supports (i.e., business counseling and institutional development, knowledge management, and investment services), along with micro-insurance to mitigate future crises.



From 2005 to 2010, the *Education and Employment Alliance* (EEA) improved and expanded education and employment opportunities for disadvantaged and unemployed youth in six countries in the Middle East and Asia. Supported by USAID and a wide array of corporate, foundation, and other donors, EEA forged partnerships at the local, national, and global levels. The alliance leveraged the expertise and resources of diverse partners to lay the groundwork for sustaining and scaling up interventions. In India, EEA supported innovative educational technology initiatives to improve students' learning outcomes. In other countries, its programs offered comprehensive learning packages, combining technical/vocational and life skills learning, entrepreneurship development, on-the-job training, and job placement or enterprise development support. Programs focused on addressing the unique needs of out-of-school and at-risk youth.