

Gen-U in India Bulletin

Highlights from January to April 2019



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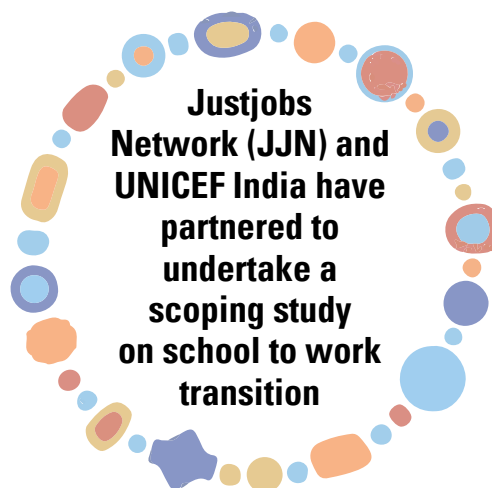
UNICEF India undertakes scoping study on school to work transition

Justjobs Network (JJN) and UNICEF India have partnered to undertake a scoping study on school to work transition. It seeks to understand the existing education; technical and vocational education and training (TVET) and skills system.

The objectives of the study are to

- review trends in youth labour force, employment and rates of youth who are neither in education, employment nor training (NEET)
- study the trends in education (for children and adolescents in India), vocational education and skills programme and challenges for these programmes.

While the study focuses on national data, trends from five states of Bihar, Madhya Pradesh, Rajasthan, Uttar Pradesh and West Bengal will



be considered as these states have a higher development burden when it comes to indicators such as child education and gender discrimination. Inputs on the draft report have been submitted by the Joint Secretary, Ministry of Skill Development & Entrepreneurship (MSDE), Government of India (GoI); UNICEF & UNDP. The report is expected to be finalised by June 2019.

UNICEF South Asia & the Global Business Coalition for Education (GBC-E) to co-host 'South Asia Youth Skills and Solutions Forum'

The 'South Asia Youth Skills and Solutions Forum' is being organized by UNICEF South Asia and the Global Business Coalition for Education (GBC-E) in the latter half of 2019 to bring together business, government and frontline implementation partners. UNICEF South Asia has contracted Ernst & Young (E&Y) to lead a major research effort to compile evidence based on the theme of 'Youth & Skills in South Asia'. The objectives of the study are to identify trends in job force skill needs, understand youth skills development, listen to South Asia youth, find workable solutions and take innovations to scale.

The 'South Asia Youth Skills and Solutions Forum' builds on the UNICEF Generation Unlimited (Gen-U) initiative and GBC-E's Youth Skills and Innovation Initiative and aims to:

- Demonstrate the need for private sector to invest in the next generation of youth in the region
- Advance the development of partnerships among private sector, governments and

international agencies to scale up sustainable solutions to the youth skills crisis in the region

- Identify comparative strengths and entry points for business, governments, youth and development partners to engage in supporting adolescent education, skills and age-appropriate employment in the region
- Send a powerful signal to youth and their families and communities that their aspirations and needs for education, skills and employment are a high priority for powerful social actors.

E&Y will submit the:

- Inception report that presents the complete methodology and approach to conduct the work
- Background working paper that summarises youth demographics and labour force preparation; evolving economic structure and its employment needs; and national trends in the regional portrait
- 'Voices of Youth' report to explore successes and frustrations of youth around skills building and employability
- Solutions Bank – a range of true-from-life programmes and approaches demonstrating what works in youth skilling across South Asia



- Modelling projections from a number of well evaluated initiatives, to identify how to take them to scale through the action of youth, the public sector and the private sector
- Final report with recommendations for actions to be taken or strengthened over 2019-2025.

The India office is supporting the 'Voices of Youth' initiative of the Regional Office for South Asia (ROSA). The questionnaire has been translated into three local languages (Hindi, Telugu and Bangla) and will be rolled out once the survey link is shared with support of the field offices and local partners.

Gen-U and Boston Consulting Group (BCG) survey for young people

Gen-U and BCG have come together to develop the strategy, framework, theory of change (ToC) and roadmap for Generation Unlimited. They are seeking to understand the aspirations, challenges and needs of young people and the ways in which they would like to be engaged or involved in initiatives that would work for them. Towards this end, BCG has designed a qualitative questionnaire to be filled in by young people (<https://www.113.vovici.net/se/13B2588B01E7B9D8>) which will help develop the global Gen-U strategy.

UNICEF India has helped share the survey on all our social media platforms and through the U-report. This will help BCG in developing the global Gen-U strategy.

BCG is in the process of developing the localised strategy for Gen-U India by June 2019. This will include consultations with stakeholders.

Stakeholder consultation to finalise Gen-U in India

The stakeholder consultation to validate the Gen-U strategy and ToC [supported by BCG engaged by New York Headquarters (NYHQ)] and disseminate the findings of the JJN and E&Y study is scheduled for the latter half of the year in India. A Technical Reference Group (TRG) is also being established for this purpose with 10 participants.



Photo Credit: © UNICEF/2019

South Asia Youth Skills & Solutions Forum scheduled in India

A 'South Asia Youth Skills and Solutions Forum' is being organized by UNICEF South Asia and Global Business Coalition for Education (GBC-E) to bring together business, government and frontline implementation partners. The details of the same are being fleshed out by the regional and country offices.

Evaluation of special training programmes

The Right of Children to Free and Compulsory Education (RTE) Act makes elementary education (grades 1-8) a fundamental right of all children aged 6-14 years in India. The Act also contains provisions for special training of out-of-school children to enable their enrolment/re-enrolment in school.

These special training programmes are being offered in states but there is a lack of information on the effectiveness of these programmes in mainstreaming children into school. UNICEF, at the request of the Ministry of Human Resource Development (MHRD), will undertake a study in selected states to identify the different modalities for conducting special training programmes for out-of-school children and to evaluate the extent

to which the programmes are successful in their intended objective of mainstreaming out-of-school children in school.

The study findings will shed light on the models for special training that are most effective in mainstreaming children in school with examples of good practices. It can also point to areas in need of improvement towards ensuring these programmes meet their objectives.

UNICEF India to undertake mapping and analysis of feasibility, functionality and capacity of existing and potential partners in career counselling, life skills trainings & youth engagement initiatives

In line with the Gen-U information mandate, UNICEF is seeking to undertake a mapping and analysis of the feasibility, functionality and capacity of existing and potential partners in career counselling, life skills training and youth engagement initiatives.

A complete mapping of the career counselling, skilling and youth engagement ecosystem will help identify/locate proven or promising solutions,

models, platforms and partnerships that can be scaled up. It will enable the India Country Office (ICO) to catalyse focused partnerships to engage young people in co-creating solutions for challenges faced by them. These efforts will build productive life and work opportunities through a uniquely designed, scalable and sustainable model through sustained and coordinated investments for their empowerment.

The terms of reference (ToR) for this mapping exercise are being developed and an agency/ organization will be on board by next month to complete the work in the next three months.

YuWaah portal with tools on engagement, learning, skills & employment opportunities

UNICEF is in the process of designing and developing a web portal for YuWaah or Gen-U in India. This portal will be a repository of information related to YuWaah for different stakeholders, provide a platform for young people and stakeholders to interact and engage with the cause/ initiative; as well as document testimonials and success stories.



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UNICEF, UNDP & UNFPA to partner with Ministry of Youth Affairs and Sports to strengthen volunteer platforms

UNICEF, UNDP, UNV and UNFPA have come together to provide more robust support to the Ministry of Youth Affairs and Sports to strengthen the Nehru Yuva Kendra Sangathan (NYKS), National Service Scheme (NSS) and the Rajiv Gandhi National Institute of Youth Development (RGNIYD) to expand the space for meaningful engagement and participation of young people in India.

The partnership aims at providing strengthened support to the main engagement and volunteering platforms as well as anchoring key capacity building measures and scaling them up in the form of innovative quality certification courses for community youth workers and youth leaders in RGNIYD. The strengthened platforms in turn would cooperate closely with UN agencies to raise



awareness and prioritise child and youth rights in their agenda.

A meeting with the Secretary is planned in the last week of April 2019 who has expressed an interest in supporting UNVs as district youth coordinators in nearly all districts and in supporting youth leadership and challenges programmes through NSS and NYKS platforms.

Meanwhile in order to explore the potential of young volunteers, UNICEF has launched large-scale partnerships with NSS in Chhattisgarh and Madhya Pradesh mobilising around 8,000 volunteers and building their capacities on child rights. As a result, the volunteers sensitised 200,000 children and 400,000 community members on child rights, who mapped protection issues present in their communities and learnt how to address some of them.

UNICEF India partnership with NITI Aayog on Atal Innovation Mission (AIM)

UNICEF India and NITI Aayog will sign off on a partnership letter on 24 April 2019 in Delhi, India. UNICEF India is partnering with NITI Aayog, a premier think tank of GoI, on the Atal Innovation Mission (AIM) which is a flagship initiative of GoI to inculcate the spirit of innovation and support technology-based entrepreneurship across India.

Through this strategic partnership, UNICEF can effectively build capacities of adolescents, young

entrepreneurs, mentors and teachers through an institutional government platform and reach over a million adolescents across the country to give greater visibility to young people's agenda. The focus will be on co-creating innovative technological solutions for social problems by and for young people, scaling them up through public or private support and promoting rights of adolescents to information, expression and decision making. The first engagement will be initiated in 100 schools reaching at least 3,000 adolescents through playful introduction of Sustainable Development Goals (SDGs) into the space of Atal Tinkering Labs in mid-April 2019.

Exploring UPSHIFT methodology to support engagement with adolescents and young people

The UPSHIFT methodology for harnessing the power of social innovation is being explored to support engagement with adolescents and young people and co-create solutions for challenges launched in the framework of Gen-U especially with

Madhya Pradesh mobilised around 8,000 volunteers and built their capacities on child rights. As a result, the volunteers sensitised 200,000 children and 400,000 community members on child rights



platforms like AIM (NITI Aayog) flagship volunteering programmes [NSS, NYKS, Bharat Scouts and Guides (BSG)] of the country as well as vibrant youth collectives.

While we find the methodology has good potential for supporting young people in generating concrete solutions for their own communities, there is a need to have in-depth discussions on its operationalisation and introduction/integration with the critical platforms of adolescents and young people we engage with in India. The New York (NY) team will support UNICEF India in coming up with a strategy to:

- Adapt and localise UPSHIFT
- Integrate it in the most efficient way (following adaptation, we would need to prepare a cadre of 'master trainers', this should be supported by a strong online component, which would then be used by all the platforms)
- Prepare and run a youth challenge: opportunity to pilot an India-wide SDG focused Gen U / YuWaah youth challenge in 2019/20 across all these platforms

Adolescent empowerment

UNICEF India is helping build strong political commitment and community support for adolescent empowerment across 13 States. Skill building is key to this. In 2018, a total of five million girls and boys gained access to foundational and life skills training through in and out-of-school groups (e.g. Meena and Raju Manch in primary schools and Gargi Manch in secondary schools), career fairs, mentorship/volunteering programmes, flexible



learning programmes. UNICEF also worked with key constituencies to build their capacities to engage adolescents themselves as well as their parents and community influencers in promoting adolescent participation and civic engagement. UNICEF invests in creating an enabling environment and accountability processes as key to promoting adolescent empowerment. In India, UNICEF strengthened participation, capacity and social accountability mechanisms within local government and various community-based structures. UNICEF also assisted three state governments in developing cash transfer programmes which incentivise girls' education (annual scholarships for 13-18 year olds and one-off payments for 18-19 year olds provided that they are enrolled in an educational institution and are unmarried) aiming to reach over 20 million girls. Community and civic engagement has taken place at remarkable scale in India reaching millions in 2019.



Collaboration with World Bank on adolescent engagement

Discussions with the World Bank (WB) are ongoing to collaborate on the Adolescent Girls Summit and adolescent girls' initiatives such as Tejaswini in Jharkhand and two other states and the graduation programme in West Bengal in addition to their secondary education improvement project and Sankalp/Strive.

UNICEF and UNDP partnership

UNICEF and UNDP will be formalising the partnership in the areas of life skills, career counselling, linkages with skills, entrepreneurship and employment opportunities by May 2019. UNICEF and UNDP are partnering to support career guidance and counselling for school students, especially girls in Karnataka, and subsequently take the programme together to other states in complementing roles. UNICEF is working with the



Education Department, Government of Karnataka to introduce a career guidance programme through a web portal for children in secondary and higher secondary schools. UNICEF will support the web portal for the first two years after which the State government will take over. UNDP on its part will institutionalise Career Guidance & Counselling

Cells (CGCCs) within schools to support students in making informed career choices. The CGCC activities will be implemented in the field and technologically supported by the UNICEF web portal.

Partnership with Ministry of Skill Development & Entrepreneurship

Developing a communication strategy and capacity building framework for MSDE on Skill Development and Livelihood Opportunities in partnership with DFID for 107 aspirational districts in India – Aspirational Skilling Abhiyan.

Example of partnership with private sector

The Corporate Social Responsibility (CSR) division of Arvind Limited has created a pipeline to select young boys and girls from tribal districts in Gujarat, train them in basic skills and then advanced skills based on the works assigned. This was further linked to continuing education and skill upgradation in collaboration with other skilling agencies and Ambedkar University. This innovative plan offers employment, earning, education, experience, saving potential and future readiness. The idea is to help them move to better jobs or self-employment opportunities.

Tribals constitute 15 percent of the state populations but have limited access to resources. Therefore, educating tribal women could create a huge impact on the development of the state.

From 2014–15, 300 girls were selected from tribal districts of Gujarat, predominantly from the Dahod district. The company organized parents' visit to

the residential setup giving them details about the programme but the drop out rate was huge after enrolment due to social pressures and customs. However, the company was determined to move forward with the project. Out of the 300 selected, 120 girls stayed back in the first round. They were given vocational training, accommodation, transportation and learning opportunities through enrolments to various courses from Babasaheb Ambedkar University.

In partnership with Confederation of Indian Industries (CII) and Arvind Limited, UNICEF has incorporated a life skills component in the ongoing project turning the skill building centres into empowerment centres which would produce adolescent girls and boys who will later work as change makers in their respective communities. Moving forward, UNICEF will support Arvind Limited in mainstreaming life skills in their skill building curriculum and identification of trainees with trainer potential. The process will also help in understanding the needs of industry and adaptations that are required in the life skills content. UNICEF and Arvind Limited plan to work together in scaling up this project across the state with support from CII.



Photo Credit: © UNICEF/2018



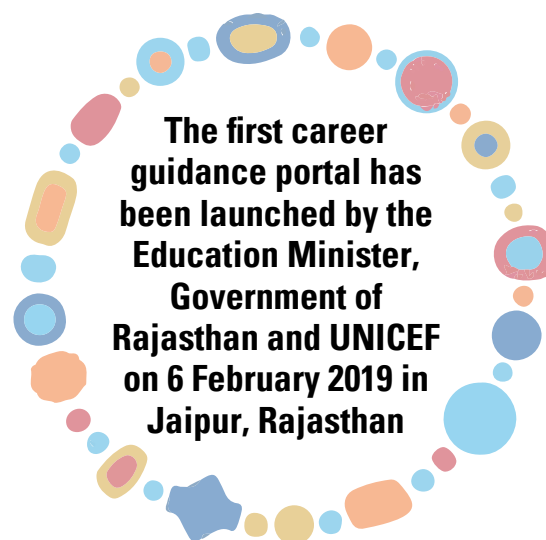
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LEARNING OPPORTUNITIES

First career guidance portal reaching 2.3 million students launched by Government of Rajasthan & UNICEF

The first career guidance portal has been launched by the Education Minister, Government of Rajasthan and UNICEF on 6 February 2019 in Jaipur, Rajasthan. Developed as part of the adolescent empowerment programme, the portal reaching 2.3 million students (classes 9 to 12) in 14,290 schools is a structured, unbiased career guidance programme with a tremendous potential to help students in class 10 or 12 choose the right career for them as well as provide guidance for those who drop out after class 8.

The Portal has been launched with information on 200+ vocational and professional careers, 1,050+ entrance exams, 950+ scholarships and 6,400+ colleges in the state and country. It has been developed based on the needs, awareness levels and insights of students, teachers and system functionaries. This is India's only multilingual career



guidance platform that aggregates content on examination, scholarships and careers. It brings together all three stakeholders i.e. students, teachers/facilitators and vocational training providers/scholarship providers on a single platform. It has an easy log-in for students using their unique IDs

and allows teachers to log in and connect with their students whether it is to address queries, create synopses or access information.

In the initial phase, this portal will be developed and launched in 10 states (Bihar, Madhya Pradesh, Uttar Pradesh, Jharkhand, Rajasthan, Gujarat, Assam, Odisha, Andhra Pradesh and Telangana) reaching 36 million secondary students in school as well as secondary age adolescents who may be out-of-school or may have dropped out.

The needs assessment has been completed in five states (Uttar Pradesh, Bihar, Madhya Pradesh, Jharkhand and Rajasthan). The portal will be launched in Andhra Pradesh, Bihar and Assam post elections. Meanwhile discussions are in process in Madhya Pradesh and Maharashtra. Subsequently, the portal will be available for all states in India.

Career counselling visioning workshop

As a One UN Initiative, UNDP in partnership with UNICEF has planned a two-day career counselling visioning exercise from the theory of change perspective at the end of May 2019. This will focus on a comprehensive systemic response to career guidance and counselling support to adolescents and youth in India. The UN agencies will play the role of a catalyst bringing key players and stakeholders together on a common platform.

Life skills measurement roll-out

UNICEF in collaboration with Young Lives initiated life skills measurement in alignment with the comprehensive life skills framework. This involves developing and operationalising a measurement framework for assessing the comprehensive skills of school children in classes 6-8 and 9-10 in five UNICEF intervention states and out-of-school adolescents (11-18 year old boys and girls) in two UNICEF classified high-burden states, in collaboration with the Department of Education. The states in which the comprehensive skills measurement framework will be operationalised are Assam, Jharkhand, Madhya Pradesh, Rajasthan and Uttar Pradesh. A situation analysis has been completed and state plans are being drafted for developing the measurement tool



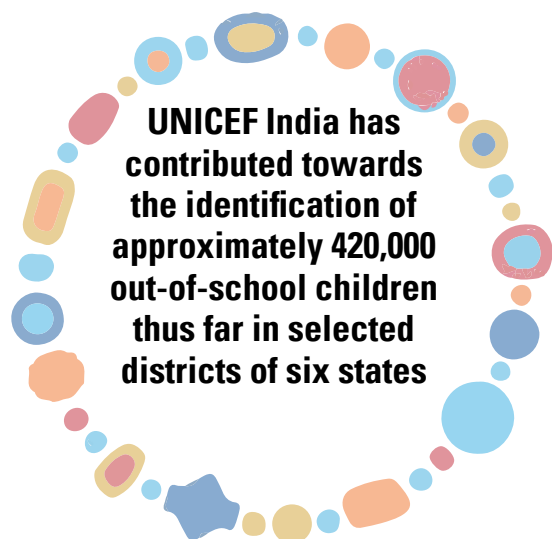
and for capacity building of master trainers on data collection and analysis.

Call for innovative solutions to reach out-of-school children

Out-of-school children face a multitude of barriers to their education, including poverty, child marriage, child labour, migration, language, inaccessible schools, and gender and social discrimination, to name a few. Reaching them requires innovative solutions that address these complex challenges.

Some of the work in finding these solutions to reach out-of-school children has already been done, and there are a number of individuals and organizations working in this area in India. UNICEF India issued a Call for Innovative Solutions to Reach Out-of-school Children in late 2018 to find out more about some of these proven and promising solutions, towards identifying interventions that can be replicated and scaled up. Over 170 entries were received. The entries underwent a comprehensive review process by an internal, intersectoral team at UNICEF and the finalists are in the process of being confirmed.

An event is being planned in mid-2019 to showcase the Call for Solutions initiatives selected and to foster partnerships to take them forward, with a focus on states with the highest burden of out-of-school children.



Approximately 420,000 out-of-school children identified

UNICEF India has contributed towards the identification of approximately 420,000 out-of-school children in selected districts of six states (Uttar Pradesh, Bihar, Rajasthan, Madhya Pradesh, Odisha and West Bengal) with the highest burden of out-of-school children. Mapping and data entry continue with this data to provide solid evidence on out-of-school children and their profile, as a basis for advocacy with the government for greater attention to this critical issue. This goes hand-in-hand with efforts such as the Call for Solutions mentioned earlier, and interventions to strengthen special training programmes, to meet the learning needs of out-of-school children. UNICEF has partnered with organizations such as Educate Girls and Action Aid, as well as other local organizations, in conducting the mapping exercises.

Collaboration with Rohini Nilekani's EkStep Foundation around life skills & career counselling

UNICEF India is looking at possible areas of collaboration with the EkStep Foundation around life skills and career counselling in the five states that it is operating in currently and to expand to new states.

EkStep Foundation, a not-for-profit, co-founded by Nandan Nilekani, Rohini Nilekani and Shankar Maruwada in 2014 has developed an open source,

modular digital platform, called Project Sunbird, that is designed to support diverse teaching and learning solutions. Presently EkStep Foundation is working with MHRD in all the States to roll out a national teachers' platform that uses the Sunbird technology to support all teachers with curriculum and energised text books (dynamic content accessed via QR codes in the text book). This platform can be extended for other areas of learning, such as life skills, foundational skills, etc. EkStep's aim is to reach 220 million children in India.

About Co-Impact & its work with EkStep Foundation

Co-Impact is a venture that seeks to create a global model for collaborative philanthropy and systems change at scale. It is working with EkStep Foundation and will invest \$500 million in three critical areas of health, education and economic opportunity. EkStep will serve as Co-Impact's technical partner by supporting a number of Co-Impact programmes with their open knowledge and societal platform assets as well as capacity building.

EkStep will invest in creating open digital public goods with the intent to benefit an ecosystem of innovators who can create contextual solutions for the development sector through the Societal Platforms approach. They will support Co-Impact's visionary efforts of driving large-scale systemic development.

Co-Impact is a venture created by a group of world's leading philanthropists including Bill and Melinda Gates, Richard Chandler, Jeff Skoll, Dr. Romesh and Kathy Wadhvani and the Rockefeller Foundation.

Exploring partnership possibilities with Reliance Foundation (RF)

UNICEF India and Reliance Foundation (RF)-Jio aim to collaborate to use Jio Mobile to engage with young people in India and provide various opportunities and soft skills to help India achieve the SDGs.

RF works to improve lives of children, young people and women and till date has reached over 20 million people. Jio has more than 250 million subscribers despite being the youngest network. RF and Jio

have an ambition of connecting all schools and colleges in India to the Jio platform to support learning and development through use of its artificial intelligence platform for learning called EMBIBE.

Currently both the teams are working on scoping the partnership and ensuring that the platform includes easy modules on soft skills that are easily accessible on mobiles.

Exploring flexible learning options

UNICEF will review the content of the Tata Consulting Services (TCS) Adult Literacy Program (ALP), the National Council of Educational Research and Training (NCERT) and the National Institute of Open Schooling (NIOS) and the existing Call for Solutions for flexible learning to see whether any of these programmes can be used to scale up. This is over and above the possible engagements with TCS, Reliance-Jio and the EkStep Foundation.

About TCS's Adult Literacy Programme

TCS's Adult Literacy Programme (ALP) is using technology to transform the lives of India's adult learners. Nearly 266 million adults in India cannot read or write and are thereby deprived of critical growth opportunities. To address this deficiency, TCS came up with ALP in the year 2000. ALP runs on TCS' proprietary Computer-based Functional

Literacy (CBFL) solution, which employs innovative information and communications technology (ICT) solutions to promote literacy. TCS has evidence for using this for young people who have never been to school but know the language. The solution is available in nine Indian and three other languages.

The CBFL solution enables adult learners to read, write and perform basic arithmetic within 50-55 learning hours. Its prime focus is on words rather than alphabets, thus enabling students to acquire a 700-word vocabulary in nine Indian and three foreign languages. The program uses a combination of teaching methods such as software, multimedia presentations, and printed materials. Animated graphics, voice-overs and puppets are also employed to make the learning process more enjoyable.

TCS has partnered with local governments, non-governmental organizations, corporates, academic institutions, as well as jail authorities in 15 states to implement ALP. In collaboration with the local prisons authority, TCS has achieved 100 per cent literacy at the district jail in Lucknow, India, by making 1,431 inmates functionally literate.

Today, ALP has surpassed half a million beneficiaries. In FY18, the focus has also been on women beneficiaries, who have accounted for more than 80 per cent of the total reach so far.

All documents related to Gen-U can be accessed from this link

https://unicef-y.sharepoint.com/:f/r/personal/dsriram_unicef_org/Documents/Generation%20Unlimited%20India?csf=1&e=CN093h



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