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

PM of India
Narendra Modi
374 million Indian youth have bold aspirations…

We are the future of Indian society, we should be given opportunities to study, read and think deeply

I dream of being first a national level rock climbing champion, as I found it the most difficult and no other girl wanted to do it. I love challenging myself

I want to work hard and have strong faith in my capabilities, I ask my government to provide me opportunities

... however, significant barriers continue to limit their potential

50% Students drop-out of school before completing class 10

30% Youth not in education employment or training¹

93% Workforce largely employed in the informal sector

YuWaah! State consultations

Sources: YuWaah! Report on young people in India, 2019

¹ Aged 15-29
GenU aims to address these barriers to enable a step-change in outcomes

Key barriers to progress....

1. Many supply side (skills, education) initiatives but limited demand side action (employment, entrepreneurship) or supply-demand connections

2. Stakeholders acting in silos; limited private sector involvement

3. Efforts are either short-term and unsustainable or long-term visionary with unclear impact

4. Youth are not understood or effectively engaged

...that GenU will address by...

Taking a holistic view of the problem, focusing on the whitespaces and missing interlinkages

Building multi-sector partnerships and enabling collaborative action

Having a clear outcome focus and acting on multiple time horizons simultaneously; launch quick wins, learn & advocate to shape the future

Understanding needs & aspirations, amplifying the voice of the youth and leveraging their agency
GenU’s mission:
Enable India's youth and connect them to aspirational socio-economic opportunities and engage them as active change makers.
GenU will focus on three strategic priorities simultaneously...

**Build pathways to aspirational socio-economic opportunities for 100 mn youth\(^2\) in 10 years**
- Sense demand at micro geography and catalyze local opportunities (formal, informal)
- Enable creation of a thriving mass entrepreneurship ecosystem
- Create platforms to connect youth to opportunities (career guidance, mentorship, internships, apprenticeships)
- Understand youth aspirations & influence markets to create meaningful opportunities

**Facilitate 200 mn youth\(^2\) to gain relevant skills for productive lives and the future of work**
- Promote access to foundational, 21st Century skills\(^1\) for youth inside & outside formal education systems
- Improve quality, relevance of secondary education and create future pathways for workforce transition and productive lives

**Equip 150 mn\(^2\) youth as problem solvers by engaging them as catalysts of societal change**
- Build an ecosystem that fosters confident problem solvers
- Create market currency for change makers/ problem solvers
- Engage young people to solve civic and societal problems
... using a two-pronged strategy: scale-up impactful initiatives and foster new breakthrough innovations

Operationalize in select regions/ geographies based on
- Presence of engaged and supportive state governments
- Synergies with existing partner efforts in those regions
- Potential for impact (target population, scale of the challenge...)

Identify successful, scalable initiatives/pilots; enable breakout scale up

Identify whitespaces and foster breakthrough innovation
A few core pillars that underpin each initiative:

- **Youth as co-creators & agents of change**
- **Strong focus on gender & equity for vulnerable and marginalized groups**
- **Partnerships with diverse stakeholders**
- **Deep private sector involvement**
- **Significant capital with innovative financing mechanisms**
- **Evidence-based advocacy based to shape future policies**
GenU's Theory of Change

Enable India's youth and connect them to aspirational economic opportunities and engage them as active change makers

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**Enablers**
- Taking a holistic view, focusing on the whitespaces & missing interlinkages
- Building multi-sector partnerships and enabling collaborative action
- Having a clear outcome focus & acting on multiple time horizons simultaneously
- Understanding needs & aspirations, amplifying the voice of the youth & leveraging their agency

**Current gaps**
- Focus on supply side initiatives, limited focus on demand side & supply-demand connections
- Stakeholders acting in silos; limited private sector involvement
- Efforts are either short-term & unsustainable or long-term visionary with unclear impact
- Youth are not understood or effectively engaged
Partnership is at the heart of GenU; GenU will build upon significant assets of the partnership to realize its potential.

**The GenU Partnership**

- **Young people** with lived experience and knowledge
- **Private sector** actors with visibility into labor market needs, innovative business models
- **Multilaterals/Bilateral** agencies with deep expertise and connections with country governments
- **Governments** with the ability to transform policy, systems, and budget
- **Civil society organizations** with vast knowledge of local context, service delivery, and advocacy
- **Financing organizations** with resources dedicated to youth agenda
Lean country team working together with key partners; oversight by country board and support from global secretariat

**Country Team**
- Team Lead
- 2 people for Research, Advocacy, Partnerships & Fund-raising
- 3 sector experts for Strategic Initiatives

**GenU In-country Partnership**
- Drive initiatives and deals laid out in investment agenda (e.g., government, private sector companies, CSOs)

**Country Board**
- Board will be advisory at first, with transition to decision-making body upon maturity

**Global Secretariat**
- Provides support until maturity
- Initial seed funding provided

*GenU will be hosted by UNICEF in India until maturity*