WHEN: 2018 to 2019
WHERE: Villages in the Kaushambi district of Uttar Pradesh
CHILDFUND LIFE STAGE: 3 (15-24 years old)
REACH: 400 adolescents and youth in 15 villages; 109 families benefitted from the project’s youth collectives.
SUPPORTED BY: Centre for Learning and Excellence in Child Development (CLECD)
IMPLEMENTED BY: ChildFund India, Grameen Seva Sansthan (GSS)
EVIDENCE LEVEL: Preliminary
GOAL(S): Empower youth leaders by helping adolescents and youth develop leadership attributes and actively contribute to their community’s development.
HOW WE STUDIED THE PROGRAM:
• One-group posttest study design.
• Focus group discussions with key stakeholders.
HIGHLIGHTS:
• A key intervention strategy was the formation of “youth collectives” — an organized group of adolescents and youth residing in a village; each collective engaged in community sensitization, awareness building, and capacity building.
• 15 youth collectives were formed — one per village — and they formed a federation, Yuva Jagriti Manch Kaushambi, with elected member officials.
• After receiving training in videography, 7 youth collectives filmed documentaries on social issues affecting their communities.
• Youth collectives painted and shared 400 social messages through intensive wall writing campaigns focused on mobilizing support for community issues.
• Youth collective members voiced that they felt empowered through the process of receiving skills development support — and mobilizing themselves as a group into action.
• Youth, caregivers, and Government stakeholders all identified that the project contributed to increased awareness of gender discrimination — the integration of girls and boys and the elimination of “girls-only” and “boys-only” issues.
LESSONS LEARNED:
• When it comes to engaging youth and empowering them, there needs to be a conscious effort to intentionally involve and give voice to those youth who participate less and/or are not represented or missed (e.g., LGBTQI, youth with disabilities).

SDG CONTRIBUTIONS

“The project has taken a bold approach and challenged community norms, with good results! The biggest result is the youth’s transformative leadership qualities, especially of girls, that emerged during the team interactions.”
— ChildFund India Staff Member