

People Oriented Economy

Youth Issues in Chennai, Tamil Nadu

12th June 2020



A world where
everyone has a
DECENT
place to live



Introduction

- Definition of Youth
 - As per UN : age group of 15–30 yrs.
 - In India : 15 – 29 yrs.
- Youth account for 27.5% of India's population
- As per India census 65% of the total population below 35 years
- India will soon be the 'Youngest' Country in the World
- Ministry of Youth Affairs & Sports, Ministry of Skill Devt. & Entrepreneurship are some of the Departments looking after youth devt. In India



Skills & Talents

- **Potentialities of Youth**

- Inherent skills and talents
- Youth have an open mind to learn and to adapt

- **Needs of Youth**

- Need opportunities
- Need channelisation of potentials

- **Expectations of Youth**

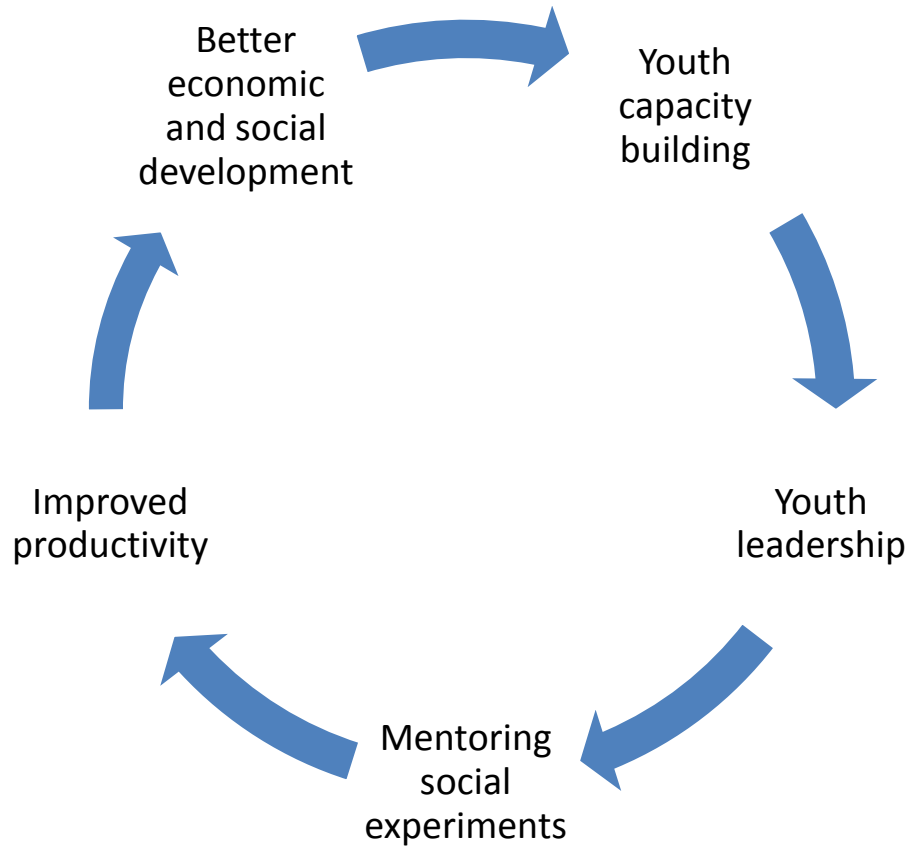
- Expect quality life
- Expect to be on par with developed nations
- Expect smart governance & smart cities



- Habitat for Humanity strongly believes that today's youth are tomorrow's leaders and that since youth are the **strong pillars for building a healthy Nation**, Habitat diligently engages them in the development work
- The youth are trained to be the **change agents, influencers** - to **address and advocate** for Housing, Sanitation and Health and Hygiene of the under privileged
- Habitat India provides various platforms for the Youth such as **Global/Domestic Volunteer Build, HYL B** (Habitat Young Leaders Build), Special Awareness Campaigns on Housing, Health and Hygiene, etc.
- Habitat for Humanity in partnership with **Center for Creative Leadership** a top ranked global provider of Leadership development
- The HYL B campaign aims at **tapping the power** of the youth and engages them as critical partners to **initiate sustainable development and transformation** in the communities

Habitat for Humanity (HFH) India in all its programs empower youth to acquire Leadership qualities positively contribute development of the country

Habitat for Humanity India's Youth Engagement



IMPACT; HOUSING AS A CATALYST



HOUSING & WASH PROGRAMS



WOMEN ARE TAINTED IN DOORMAT WEAVING SKILL



Women Entrepreneurs



TAILORING COURSE FOR WOMEN



DRIVING CLASSES FOR YOUNG WOMEN



SKILL TRAINING PROGRAMS



Young women are trained as ANMs



Young women are trained as Beauticians and Catering contractors



YOUTH DEVELOPMENT WORK FUNDED BY RYTHM

- Rythm Foundation funded Youth Development program in Naravarikuppam and Sadayankuppam near Chennai
- objective of “Enhancing a positive attitude and behaviour change in the lives of youths / Families / Community at large
- To developing a positive vision and Organizing youth collectives
- To enhance employability skill,
- To facilitate leadership qualities among the youth
- Through youth- in -development and youth-led-development”
- 200 youths will be transformed in 3 years of Time

REGULAR YOUTH MEETINGS



DE SILTING OF LAKE – YOUTH LED ACTIVITY

- The youth had listed out various development activities for their area development and the top most priority was the de-silting of the river and lake.
- **Planning for De-silting Work in Sadayankuppam Village**
- Planning was done with the PWD Officials
- and subject experts
- **Obtained Permission from the Government**
- **Local corporates were asked to joint the efforts**



DE SILTING OF LAKE IN SADAYANKUPPAM



3 acres of Lake with to the volume of 11,300 Sq.mt area was de-silted and 6,75,000 lts of water storage capacity has increased



ONE DAY WORKSHOP FOR YOUTH



Trust Building Workshop
80 Youth from the Project Locations
Participated



SPORTS ACTIVITY



Kabadi Tournament was
Organised the Village participated
in the Program



MARKET STUDY

A comprehensive market study was conducted from 25th January to 15th of March 2020 through an external agency called Micro Build India in Chennai. Following were the objectives of the market study.

- To understand the opportunities for skill training in 2 areas – Sadayankuppam & Naravarikuppam in Thiruvallur District in Tamilnadu
- To gauge the level of interest in training and employment among the local youth
- To identify business opportunities in the area
- Look for challenges that need to be anticipated and addressed
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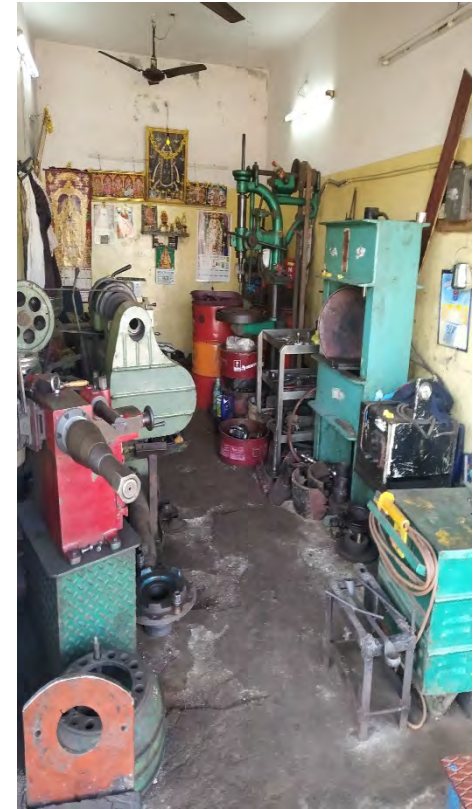
MARKET STUDY

- The market survey was conducted among the four key stakeholders – Youths in the designated locations (Sadayankuppam and Naravarikuppam), Training centers, Entrepreneurs and Industrial recruiters.
- The key recommendations of the market study are to develop a strategy for skill building which will include the following:
 - **Character building** - Vision for life Self Awareness Leadership Responsible Citizen Gender Equity One-on-one counselling
 - **Skill Training** - Career Counselling Skill Training EDP Training Linkages Hand-holding Mentoring
 - **Activity Based training** - Team-building Games and coaching Weekly community activity Discuss role models – present day and past

AFFILIATION OF YOUTH CLUBS WITH NEHRU YUVA KENDRA (NYK)

On 19th March 2020 youth clubs of Sadayankuppam and Naravarikuppam was affiliated with the Nehru Yuva Kendra (NYK) which is functioning under the Ministry of Youth Affairs and Sports, Government of India. 25 members from each youth club have got registered under NYK. This NYK affiliation has given a good identify for the youth clubs in the community. With the NYK affiliation, youth clubs will now start NYK sponsored development activities in the community level. This will be started once the lockdown is lifted

Training Institutes mapped



ALIGNMENT WITH SSE

Governance: Participation of all the Community Members, Equality and Inclusiveness, Transparency in all the programs and accountability

Ethical values: Fair Business practices, Cooperation, People are important than Profit, Democratic values and practices

People: Job opportunities, Income awareness on environment

Planet: Environment conservation, collective action and good Stewardship in managing God given resources-

Profit: Profit is shared and utilised for expanding the business

ALIGNMENT WITH SDGS

SDGs

- (SDG No. 11); ‘Peace, Justice and Strong Institutions’
- (SDG No. 16); ‘Clean Water and Sanitation’
- (SDG No. 6); and ‘Clean water and Sanitation
- (SDG No. 13); Reduced Inequalities
- (SDG No. 10); and Gender Equality
- (SDG No. 5) were all fulfilled in that the youth strived to create a green environment without pollution in the water bodies in their area, working with peace and harmony

THANK YOU