





RISE OF THE YOUNG MINDS

BASTAR, CHHATTISGARH

Yuvoday, a success story from the tribal heartland

The energy of the young can be channelised on either ways. Neglect can lead them to a destructive path, a little hand holding and guidance can help every youngster to bloom and use their unlimited energy for constructive things.

This positive story of engagement of the youth comes from Bastar, a left wing extremism-affected District of Chhattisgarh which has many pockets which are inaccessible for even the Administration to reach.

It was observed that the lack of penetration of welfare schemes was leading to a trust deficit between the Administration and the local population. The youth of the region have either migrated out of Bastar or have ideologically shifted towards extremism. Lack of employment opportunities and the slow pace of development had eventually affected stakeholders in the community. Tourists, tribal population, women and children were feeling the heat of this unfortunate situation.



THE SUNRISE

Yuvoday is an innovation that has bridged the gap between the Administration and the public by channelizing the power of youth towards development in every field.

People in the region lacked knowledge around nutrition. Malnutrition has been a perennial problem leading to diseases and early deaths. There was a lack of understanding and thus mistrust of Government Schemes.

Yuvoday positively transformed the existing Governance machinery in Bastar by institutionalizing a community of youth-powered volunteers who ensured door-to-door delivery of Government schemes, community mobilization, nutrition counselling, etc.



FINAL OUTCOMES

Now, with over **5,000+** community of young volunteers from Bastar, Yuvoday is one of the largest volunteering initiatives in the country which works on the drive of volunteers to contribute to the development of their village and District. This movement is being carried in partnership with UNICEF.

This innovation has impacted different aspects of lives of the locals, including efforts to remove vaccine hesitancy among tribal population, education, health, institutional delivery among others.

THE SUNRISE

Traditionally, the Indian army used to receive just a handful of applications from Bastar. Yuvoday held massive campaigns for convincing the youngsters to apply for army recruitment and special coaching for medical and engineering entrances have helped many tribal students to clear entrance examinations.

