

Instructions:

- 1) A case on the NGO YUVA Unstoppable is given below. We would like you to come up with innovative ways of solving the issues faced by this organisation. Your presentation should answer the problems faced by YUVA Unstoppable.
- 2) Submissions for Round 1 are to be in a ppt format not exceeding more than 4 slides (Except the title slide and the thank you slide). Only ppt/pptx format will be accepted.
- 3) The case number for this case is **2**. Please mention this in the submission email that you send.
- 4) For further rules and regulations kindly refer the instructions page on the website.
- 5) Evaluation Criteria:
 - a. Concept Feasibility – 40%
 - b. Clarity & Specificity – 35%
 - c. Depth of Analysis – 25%

Good Luck!

YUVAUnstoppable– “Inspiring Kindness”

YuvaUnstoppable is a premier volunteer movement with a force of 60,000 young people across 30 cities of India helping more than 100,000 kids in municipal schools / slums through organizational partnerships with schools, colleges and corporate companies. YuvaUnstoppable is currently the largest volunteer movement of India and is growing exponentially.

Yuva’s goal for 2015 is creating 6 million Yuva-ites across the globe who will give their time and resources in humanitarian activities. It wants to create a world-wide impact. The movement is doing good work in its headquarters Ahmedabad. Yuva has expanded in Mumbai, Pune, Kolkata and Jaipur and team building is going on in 20 other cities by partnering with colleges.

Yuva Background

In July 2005, Amitabh Shah founded a new organization called “YuvaUnstoppable.” It provides a platform for young people to contribute 2 hours a week towards helping an NGO that works for children. From four people who helped him with his initial project, now they have over 3500 leaders across the state of Gujarat in the short span of 1 year. The progress of YuvaUnstoppable hasn’t been anything short of a miracle. Since its inception, YuvaUnstoppable Yuva-ites are helping more than 8000 underprivileged children through education, entertainment and medical help. They are also feeding close to 1,000 poorest of poor children every month.

They bring hope to poor children by teaching English, mathematics, science, drama, dance and indoor/outdoor games. Besides, YuvaUnstoppable has started providing clothes, blankets, shoes, books and other amenities to hundreds of children of various slum areas.

They take them out to movies, restaurants and their own homes. They also celebrate social, national and religious festivals with these children. Yuva's message to the slum children is that they do not have to lead a life of desperation and frustration, or a life of crime, or do drugs and alcohol. There is a better way. There is hope for a bright future.

Yuva's Current Operations

YuvaUnstoppable is a fully volunteer run movement in 30 cities with over 60,000 volunteers who are helping 80 NGOs. They give youth an opportunity to volunteer for 2 hours/week and inspire them to display acts of kindness. Yuva-ites make a difference at orphanage, blind children association, handicapped homes, government schools, NGOs, educational institutions, etc., via education, nutrition and healthcare.

Apart from volunteering Yuva-ites also indulge in acts of kindness such as: buy ice-cream for police on the cross-roads, do dishes for your servant one day in a week, impart I.T skills to the under privileged, organize food, clothing drives, tree plantation drives, free hugs to strangers, leave a thank you note for your boss anonymously.

Yuva's Mission

Motivating and Fostering Random Acts of Kindness in Schools, Colleges and Corporate companies through its three initiatives which would lay the foundation of a more compassionate and benevolent society.

Yuva's Motto:

"Young people are not useless, but used less"

Yuva's Approach

Follow the 5 D's (Dream, Determine, Do, Drive & Discipline)

- **Dream** - Spend time alone and contemplate (Begin with what you want at the end in mind).
- **Determine** - Give your dream a shape by determining what needs to be done, how it needs to be done and who will do it.
- **Do** - Do it because none of the theories of success shall work unless you work.
- **Drive** - Join other self-driven people in your cause, to create the ripple effect.
- **Discipline** - At all times the key to sustenance is disciplining your thoughts and action.

Initiatives of Yuva

School Yuva Unstoppable

It is an initiative to sow a seed of compassion and leadership into school students across the country. Every participating top/private school conducts various events to promote acts of kindness in school students.

Activities:

- Stationary collection and distribution among less privileged
- Promoting sports within less privileged strata of society

College Yuva Unstoppable

It is an initiative to channelize the potential of college students in constructive endeavors and prepare them to be the torch bearers for the growth of nation.

Activities

- Microsoft student partners with the team of Yuvaitesto spread digital literacy in govt schools/municipal schools.

Corporate Yuva Unstoppable

It is an initiative to partner with CSR of corporate entities to re-ignite the feeling of compassion into corporate employees by giving them an opportunity to contribute to the lower strata of society.

Activities

- Create Knowledge banks
- Scholarships
- Blood Donation

Yuva's Mode of Expansion

Yuva has started to expand in 20 cities. Yuva sends a team leader who sets up the teams there by coordinating with schools, colleges and corporates in that city. She/hetries to build up self-sustainable teams and that's the chief strategy of expansion. Yuva used to be a zero fund organization till recently and now they have changed their structure to a funded organization. Currently they accept donations for efficient and professional functioning.

Challenges

Major difficulty is uncertainty in involvement of the volunteers/ change makers who are the base of the foundation. It's uncertain to predict the involvement of the volunteers in any city and this is something of immense importance to predict Yuva's weekly

exercises. Secondly, since they are aimed at creating 6 million Yuva-ites by 2015, they need to create awareness about the whole organisation and increase the involvement of youth in Yuva. Scalability is a major challenge in any growing organisation. How well they should structure themselves to achieve their target and ways to retain their existing members in Yuva. Corporate partners are the major fund contributors to the organisation, how to better involve the corporate partners in a more meaningful way and establish a long standing relationship.