

YOUTH EFFICENCY AND EMPOWERMENT FOR SOCIAL TRANSFORMATION (YEEST)

A Century of Endeavour beckons us. Out of that past must arise, a glorious future. Let us build an India - A new civilization, with the strength of our heritage, the creativity of the spring time of youth and the unconquerable spirit of our people.

Shri. Rajiv Gandhi

1. Name of the Project

Youth Efficiency and Empowerment for Social Transformation (YEEST)

2. Introduction

The youth in any nation are critical for its continued economic development and demographic evolution. The youth population, which typically constitutes the entering cohort in the country's labour force, is expected to bring in freshly learned and updated skills that will help renew and improve the country's stock of human capital. Youth also represent the age group that forms the basis of demographic renewal.

The dreams of India lie in its most vibrant generation. Until and unless it is better channelized, India's vision of becoming an intellectual superpower in upcoming decade never can be achieved. While this is definitely not impossible to achieve, we need recognize the inevitable role of youth in bringing this revolutionary change as youth is the biggest portion of Indian population. It is essential to build a youth bank - intellectually stimulated and practically envisioned in order to realize this dream.

The project mandate is to provide the implements, skills training, knowledge, needed by its beneficiaries to facilitate as potential nation builders who can perform in professional capacities, right from our grassroots communities to our urban societies. The project proposes some developmental activities towards energizing the youth become a vibrant, constructive force that can address social and economic issues and contribute to sustained and just governance and nation building

3. Objectives:

- a) Engage youth to SENSE organizing community based activities that promotes positive life styles
- b) Enhance manpower resource for SENSE and utilize educational and mental health activities.
- c) Offer youth a continuum of support that will encourage youth to be actively involved in their communities while reinforcing the value of healthy living.
- d) Equip the youth intellectually capable to analyze and evaluate their living environment and to bring out cooperative solutions
- e) Orient the educated youth to be pro active and efficiently productive in their professional as well as social life.

4. Inputs

The project proposes some finest strategies to orient the youth resources to enflame their innate talents towards nation building through continuous training and orientations. This packages includes several modules that will nurture their personal as well as social skills. The delivery contents are classified as given below

- a) **Life Skills:** Life skills are problem solving behaviors used appropriately and responsibly in the management of personal affairs. WHO defines it as abilities for adaptive and positive behavior that enable individuals to deal effectively with the demands and challenges of everyday life". We train our target group in 10 Core life skills suggested by WHO. They are following

- i. Self-awareness
- ii. Empathy
- iii. Critical thinking
- iv. Creative thinking
- v. Decision making
- vi. Problem Solving
- vii. Effective communication
- viii. Interpersonal relationship
- ix. Coping with stress
- x. Coping with emotion

b) Employability Skills: A set of achievements, understandings and personal attributes that make individuals more likely to gain employment and to be successful in their chosen occupations.

We train our target group in both finishing school and employability skills as follows

- **Finishing Schools :** Interview Technique, Group Discussion, CV preparation, Presentation skill, Time management, Career Planning
- **Employability Skills:** English proficiency making course, Written communication skills, Advanced presentation Skills

c) Social awakening training: This training is to channelize the youth energy towards effectively serving the deserved. It will equip the volunteers to actively participate in various awareness campaigns like Drug and Alcohol, HIV/AIDS Prevention, Pain and Palliative care and Environmental Issues, RTI, Government Regulations and Processes etc.

d) International Certification

The successful selected candidates will be provided international certification program in major life grooming schools like Transactional Analysis (TA), Neuro Linguistic Programs (NLP) etc.

5. Target groups

The beneficiaries of this program are selected youth from Thrithala constituency.

6. Duration of the project

It is a year long project starts with 13th November 2012 and ends with October 2013

7. Implementation

Shanthi Educational 'n' Social Empowerment (SENSE) will handle the project planning and design, HR coordination, Academic preparation and implementation support with Centre for Information & Guidance India (CIGI)