

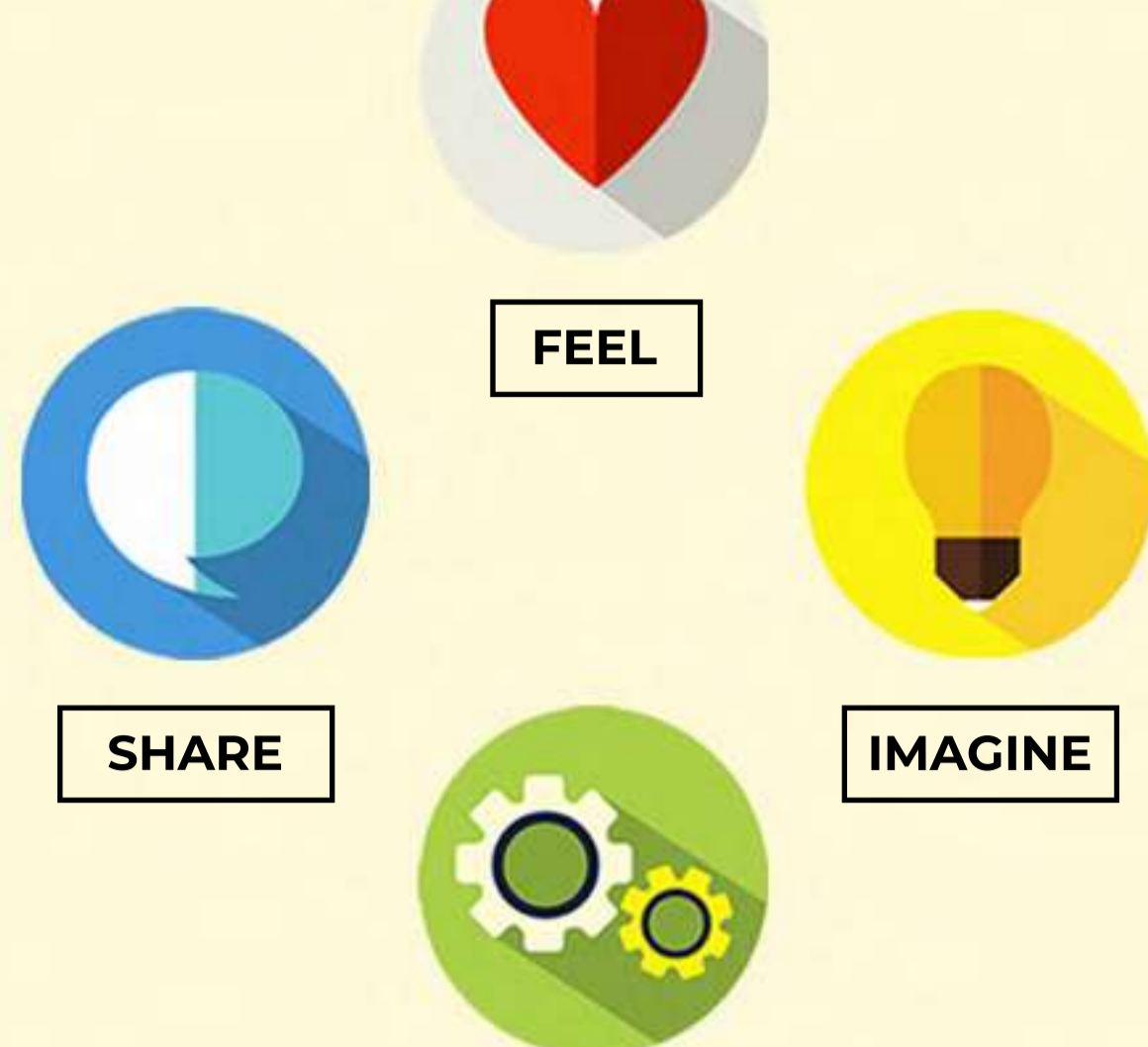
Welcome to the AtmaNirbhar YuWaah Social Design Challenge!

Open to young people aged 16 to 24 years

BE EMPOWERED: DESIGN YOUR FUTURE

The world is changing at an incredible pace. The nature of work is too. According to the World Economic Forum, the top skills that employers are looking for are; Critical thinking, Creativity, Communication and Collaboration. Whether you decide to be an actor or an architect, a teacher or a tailor, a dancer or a doctor, to truly succeed, you will require core 21st Century Skills to survive & thrive. To help amplify your potential, UNICEF-YuWaah and Design for Change invite you to participate in The AtmaNirbhar YuWaah Social Design Challenge.

A challenge, where you collaborate with friends and peers and use DFC's award winning Design Thinking framework to solve a 'real life challenge of your choice'



Participate in the Social Media Design Challenge!! Be Empowered; Design your Future 40 Days to unleashing your skills!

Collaborate with your teammates discuss & choose one of the 5 thematic areas, that you all feel strongly about; Understand and apply the FIDS process to systematically and intentionally find creative solutions to real life challenges. Participants can choose either of the following tracks:

A) Solve a Social Challenge (using these thematic area prompts - Health & Wellness/ Environment/ Community)

Solving a social challenge involves identifying a problem/challenge that is close to your heart (present in your personal environment) and taking action to solve it using your creativity.

OR

B) Create a Social Enterprise (using the Livelihood thematic area prompts)

Creating a social enterprise involves turning your passions to create a service or product that will solve a real world challenge. Social enterprises are businesses that are changing the world for the better. Simply put, these are businesses for good and when they profit, society profits.

THEMATIC AREAS

SAMPLE CHALLENGE PROMPTS

Health & Wellness Challenge areas could include public health concerns like COVID, enabling accessibility for the differently abled, medical care, mental health & psychological support.	How might we make our cities more accessible for differently abled people ?	How might we help our communities resolve mental health issues like depression or anxiety that arose during the pandemic ?	How could we support families who have lost someone due to the pandemic ?	How can we ensure that our communities get clear information about COVID vaccines ?	How might we change the taboo around women's health & menstrual health ?
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Environment Challenge areas could include sustainable waste management, pollution management, water management, soil enrichment, etc	How might we create affordable alternative energy sources in our community?	What is the best way people can grow their own food in a crowded city?	How might we create green community spaces on the abandoned plots in our city/town?	What would it take for our community to recycle plastic waste efficiently?	How could we make all of the public spaces in our community gender-equal , & safe for all genders?
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Community Challenge areas could include social change, community spaces or centres, youth-related empowerment, or the empowerment of marginalized communities, gender equality, etc.	How might we make public spaces in our community gender equal , & safe for all genders.	How could we help the youth of our community develop a positive mindset & become problem-solvers ?	What are some ways to support victims of domestic violence , while ensuring their safety?	How might we make technology more inclusive for the elderly in our communities?	How might we make our community LGBTQIA+ friendly ?
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Livelihoods Challenge areas could include creating employment & entrepreneurship opportunities in our communities, using locally available skills, materials & resources	How could youth create more jobs locally instead of searching for jobs elsewhere?	How might we become less dependent on banks & strengthen local financial ecosystems ?	How could we support female entrepreneurs in our community to generate the income they want without stigma?	How might we use our local skills, crafts & resources to create a product or service that can be marketed?	How might we start our own business that solves a problem in our community?
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Thematic areas of the Atmanirbhar YuWaah Social Design Challenge

STEP 1
FEEL
THINK FROM YOUR HEART

The first step to designing a solution is understanding the problem - with both your head and your heart.

1) Inform yourself: Find genuine information and read/ listen to multiple perspectives.

2) Observe: Open your heart, and allow yourself to connect to problems. Observe the impact of the problem on:

- Yourself
- Your family
- Your community
- Your environment

Pause to ask yourself... "What are the values I am brought up with which I want to bring to this project?"

3) Choose: one challenge that you feel strongly about

Pause to ask yourself... "Why is this important to me?" Reflect on your choice before you move forward with acting on it.

4) Engage: Reach out and have telephonic conversations with the people who are facing the challenge, civil society organisations working in your city, your local government, political representatives, friends, family members to get multiple perspectives on the challenge you have selected.

What question you can ask:
Whose problem is it? Who all are involved?
What are the root causes of the problem?
What solutions have already been implemented or tested?
Remember you need to design your solution WITH people NOT FOR them.

STEP 2
IMAGINE
VISUALIZE CHANGE

The clearer we IMAGINE it, the better we can Design it!

1. BEST CASE SCENARIO: Create a best case scenario by asking yourself... "If I had all the resources in the world, what would my solution look like.."

Now brainstorm and list the various routes to take you there.

Pause to ask yourself... "What skills do I have to help solve this problem?"

2. BRAINSTORMING TIPS:

- All ideas are good ideas.
- Build on the ideas of others.
- Illustrate your ideas for greater clarity.

Pause to ask yourself... "Are my ideas original and purpose driven?"

3. VOTE: Use the criteria below to decide which of your many ideas to develop further:

- Responding to a felt need
- Easy to replicate
- Long lasting

Impacting maximum number of people

STEP 3
DO
MAKE CHANGE HAPPEN

1. PLAN YOUR SOLUTION: List the resources that will be required to implement your solution. Create an illustration, model or map of your solution. Assign clear tasks and responsibilities to each team member Set up a timeline for smooth implementation of your idea.

Pause to ask yourself... "What value does investing my time in this project bring to my life?"

2. TEST & IMPLEMENT: Test your solution with a small group of intended users. For example, if you have created; A game to play with social distancing test it with neighbours, a business plan to generate income, make a small investment and test. Use feedback from the test to modify your solution if needed. When your solution passes the test, GO AHEAD and implement your solution!

3. DOCUMENT: Always remember to document your solution at each step. Write notes, take photos and videos to document each step of the FIDS process. Capture data and feedback:

- How many people did you reach?
- How many were impacted by your solution etc
- What did users say about your solution?

4. Evaluate: Concluding questions to ask yourself... Now that it's over, what are my first thoughts about this overall project? Are they mostly positive or negative? What were some of my most challenging moments and what made them so? What is the most important thing I learned personally? Were my milestones and goals mostly met, and how much did I deviate from them if at all? What did I learn were my greatest strengths? My biggest areas for improvement? What would I do differently if I were to approach the same problem again? How will I use what I've learned in the future?.

STEP 4
SHARE
INSPIRE OTHERS WITH YOUR SOLUTION

Share to build a spirit of abundance!

1. SUBMIT: Share your solution of change with us. Please follow the submission guidelines given on the site. You can either submit a **PHOTO STORY** or a **VIDEO STORY**.

PHOTO STORY: Answer the questions in the submission form and upload photos as evidence of your solution. You can upload a maximum of 4 photos for each step.

VIDEO STORY: Answer the question in the submission form. Document your solution as a short 3-minute video. Upload your video on YouTube and paste the link in the submission form

PLEASE REMEMBER
You can upload max 4 photos for each step and the video should not be longer than 3 mins.

2. INSPIRE: Share your solution on social media. Post on FB, Instagram, TIK TOK. Share with friends and family via WhatsApp.

As you're sharing your project with others to spread the word & inspire them, reflect back on what inspired you in the initial place to take on this project.

Dates to remember :

Registration Deadline: **30th November 2021**

Submission Deadline: **31st December 2021**