

Ashoka's  
**youth  
venture**  
DREAM IT. DO IT.



ASHOKA  
INITIATIVE



# WHAT DOES YOUTH VENTURE DO?



We support the youngest Changemakers in the world



**We believe that it is critical for people to discover early on in their lives that they can lead social change. We invest in young people to design and lead their own initiatives that create social impact, and enable them to form the belief that they can solve problems.**

# WHAT DOES YOUTH VENTURE ENABLE?

## *The Program Cycle*

- Idea Development
- Resource Planning
- Peer to Peer Learning
- Budget Allocation
- Team Building
- Seed Investment
- Fundraising
- Mentorship
- Time Management
- Project Evaluation



# OUR MEDIA COVERAGE SINCE SEPTEMBER 2007



## *PRINT MEDIA*

### Daily's ::

- Times of India
- TOI: Westside Plus
- Hindustan Times
- HT: Café
- Indian Express
- Economic Times
- Yuva
- Mumbai Mirror
- Afternoon Despatch & Courier
- Lokmat Maitra
- Daily News & Analysis
- Free Press Journal
- Mid-Day
- Saamna
- Lok Satta
- Hamara Mahanagar

### Periodicals ::

- Seventeen
- The Teenager
- Time Out
- Mumbai Touchdown
- Hi! Blitz
- One India: One People
- Times Now
- JAM Magazine
- Tulu Magazine
- Lok Prabha
- Education World

## *BROADCAST MEDIA*

### News ::

- NDTV 24/7
- TV 9 Mumbai
- CNN-IBN
- IBN Lokmat
- India TV

### Entertainment ::

- MTV
- Campus Junkies

### Radio ::

- Radio City 91.1 FM
- Big FM 92.7
- Radio One 94.3 FM
- Radio Mirchi 98.3 FM

**OUR ORGANIZATION & VENTURERS HAVE BEEN FEATURED 200+  
TIMES**



# CELEBRATING CHANGEMAKERS 2009

Dream It. Do It. Make Change Happen

# CELEBRATIONS: SAVE THE DATE



## Celebrating Changemakers

In July 2008, 36 young people became part of a growing community of Changemakers in India. Each one has taken up the challenge to start a venture on a social issue they are passionate about.

We invite you to join us as we affirm the social change these young people have created in society. Discover the work they have done, listen to their stories of conviction, find out about the challenges they faced and most importantly, validate the courage that makes them stand up for their beliefs. Come, celebrate the spirit that defines Changemakers.

**Dream It. Do It. Make Change Happen**

**this** 

**21<sup>st</sup>**  
**JUNE** 2009

at  
the Karnataka Sangh,  
Matunga, 3 pm to 5pm.



tel: 022-26556477 | [www.genv.net/india](http://www.genv.net/india) | [rsvp:tvipin@ashoka.org](mailto:rsvp:tvipin@ashoka.org)

# OUR CELEBRATIONS:

In July 2008, 35 young people took up individual Ventures on issues they felt strongly about. A year later, we celebrated the spirit that defines them as Changemakers - for their conviction and courage to stand up for what they believe in.

On 21st June, at Karnataka Sangh in Matunga, 550 people joined the Youth Venture family in affirming the social change these young people had created, and have continued to create in society.



## MEET SOME OF OUR VENTURERS...

Khel takes the classroom to the streets of with a custom cycle-cart full of educational games for Mumbai's street children. Azeer and his team cycle around Bandra and Khar, engaging kids who might never have attended school with fun, colorful materials and hands-on activities. Members of Khel designed and built the cart themselves, including all of the games and teaching tools. The children learn English, math, and science while developing life and leadership skills.

**AZEER ATTARI, 24**

**VENTURE: KHEL! ("PLAY!")**



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## MEET SOME OF OUR VENTURERS...

**KAVITA ROKADE, 19**

**VENTURE: SANSKRUTI (“CULTURE”)**



The practice of child marriage is prevalent in Kavita's basti (slum) in Chembur, Mumbai. Parents marry their daughters off before they turn 18; stifling the girls' chances for personal growth, education, and employment. This led to the creation of Sanskruti (culture). The team organizes meetings in the community inviting doctors to come and discuss female anatomy, hygiene, early age pregnancy and responsibilities. Classes are held every Sunday for 20 girls. They have also created posters and a street play to raise awareness about the ills of child marriage and the alternatives available.

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## MEET SOME OF OUR VENTURERS...

Few people can touch Alok on the football field, a young man so skilled that he's being scouted by AC Milan's youth team. This might be why the boys in his slum were so excited when he offered to train them. Jeet's members get more than just world-class football training, though. They get a platform to explore, discuss, and celebrate the diversity of their community. During every practice, Alok and his Team foster a dialog; these sessions push the members to think critically about the world and the role they play as active citizens. Thanks in great part to his two mentors, Nandkumar and Ashok (another Venturer engaging youth through football), Alok is creating tremendous impact.

**ALOK KANOJIA, 16**

**VENTURE: JEET ("VICTORY")**



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*Alok Govind Kanojia - Changemaker  
Founder, Jeet*

*We honour your contribution  
towards building an  
Everyone a Changemaker™ world.  
You are part of a global movement  
of young people leading social change.*



ASHOKA  
INITIATIVE

*Gretchen Zucker*

Gretchen Zucker  
Executive Director

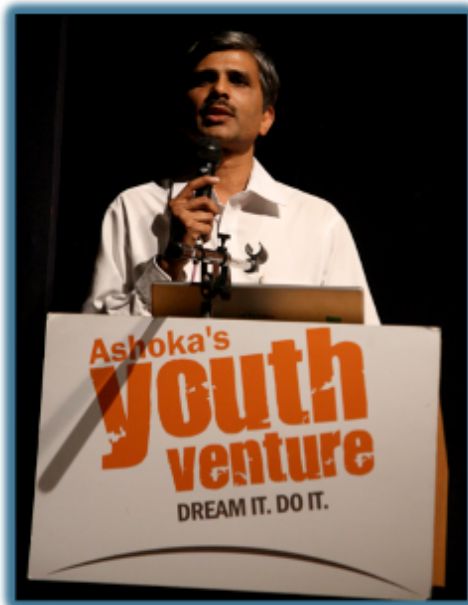
**Ashoka's Youth Venture**

# OUR GUEST SPEAKERS:



**ANSHU GUPTA** highlighted Entrepreneurship & Youth Venture

“If you have determination, whatever the idea is, it will work - you can make a change.”



**VIVEK SAWANT** spoke about Leadership & Youth Venture

Leadership is all about taking initiative.

“Leaders are happy when they are doing things, followers are happy after things have been done; leaders find opportunity in all sorts of adversities, followers find difficulties in opportunity.”

# OUR GUEST SPEAKERS:



**MALLIKA SARABHAI** highlighted Teamwork & Youth Venture

“Unless we come together, dream together, dream of a different world and work towards making that different world, everything we do is futile.”



**DR. ANAND NADKARNI** spoke about our Venturers

“The common link, and most important ingredient in young Changemakers is madness. I saw the emergence of so many different backgrounds, classes - I saw a new India here”

# OUR PRINT MEDIA COVERAGE: CELEBRATIONS

## FREEZE FRAMES AROUND TOWN



**HIP AND HAPPENING:** Chief guests Mallika Sarabhai, Anshu Gupta, Vivek Sawant and Vipin Thekkekalathil with participants of the Youth Venture Celebration in Matunga.

### Make the change you dreamt of

Youth venture allows the young visionaries to pursue and achieve their dreams

Mamta Mehta, *Writer*

Teen years can be the most defining years of one's life. Apart from the fun and frolic, and being captivated with the latest fashion, hobbies and games you can do something which will be aimed to set you away into or towards life. There is a group of youngsters whose path towards their regular routine goes a well thought agenda on their mind. Not merely talk but bring about a concrete change. And this is what they have recently done with the support of Youth Venture.



**VOYAGE:**

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#### COMMUNITIES SOCIAL VOLUNTEERS

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about the change they want to. Then there will be a training workshop for two months. Malleswari, Kuvempur, 21 year old Saverita is one among the 21 that were selected. Her venture, PETA, will help youth to change local politics for the better. "The idea behind PETA was to encourage the youth to come out and vote. We all were seen on doing this and Youth venture really cared out the process. We also raised the price. It's a remarkable and awesome to be queried by the youngsters. So it is actually narrows down the gap between the youth and the politicians."

Students between the age group of 16 to 24 are the one who are eligible to be part of youth venture. "At Youth venture we try to address and focus on various areas of a student's learning, entrepreneurship, teamwork and empathy," explains Vipin. "The duration for students to complete their undertaking is one to two years. Some further state "Even though our investment is only for a year we continue to support the students through networking."

Ritika A-79, president of the age group of 16-20, who is a student at a private school in Matunga, Mumbai, is one among the 21 that were selected. Her venture, PETA, will help youth to change local politics for the better. "The idea behind PETA was to encourage the youth to come out and vote. We all were seen on doing this and Youth venture really cared out the process. We also raised the price. It's a remarkable and awesome to be queried by the youngsters. So it is actually narrows down the gap between the youth and the politicians."

### Youngsters with a vision for social change felicitated

BY A STAFF REPORTER MUMBAI

35 youngsters were felicitated for outstanding contribution made towards the society in an event organized in Karnataka sangh hall at Matunga. Mumbai police commissioner Sivanandan presided over the ceremony and sought meaningful cooperation from the youths. The youngsters associated with the Ashoka's youth venture- an organisation helping the youth to engineer social change- had various encouraging stories to tell about the various obstacles they overcame.

The event was attended by well known dancer Mallika Sarabhai who applauded the various youngsters who went out of their way to bring about change.

The various youngsters, founders of individual projects pertaining to a particular social cause, included Azeer Attari the founder of Khel that involved using various playing techniques to involve street children in the process of education.

### AroundTOWN: Things to do

**Ashoka Changemakers Felicitation:** On June 21, Youth Venture programme of Ashoka will be hosting its second annual Youth Venture Celebration by Dr. M Visveshwarayya Smaraka Mandir, CSM Marg, Matunga (W) at Karnataka Sangha, Matunga-West. Timings: 3 pm to 5 pm. For more details, call 98218-77975.

### AroundTOWN: Things to do

#### EVENTS

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#### Ashoka's Youth Venture Celebration: Youth ventures, the

youth arm of the non-profit organisation Ashoka, facilitates the next batch of recipients of its new fellowship for social change in India. Date: June 21. Venue: Karnataka Sangha, Dr. M Visveshwarayya Smaraka Mandir, CSM Marg, Matunga (W). Contact: 9821877975

# MEDIA COMING SOON:



- MTV
- Yuva Magazine
- Jam Magazine
- The Teenager Magazine



“It was great being a part of a ‘change-making’ event like this.”

-*Reema Bagdai*

*70 Event Management*

“I was also part of last years Youth Venture Celebrations. But last Sunday was the day, when I really felt it. Some days we have been inspired; now we are inspiring others. Isn't it a great feeling?”

- *Prabal Bhardwaj, Youth Venture, Media 4 Change*

“Definitely every small effort in this direction will bring change in society.”

- *Reahman Khadar, Guest*

“Thank you for inviting us to a wonderful event in celebration of the changemakers. It has indeed left a lasting impression on the minds of all present that day.”

- *Shubhanjali Roye*

Program Manager

Axis Bank Foundation

“If I get any idea and if its implementation is out of my reach, then I will definitely like to share with your team.”

-*Mayur Gaykar*

Guest

“This event offered a rare opportunity to see a blurring of social strata. Among the participants, it was clear that there was gender parity and class heterogeneity. The Ashoka team has made a concerted effort to bring girls to the table in equal numbers with boys, and remarkably, kids from the slums mixed with kids who rarely venture outside their air-conditioned cars and home(s).”

-*Lindsay Clinton*

*Beyond Profit (online)*

“Whether the social ventures succeed or fail is secondary – what matters most is that each person involved in the program felt empowered to create change. No doubt, the experience will continue to fuel their personal & professional growth. Of all the events I have been to this year as an Acumen Fellow – I feel no one deserved the stage more than these young people.”

- *Joanna Harries*

*Acumen Fellow*

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# CHANGEMAKERS 2009!





WHAT IF 2 million issues  
found a million crusaders?

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[www.youthventureindia.org](http://www.youthventureindia.org)

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COURAGE HOPE TRANSFORMATION EMPATHY STRENGTH CHANGE  
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