



## Using girls' team sports as a platform for social development.






Yuwa empowers young women in rural India through team sport and education. Founded in January of 2009 with 15 girls in one village, Yuwa now has over 200 girls in 10 villages practicing three hours a day, six days a week. After just one year, 17 of our girls that had previously never even played football were selected to represent their state of 27 million people on the national stage. One of our girls, Puspa, was even selected for India's national team. Yuwa's program has changed the local social script of a woman's role in the community and has led to a rise in school attendance and performance, increased financial power among local women (via Yuwa's micro-lending and education), and improved the local sanitation and nutrition levels.

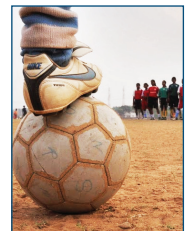
### The Challenge

Yuwa operates in Jharkhand - one of the poorest, least literate, and most lawless regions of India. Jharkhand is the top source of human trafficking in the world - an estimated 30,000 young women are trafficked from the region each year. The region is rife with gender inequality, offers minimal opportunity for its youth, and is a place where NGOs have trouble engaging and organizing the local population. Yuwa believes that by empowering youth, we can spark innovative grassroots models for social development.

### The Strategy

Yuwa seeks to spark youth-led social development by:

-  **Organizing the local population:** Yuwa uses the regions existing social fabric to organize the local population through sport.
-  **Changing the Social Script:** Yuwa challenges the local social script of a women's role in society by targeting girls for its programs.
-  **Empowering Young Girls:** By focusing on girls, Yuwa targets the most at-risk and difficult-to-reach group of society. Girls have the least opportunity and are the biggest potential agents for change.
-  **Promoting Grassroots Social Entrepreneurship:** Yuwa uses savings cooperatives, micro lending, and educational classes to encourage and fund small social enterprises within the community.
-  **Improving the Standard of Living:** Yuwa uses its teams as a platform to promote health, education, and livelihood among others in the community.



For more information about yuwa, please visit [yuwaindia.org](http://yuwaindia.org)

