



YOUTHS PLAN, REPORT AND ADVOCATE FOR WASH AND CLIMATE ACTION IN ODISHA

The Youth4Water Campaign is an exciting and ambitious UNICEF-led campaign, which has led to an outreach to over 4,35,000 youths with awareness and action programmes around water, sanitation and hygiene (WASH) and climate change. The campaign seeks to enable youth actions to contribute towards achieving water security and environmental sustainability, meeting the local, national as well as global goals for WASH, including the Sustainable Development Goals (SDGs).

The campaign partners include reputed government and non-government organizations. The campaign achieved its objective to make youths aware, activate their participation and inculcate leadership qualities in them for WASH related initiatives and projects in their localities. They were groomed to become change agents and spearheads of the society, in taking action in their communities by engaging in awareness drives and capacity building programmes. Going forward, the campaign aims to channelize the energy and motivation of the youths, and sensitize them to advocate and work towards water security and climate change issues.

WHY YOUTH?

India is a young country^[1]. Powered by the passion and energy of its youth, India can achieve any goal it sets its mind to. Poor WASH facilities and climate change issues impact the learning and development of youths today, and their lives and livelihoods in the future. Youth4Water is a campaign for the Youth and by the Youth!

^[1] India has the largest youth population in the world; around 66 per cent of the total population (more than 808 million) is below the age of 35: International Labour Organization



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WASH & CLIMATE ACTION

Access to safe water, sanitation and hygiene is a fundamental human right and a key determinant of health. Climate Change induced global warming has increased variability in the water cycle, leading to extreme weather events and decreased water availability and quality, threatening lives and livelihoods. It is vital to act today to build a better future for everyone!

PROGRAMME APPROACH

BUILD CAPACITY, EMPOWER WASH GUARDIANS

- Knowledge and skills to mobilize communities, take collective and individual actions, innovate and become entrepreneurs, to mitigate issues specific to water, sanitation, hygiene and ecology

WASH KNOWLEDGE ASSETS AND TOOLS

- Support, collate WASH outputs created by the youth – product innovations, films, photographs, paintings, factsheets, etc.

AMPLIFY IMPACT

- Use social media, events, and knowledge platforms to amplify the voice and achievement of WASH Guardians – impact multiplier

RESULTS

- 5,00,000+ youths connected through social media to amplify the voices of youth
- 20,000 youths trained to be WASH Guardian through specialized modules
- 18,000 youths capacitated on WASH to be entrepreneurs
- 10,000 rural youths connected through community radio activities
- 17 diverse organizations partnered for WASH and Climate Change
- 3,000 youths joined hands with community members to clean river banks and embankments on the occasion of World Water Day 2022
- 6,000 youths created a national record at India Book of Records on Global Handwashing Day 2022



“Youths are torchbearers for climate action and our voices need to be amplified to raise awareness within the community”

Dr. Yannam Deepak, 26, Medical officer incharge, Odisha



“Young people are aware of the challenges and risks presented by the climate crisis as well as the possibility of achieving sustainable development through a solution to climate change.”

Shagun Kar, 20, Youth4Water advocate, Odisha

Resources

Facebook Group

<https://bit.ly/Y4WFacebookGroup>

Facebook Page

<https://bit.ly/Y4WFacebookPage>

Twitter

<https://bit.ly/Y4WTwitter>

Instagram

<https://bit.ly/Y4WInstagram>

YouTube

<https://bit.ly/Y4WYouTube>

Website

<https://youth4water.org/>

Email-id

youth4watercampaign@gmail.com



KEY ACTIVITIES

CAPACITY BUILDING & ADVOCACY

- WASH Guardian training modules: Designed in Odia language in an easy self-learning format, these training modules guide youths and lead them to take action in resolving WASH and Climate Change issues in their communities.
- Climate change and environment campaign managers: Youths from Odisha participated in a 3-day residential 'Climate Change and Environment Campaign Managers Training' in New Delhi in October 2022. The training aimed to make the participants proficient in designing a campaign and developing content for social media. The agenda included creative writing sessions by reputed journalists and exposure visits to various places in the national capital.
- Entrepreneurial support to diverse group of youths: As part of Youth4Water Innovation Awards, 230 applications were received from the State, and 20 innovators were selected to present their innovative ideas and products in front of eminent jury members. 11 innovators were awarded with cash prizes and some of them will now be receiving mentorship support in the coming days.
- Capacity building sessions with International experts: Youths engaged with international experts from reputed organizations to build capacities on environmental protection and hand hygiene.

CONNECTING POLICYMAKERS AND YOUNG PEOPLE

- Youth voices got audience with MP, MLA, top bureaucrats, celebrities and influencers of Odisha: The youth benefit greatly when interacting with policy makers, and are also able to bring forward much required fresh and popular feedback to the table. Youth volunteers from Odisha recently participated with Dr. Amar Patnaik, Member of Parliament, Rajya Sabha, and Sansad Ratna Awardee 2022, for an interactive session titled 'Mainstreaming Young People's Voices in Public Policy on Climate Change and Environment'. In another event, 20 youth volunteers interacted with policymakers on revisiting the State Water Policy.