



The Energy and Resources Institute



### *Thematic track: Youth Ecopreneurs*

### World Sustainable Development Summit (WSDS)

8 October 2016

Jacaranda, India Habitat Centre, New Delhi

*The Energy and Resources Institute (TERI) and Genpact India are organizing a thought provoking session titled, 'Youth Ecopreneurs' on 8 October 2016 at the India Habitat Centre, Lodhi Road, New Delhi.*

*The session is being held as one of the thematic tracks during the World Sustainable Development Summit (WSDS) from 5-8 October 2016. This session is being organized with an aim to depict the Genpact – TERI journey of project LEADearthSHIP that essentially focuses on going beyond the confines of text-based and a linear training process into versatile grounds of education, integrating internet and social media to channelize the potential of the youth.*

### **Background**

India is one of the youngest nations in the world having more than 54 percent of its total population below 25 years of age. In order to reap this enormous human dividend, India needs to equip its youth with employable skills, knowledge and the right values. In addition, TERI believes that youth can be an excellent driving force in order to progress towards a sustainable society. Towards this end, project **LEADearthSHIP, a TERI - Genpact initiative** was initiated in August 2015, which is a youth program on leadership and business sustainability primarily for undergraduate and postgraduate students from recognized universities and institutions of higher learning in Delhi NCR.

*LEADearthSHIP aims to be the spring board for future youth leaders in India. It is based on the belief that young people of the country must be engaged in ideation, innovation and action that would ensure holistic development of the nation.*

The overarching **objective of the project** encompassed, developing competencies in young people that are relevant for creating an empowered workforce which would work towards creating sustainable lifestyles. This included creating learning opportunities for students that complements and builds on the knowledge, skills and values acquired through education.

### **Specific objectives of the project**

- ✓ Prepare youth for leadership roles in their institutions, communities and cities through intensive training and imparting soft skills.
- ✓ Facilitate understanding of innovation and cutting edge sustainable practices by industry leaders as well as grassroots initiatives.

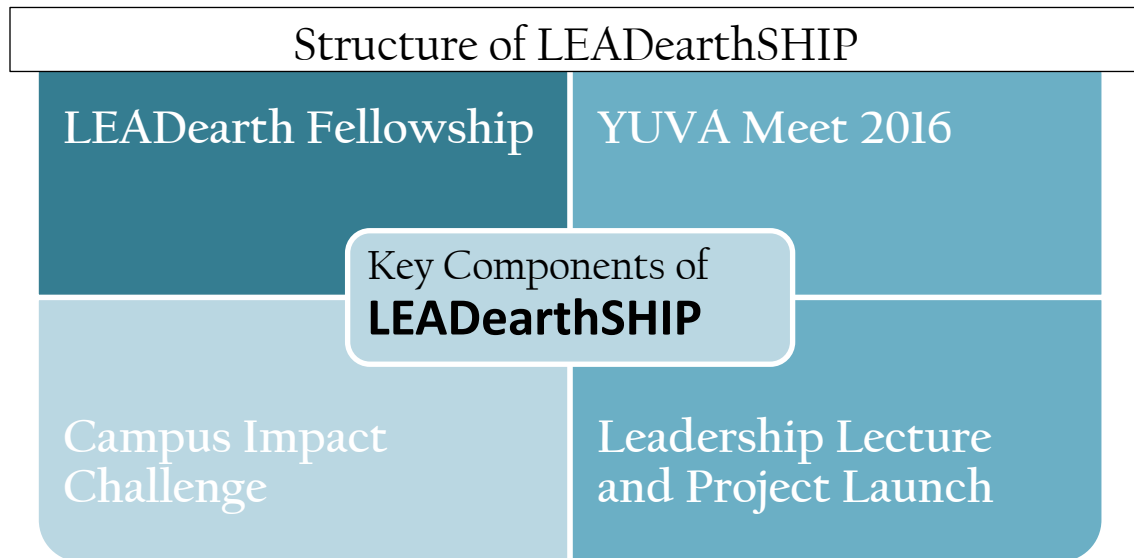


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- ✓ Develop competencies in young people to integrate sustainability in thought and practice in any field and vocation.
- ✓ Impart knowledge on the triple bottom line (people, planet, profit) of business and enable learning through the example of Genpact's CSR / sustainability initiatives.
- ✓ Preparing youth to look at social, economic and related issues holistically.

## Essentials of LEADearthSHIP



### LEADearth Fellowship

The LEADearth Fellowship has been the mainstay of LEADearthSHIP. Around 100 students applied for the fellowship out of which 30 fellows were selected through a rigorous selection process from Delhi NCR and awarded the 'LEADearth Fellowship'. Each fellow in a group of three implemented a sustainability project/campaign in line with his/her skills and expertise that directly or indirectly has impacted the excluded and marginalized communities.

The fellows through their projects have successfully managed to develop a real hook to keep these mutually interacting interfaces well in balance. They have developed not only their own indicators but also have succeeded in giving meaningful responses to the existing ones. One such project- Project Flashback, works on bridging the intergenerational gaps by building on new indicators of ancient environmental values by reviving connections between the young and



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the old. Directing Discourse is another project that magnifies the kaleidoscope of heritage and environment.

Other than setting new meanings and interactions; few projects have interestingly given altogether new connotation to the existing set of interfaces. Project Enviroz, *Suvidha*, Sanigene and Youth for Splash to name a few have not only reached out to children and youth but also to the forgotten sections of the society (women from economically weaker sections, children in slums or with no homes, senior citizens in old age homes) and have created meaningful amplified impressions in a short span of time. Projects like Solar *Chirag*, Green Impact concerted their efforts in not only providing sustainable solutions but also staged the triggering of the response needed to create a positive environment stir in the young minds. The projects have reached out to approximately 45,000 people across nation and the number is still increasing.

Thus, it has given young minds an open space for innovation, development and implementation of their sustainable product by positioning it in a challenging environment, through a rigorous process of understanding the existing paradigms and purposefully creating a shift in the old ones if needed.

## **LEADearth Fellowship activities**

### **Leadership Lecture and Project Launch**

Leaders from the field of sustainability, youth activism, business, media and so on were invited for the leadership lecture and launch ceremony of the project held in August 2015 at India Habitat Centre, New Delhi. The leadership talk reached out to approximately 200 students from different colleges and institutes of higher education. It acted as a platform to actively engage 'thought leaders' from across the spectrum to interact and inspire young minds.

**A week long residential Orientation program was organized in December 2015 at Gurgaon for the LEADearth Fellows.** Top 10 projects from the pool of 30 projects (conceptualized by each fellow) were selected for funding and implementation. Sessions by experts on sustainable development, leadership, CSR, conflict resolution, team work and project management were conducted. The classroom sessions interspersed with visits to organizations, schools, social experiments and enterprises.

**Two one day Labs** were held during the 6 months of project implementation period to gauge the progress made by each project team and to provide technical expertise on monitoring, evaluation and documentation.



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**Each group has documented** their projects in digital and print formats as prescribed by TERI. The 10 groups have also **reached out to approximately 500 people** each through talks and presentations within their institutions.

### **Campus Impact Challenge**

Campuses from Delhi NCR were invited to participate in this inter-college competition where a group of students were asked to identify one key (a) sustainability challenge in the their respective campuses (b)

design a campaign to transform the problem into an opportunity (c) implement it over a specified period (d) evaluate and assess impact and compete for the 'Genpact Campus Impact Award'.

Various institutes applied for the 'Campus Impact Challenge (CIC)'. Each college was required to make a Campus Impact Group (CIG) comprising 25 students and a faculty member. Further, the CIG identified a sustainability challenge in their campus and submitted a campaign idea to address it.

**14 Shortlisted entries** progressed to the second level of the challenge, which involved the successful launch of the campaign by each CIG in their respective college campuses and its further implementation.

The participating colleges submitted a comprehensive report on their campaign along with evidence (photographs, testimonials, reference letters etc.) to support their work.

Grappling with the challenges on sustainable consumption few projects under this competition have come up with groundbreaking solutions of addressing it the right way. This involved not only restructuring of processes involved but also focused at establishing associations with the weaker sections of society either through knowledge building or through giving an opportunity to earn additional income.

The intersections of humans and environment have dissolving boundaries and both exert a pull on each other. They coexist on the synergies of individual and environment. To galvanize this towards a positive shift; students from some institutes were involved in exemplifying interventions aimed at restoring harmonious balance in the environment by the conscious amalgamation of fauna and their peaceful coexistence.

A TERI and TERI-identified evaluator visited the shortlisted colleges to assess the impact of the campaign and submitted brief reports to TERI. Based on the evaluators' feedback, **8 campaigns** from the following institutions- Delhi Technological University, Shaheed Rajguru College of Applied Sciences for Women, Lady Irwin College, Indraprastha College for Women, Motilal Nehru College, Dronacharya College of Engineering, Institute of Hotel Management, Catering



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and Nutrition and Sri Venkateshwara College have been selected for the day long Campus Impact Meet for their final presentation to be held on October 7, 2016. At the culmination of this meet top 3 campaigns will be awarded the '**Genpact Campus Impact Award**'.

### **YUVA Meet 2016**

The flagship event of TERI, YUVA (Youth Unite for Voluntary Action) Meet 2016 was supported by Genpact besides the Ministry of Youth Affairs, British Council and RCE UNU – IAS. This youth conference titled, 'Developing Skills and Social Entrepreneurship for a Sustainable Future' held from 29 - 30 January 2016 at India International Centre, New Delhi brought together 250 young people from various parts of India hence motivating and engaging them to play a proactive role in addressing social, economic and environmental issues through skill development and entrepreneurship.

### **Major achievements**

- **10 sustainability projects** implemented by 30 LEADearth Fellows
- **Two One day City Labs** by inspirational speakers
- **A national level conference (YUVA Meet) with 250** youth across India
- **14 Campus Impact campaigns** implemented
- An **exclusive microsite** for the project and its on-going sustainability
- **Robust social media presence** on Facebook, Twitter, Google+ and Instagram
- **A short film** to be released at WSDS, to be used for further sensitization and awareness on LEADearthSHIP.

To take the message of LEADearthSHIP forward, the Environmental Education and Awareness Area (EEA) at TERI is organizing a thematic track titled, '**Youth Ecopreneurs**' during the WSDS on October 8, 2016 from 1100 – 1330 hrs at Jacaranda, IHC, New Delhi. This session will also be a befitting conclusion of the journey of LEADearthSHIP 2015-16. It will stimulate thoughts that encourage open dialogue and mutually enriching discussions.



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## Tentative Agenda

8 October 2016

Jacaranda, India Habitat Centre, New Delhi

- 1100 – 1110 hrs      **\*Special Address: Dr Ajay Mathur, Director General, TERI**
- 1110 – 1115 hrs      Introduction to the thematic track, 'Youth Ecopreneurs'  
*Dr Prabir Sengupta, Distinguished Fellow, TERI*
- 1115 – 1125 hrs      Opening Remarks on 'Youth and Leadership'- focusing on the 21 century skills  
*Genpact (name to be confirmed)*
- 1125 – 1140 hrs      -Screening of project LEADearthSHIP's documentary  
-Announcement of results & Felicitation of winners
- 1140 – 1220 hrs      'Opportunities & potential of youth ecopreneurs'  
- *Mr Pravin Nikam, Founder ROSHNI, National Youth Award Recipient, Global Youth Ambassador, Commonwealth Asia Regional Representative CYC, Former LEADearth Fellow (2013-14)*  
- *Ms Mamta Chandar, Director- Mountain Bounties\**  
- *Ms Rachna Ghiya, Founder- CrispTalks, Curator- enTRIPreneur.in, City Mayor- Entrepreneurcafe.org\**
- 1220 – 1320 hrs      Project presentations by top teams –  
Project Youth for SPLASH  
Project Directing Discourse  
Project T.R.A.S (THINK RESPONSIBLE, ACT SUSTAINABLE)
- 1320 – 1330 hrs      Concluding Remarks  
*Ms Livleen Kahlon, Associate Director, Environmental Education and Awareness, Sustainable Development Outreach & Youth Education, TERI*

*\*To be confirmed*