



# Youth Ke Bol

A youth-led coalition in India which aims to advance young people's access to sexual and reproductive health information and services, as a critical pillar towards their improved quality of life.



# Empowering Young People in India: The Crucial Role of Sexual and Reproductive Health Choices

India is home to more than 600 million youth, the largest population in the world with an enormous potential to further the country's development. Over the years, there have been numerous positive shifts in the health, well-being and overall development of young people. Some examples are a reduction in the prevalence of underage marriage, increased enrolment in schools (especially for girls) and an overall decrease in the total fertility rate (NFHS-5). However, critical gaps still hinder young people's ability to achieve a better quality of life.

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If I had access to family planning methods that I could use myself, without having to go to counselling or visiting a medical facility, it would have saved me from unwanted pregnancies and sexual violence.

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For young people, their quality of life and priorities are determined by a multitude of aspects which are a result of an interplay of social norms and personal aspirations. For example, while many young people might aspire for financial security, the route to the same for one may be via a job while for another it may lie in entrepreneurship. Similarly, norms of what kind of work is acceptable for men and women also often influence these decisions.

Regardless of these individual differences, young people are unified in some common needs. Chief amongst them is the **agency to make choices and decisions** in their lives. This includes the desire to **be informed and involved in the decision-making processes** by their families, communities and governments on aspects that directly impact them (for example, if, when, or how many children they want to have) and to **have a safe space where their opinions will be valued** and their concerns and recommendations will be heard.

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Having the right information at the right time would save me from a lot of self-doubt, and from insecurities and stereotypes I have – eventually helping me explore the world better.

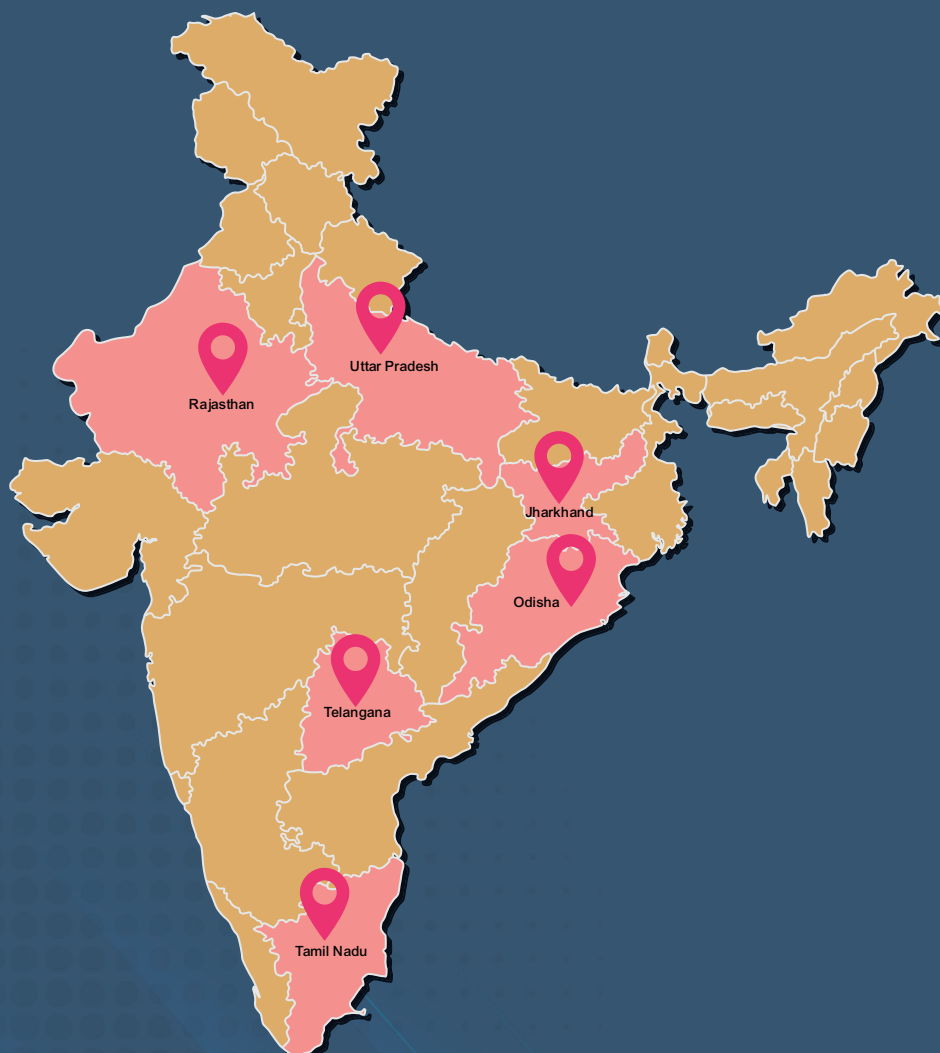
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# About Youth Ke Bol

In response to this growing need, Youth ke Bol, a 1 million youth-led coalition has been facilitated by Dasra, with partners, Pravah, Restless Development, The YP Foundation, UNICEF YuWaah and Yuvaa. The coalition, supported by the Bill and Melinda Gates Foundation, engages young people (19-29 years) through both digital and on-ground engagement with a focus on the states of Jharkhand, Uttar Pradesh, Rajasthan, Odisha, Telangana and Tamil Nadu.

The key pathways include:

- **Creating a cohort of 1 million youth and building their capacities** to enable them to articulate their aspirations and lead social change initiatives.
- **Co-creating effective narratives led by young people** based on their lived realities, that highlight the centrality of access to SRH information and services, especially contraception, to their quality of life.
- **Identifying platforms for young people to directly** share their recommendations with decision-makers.





# Youth Ke Bol's Achievements

- Engaged 620,000 young people via online and offline engagement, including 200,000 followers on the dedicated Youth Ke Bol social media handle, and direct, on-ground engagement with 2100+ young people across 6 states.
- Launched a social media campaign, #SwitchTheSoch, that highlights the need to bring men and boys into the conversation around SRH. This is the largest SRH campaign on JOSH, an Indian social media channel equivalent to TikTok – reaching a total of 1.9 million followers.
- Onboarded 40+ Youth Policy Champions who are undergoing a capacity-building journey and will work with decision-makers within the government system to highlight the need for improved SRH information and services.
- Via consultations, surveys and small-group discussions, we have amplified and presented youth insights related to young people's SRH at global and national forums like the International Conference on Family Planning and FP2030.



Representatives from Dasra, Restless Development, Yuva and YKB's Youth Advisory Group

A panel discussion with participants from BMGF, WHO, the YP Foundation and our Youth Advisory Group (YAG), being moderated by a YAG member



An Orientation Mela organised with 200+ students from Kashi Vidyapith, Varanasi, by our partner, YP Foundation.

For more information and to stay tuned with Youth Ke Bol's activities, visit these links:



@YouthKeBol



[www.10to19community.in/youth-ke-bol](http://www.10to19community.in/youth-ke-bol)



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