



PRESS RELEASE

AICTE, UGC, UNICEF and YuWaah flag off week-long event 'YuWaah Echoes'

As part of the larger Young Warrior movement, YuWaah Echoes will be a unique week-long series of innovation challenges, art competitions and multi-level quizzes to engage young people in the battle against COVID-19

NEW DELHI, 31 AUGUST 2021: The All India Council for Technical Education (AICTE), University Grants Commission (UGC), UNICEF and YuWaah (Generation Unlimited India) have launched 'YuWaah Echoes', a series of national innovation challenges, art competitions and multi-level quizzes around COVID 19 to enhance the knowledge of students of colleges and universities in India and encourage them to utilize their skills, talent and creativity in a much more meaningful way around COVID 19. The virtual event will take place starting 31st August to 4th September 2021.

As part of the larger Young Warrior movement to enable young people in India to take action against COVID-19, YuWaah Echoes will be a week-long virtual event filled with knowledge sessions, talks, presentations, competitions and challenges focusing around COVID-19. This is an opportunity by individual institutions to engage students to take part in a unique learning and experiential journey around COVID-19, by expressing, innovating, learning, changemaking and building resilience. The four main activities of the initiative include:

- **Solve-A-thon:** A unique innovation challenge that encourage students from colleges and universities across India to register as individuals/teams and submit their ideas on how best to uphold Covid-19 Appropriate Behaviour (CAB) in their peer networks and communities.
- **Artists Unite:** Artists Unite aims to engage, incubate and give a platform to Young Warriors for self-expression through art. In this hybrid space, young people will get an opportunity to express and amplify their voice through musical poetry 'Open Mic'.
- **Quizmasters:** A multilevel, interactive team quiz competition integrated with the Young Warriors Knowledge Hub, aimed at engaging young people across regions with verified information to combat COVID-19
- **COVID Academy:** A free one-stop multi-media knowledge hub curated with over 400 learning materials on COVID-19 and allied issues faced by young people during the crisis, available in 12 regional languages. A web platform will host Live Sessions in different regional languages as well as recorded sessions for self-paced learning in 6 languages (English, Hindi, Oriya, Tamil, Telugu, Kannada).



All participants will receive a certificate from UNICEF-YuWaah. Winners will be recognized by UNICEF on a national platform.

Speaking on the occasion, **Anil Sahasrabudhe, Chairman, All India Council for Technical Education** said, "This partnership with YuWaah is going to offer a unique learning experience for young people. The YuWaah Echoes initiative will see participation from various institutions who will engage and encourage different skillsets, helping young people better prepare for their future career as well as their personal life."

Dhuwarakha Sriram, Chief, ADAP & Generation Unlimited, UNICEF India said, "YuWaah Echoes is another step towards enabling and empowering India's young people to take action against the ongoing COVID-19 pandemic in an interesting, self-learning and engaging format. Such a multi-activity event will provide a unique experience to encourage participants to hone their creativity, analytical and problem-solving skills by expressing, innovating, learning and taking charge – all skills that will prove useful for them to address challenges not just during the pandemic, but for rest of their lives."

Earlier in May 2021, AICTE and UGC, along with UNICEF-YuWaah and 1350+ other collation partners had launched the YoungWarrior movement, with the objective of enabling young people to take action against COVID-19 and cumulatively impact the lives of millions of people within their families and communities.

At the time of the launch, AICTE and UGC had initiated a clarion call to its colleges and institutions to encourage students and teachers to participate in the movement. The movement was received positively by young people across India, with more than 6.6 million actions taken by them and over 140,000 teachers and other stakeholders engaged during this period.

Be a part of Young Warrior Echoes:

If you are a college or university student from any part of India, and passionate about becoming a changemaker in the fight against COVID-19, register through the QR Code below or the link here: <https://www.yuwaah.org/yuwaah-echoes>



YuWaah Echoes

Youth Voices & Visions

Take the pledge to join in this journey of becoming a **#YoungWarrior** & battle COVID-19. Join us for exciting activities this week!

25 AUG - 1 SEP **Registration Week Alert for Solve-A-Thon:**
An innovation challenge to uphold COVID-19 appropriate behaviours

31 AUG **Artists Unite**
The stage is set! We are here to amplify young voices through musical poetry 'Open Mic'

1 SEP **Ask Me Anything Session - 1**
COVID - Basics (English)

3 SEP **Ask Me Anything Session - 2**
COVID - Basics (Hindi)

9 SEP & 12 SEP **Design Thinking Workshop**

Quizmasters
A multilevel quiz integrated with the Young Warriors Knowledge Hub!

INSPIRE. CREATE. INNOVATE

Scan to participate:

About YuWaah

YuWaah is a multi-stakeholder platform that aims to prepare young people to transition from education and learning to productive work and active citizenship. It was formed by UNICEF, together with public and private sector partners, UN Agencies, civil society organisations, foundations and young people as the Generation Unlimited (GenU) partnership in India. By 2030, in India YuWaah aims to:

- i. Build pathways to aspirational socio-economic opportunities for 100 million young people
- ii. Facilitate 200 million young people to gain relevant skills for productive lives and the future of work
- iii. Partner with 300 million young people as change makers and create spaces for developing their leadership.



Launched in 2019 by Smt. Smriti Irani, Honourable Minister for Women and Children's Development, YuWaah also received strong words of encouragement from the Honourable Prime Minister, Mr. Narendra Modi in the form of a letter of support. Follow YuWaah on [Facebook](#) and [Twitter](#). For more information, visit www.yuwaah.org

About AICTE

Visit: <https://www.aicte-india.org/>

About UNICEF

UNICEF works in some of the world's toughest places, to reach the world's most disadvantaged children. More than 190 countries and territories, we work for every child, everywhere, to build a better world for everyone. For more information about UNICEF and its work for children, visit www.unicef.org.

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UNICEF India relies on the support and donations from businesses and individuals to sustain and expand health, nutrition, water and sanitation, education and child protection programmes for all girls and boys in India. Support us today to help every child survive and thrive! www.unicef.in/donate

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