

Corporate Boot Camp

Investing in Adolescent Health and Education through CSR



Venue: Hyatt Regency, Lucknow, Uttar Pradesh
Residential/Non-residential: Residential (optional)
Hosted by: CSRBOX

Key Target Group

- CSR Heads
- CSR Foundation Leadership Teams
- CSR Decision Leads

Participation

By invite or by reference nomination
 or by request email

Key Objectives

1. To highlight the real ground challenges that adolescents in India currently face.
2. Work on a combined prioritization matrix to solve these challenges.
3. To understand CSR priorities and align these with the problem
4. To develop collaboration and effective models for CSR projects for adolescents, especially on adolescent health
5. To create a platform for exchange of ideas, experiences, best practices and knowledge resources

Take-Aways for CSR Heads

- A clear understanding on the prioritization matrix for adolescent-related CSR projects
- An approach plan to build a case for investing in adolescents and convincing board members on taking the first step (A value chain perspective)
- A road-map and decision-making tool for future CSR project design
- A few simple but implementable CSR project ideas in preferred geographies
- Insights on re-aligning existing CSR projects for better outcome and impacts
- A network of experts and CSR peers working on adolescent-related programs to leverage expertise and experiences in future

Boot Camp Resources

- Domain experts on adolescents who have been working on creating impactful models of interventions
- CSR Heads, handling adolescents CSR projects through value-chain perspective
- Design thinking experts
- Government leadership, working on creating symbiotic ecosystem for working in collaboration with private and civil society

The Context

India has nearly 245 million adolescents, almost 20% of India's overall population. While this number presents an exciting picture of our demographic dividend, realizing the rights of these young people and investing in their future continues to be a challenge. Investment in adolescents will ensure their full participation in nation building including as a competitive labour force to sustain economic growth.

However, the current data on adolescents presents a poor picture. Over 80 per cent adolescents in India suffer from "hidden hunger", a form of undernutrition. Of an estimated 113 million adolescent girls in India, 63.5% are school dropouts, 43% are married before 18 years and 20% before 15 years. Only about 15 percent of young men and women between the ages of 15-24 have received sex education.

Investing in adolescence contributes to breaking cycles of poverty, violence and discrimination that pass from one generation to the next. Coordinated investments in adolescent health, well-being and education provide high economic and social returns. This boot camp is an effort to unlock these potentials in a simple way and curate models for micro-level interventions that respond to local issues, and maximize opportunities for adolescents. This boot camp strives to de-jargonize the adolescents-focused project and mainstreaming the CSR interventions that keep India's immediate future of 2020s & 30s at the crux of CSR strategy. This short and interactive session will empower the CSR leaders with the right approach to convince the top management to 'think adolescents first' tools and deliver impacts in time-bound plan.

For more information or participation query/request, please contact:

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