



ALL INDIA COUNCIL FOR TECHNICAL EDUCATION

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PRESS RELEASE

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AICTE Initiates Clarion Call to 14,300 Universities and Institutions to Join #Young Warrior Movement Against COVID-19

AICTE, along with YuWaah-UNICEF, will conduct capacity-building sessions, amplify COVID-related knowledge and resources and highlight inspiring COVID stories of young people through social media

New Delhi, June 04, 2021: All India Council for Technical Education (AICTE) announced its support as Coalition Partner to the nationwide **#YoungWarrior** movement, initiated by YuWaah and UNICEF. It joins Ministry of Youth Affairs and Sports (MoYAS), Ministry of Health and Family Welfare (MoHFW), Central Board of Secondary Education (CBSE) and 1350+ partners across Government, Civil Society, UN Agencies and Private Sector to engage 5 million young people to lead action against COVID-19 and impact 50 million people.

The **#YoungWarrior** Movement is being led by India's young people between ages 10-30. For this, the **#youngwarrior** will do a series of easy and real-life tasks, earning a certificate of participation by UNICEF for their actions. These tasks will be hosted on online and offline platforms in 11 regional languages.

Some of these tasks are: **'Fake news police'**: train in myth-busting tools to detect myths/falsehood/misinformation; **'Vaccine buddy'**: to encourage registration for vaccination and **'Tension buster'**: to enable peer-to-peer mental health support by young people.

As a part of this collaboration, AICTE will:

- Encourage youth to **join the movement**
- **Organise multiple online capacity building session during June-July 2021** on topics like COVID appropriate behaviour, vaccine hesitancy, home care prevention, reliable & verified information & knowledge etc.
- Facilitate **amplification of verified information and correct knowledge** by accessing the **#YoungWarrior Knowledge Hub** (<http://prachicp.com/youngwarriors/>). It will also



encourage young people to **develop relevant and useful content** and add to this knowledge library.

- Encourage young people to **use social media as a tool for community therapy**, where they can narrate inspiring COVID stories through videos/ articles that others can learn from, follow and replicate. These will also be promoted on social media through partners and influencers.

Pledging his support to the initiative, Prof. Anil Sahasrabudhe, Chairman, **AICTE** said, *“AICTE is committed to unite young energy and spirit to fight against the pandemic collectively. In the interest of health and wellbeing of our Country, we encourage our students and teachers to participate in the #YoungWarrior movement and through its activities and tasks, safeguard themselves and their families as well as others around them. Young people can assume a leadership role during such a crisis, which can also help instill strong leadership skills, empathy as well as generate social consciousness in them.”*

Mr Dhuwarakha Sriram, Chief of Generation Unlimited (YuWaah), Youth Development & Partnerships, UNICEF India said, *“We are grateful to have the support of AICTE towards the #YoungWarrior movement. Through its affiliate institutions, AICTE engages collectively with over a million students every year. Through its encouragement, young people will be provided with not only the right knowledge and resources to understand effective COVID response, but also bolster and hone their leadership skills with the larger sense of good.”*

The #YoungWarrior movement has been actively engaging with country’s younger audiences, reaching over 100+ million through its mass and social media outreach, with 250,000+ young warriors who have been actively engaging through its UReport, IVR platforms, and capacity building.

To join, young people can engage through the following ways:

To register as a Young Warrior:

1. **WhatsApp:** Type YWA & send to +91-9650414141 (technology-based chat-bot platform called U Report)
2. **Interactive voice response (IVR):** Send a missed call to 0-8066019225.
3. **Facebook:** Join via this link through FB messenger <https://m.me/ureportindia/?ref=ywa>
4. **Telegram:** Search for ureportindia. Press Start. Type ‘YWA’ and send.

To register as a Youth Advocate of the #YoungWarrior Movement: fill a Google Form: <https://forms.gle/JuRTQF6ktD78yBHq7>

In addition, on **social media (Facebook, Twitter, Instagram)**, take a pledge by posting your message along with **"I pledge to be a #young warrior**, tagging 5 friends.

For more details, visit <https://www.yuwaah.org/youngwarrior> or YuWaah’s social media pages on [Facebook](#), [Instagram](#) and [Twitter](#).

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About AICTE:

All India Council for Technical Education (AICTE) is a statutory body established by an Act of Parliament (No 52 of 1987) with a view to proper planning and co-ordinated development of the Technical Education system throughout the Country, the promotion of qualitative improvement of such education in relation to planned quantitative growth and the regulation and proper maintenance of norms and standards in the technical education system and for matters connected therewith.

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:

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

Launched in 2019 by the Honourable Minister for Women and Children's Development, Mrs Smriti Irani, 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 [Instagram](#), [Facebook](#) and [Twitter](#). For more information, visit www.yuwaah.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. For UNICEF India, visit us on <http://unicef.in/> and follow us on [Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#). Follow UNICEF on [Twitter](#), [Facebook](#) and [Instagram](#).

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

For more information, please contact:

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