



Capgemini Technology Services India Ltd CSR Impact Assessment Report 2020-23

Project YuWaah
Implemented by UN Global Compact Network
Assessed by Aspire Impact
February 2025

Assessment Methodology

Aspire Impact has conducted an impact assessment of the **Yuwaah Program**, implemented by **UN Global Compact Network**.

The methodology encompassed developing a set of research guidelines and survey questionnaires to draw evidence towards each impact area, which helped draw reasonable conclusions at the current stage of the programs. The assessment captures the end-to-end project impact along **Reach, Depth, Inclusion** and **Sustainability**, the four dimensions of **Aspire’s proprietary 4P framework**.

Research Design:

- **Primary research:** A qualitative approach using in-depth interviews was employed to assess the program’s impact and understand stakeholders' perspectives.
- **Secondary research:** A review of relevant documents, reports, and background materials.

Research Objectives:

Aspire Impact conducted interviews with beneficiaries to assess the impact across the following dimensions:

- Evaluating the Reach, Depth, Inclusion, and Sustainability of the program’s impact.
- Gathering insights through qualitative research.
- Providing recommendations for program improvement.

Data Collection Methods:

- **5** qualitative calls were conducted with program stakeholders to understand the program’s scope and effectiveness.
- The study focused on capturing detailed narratives and lived experiences of the stakeholders.

REACH

Assessing scale of the intervention, and coverage of lives touched.

DEPTH

Assessing effectiveness of the interventions and the quality of impact delivered.

INCLUSION

Assessing equitable access providing equal access to opportunities and resources for people who might otherwise be excluded or marginalized.

SUSTAINABILITY

Assessing ability to maintain quality of impact delivery and their environmental impact.

In depth interviews				
Solution Partners	Leaders Council Member	Young People Action Team	Project Manager	Total
2	1	1	1	5

Executive Summary

As per India Employment [Report](#) 2024, each year, around **7–8 million** persons are added to the labour force and India is expected to be in the potential demographic dividend zone for at least another decade.

At the same time, educated youth in the country face disproportionately high unemployment rates, particularly graduates and women. Young women in India experience significantly lower labor force participation rates compared to men, often being relegated to unpaid family work or remaining outside of education, employment, and training. This reveals a **critical gap between education and job market demands**, requiring both **improved skills training** and **targeted solutions** to address gender-based employment barriers.

In 2018, at the UN General Assembly, **UNICEF initiated Generation Unlimited (GenU)**, a multi-stakeholder alliance dedicated to increasing investments in young people aged 10 to 24. Within India, Generation Unlimited has been adapted and localized as **YuWaah**.

YuWaah functions as a multi-stakeholder **Public-Private-Youth (PPYP) partnership** platform, with the shared objective of empowering India's young people. This empowerment is achieved by connecting them to aspirational socio-economic opportunities and actively engaging them as agents of change. Through YuWaah (Generation Unlimited), UNICEF is working to unlock the potential of India's **350 million** young people, with a particular emphasis on women and marginalized groups.

The initiative's three core pillars focus on:

1. Pathways to Economic Opportunities: Supporting **100 million** youth in securing aspirational job opportunities.
2. Skill Development: Equipping **200 million** youth with relevant skills for employability and productivity.
3. Youth Leadership & Civic Engagement: Engaging **300 million** youth as changemakers.

To advance this mission in India, Capgemini Technology Services India Limited entered into a 3 year agreement with United Nations' Global Compact Network in August 2020 to support Project YuWaah in **establishing a multi-stakeholder platform**. Primary objectives of this agreement were:

1. To establish, operationalise and equip the Secretariat for Project YuWaah in India
2. To support key activities such as identifying successful, scalable initiatives as well as identifying whitespaces and fostering breakthrough innovations.

Under the grant, YuWaah's governance structure was established with an aim to provide financial, technical, and practical support.

Here are some of the key insights gathered from primary and secondary research conducted by Aspire Impact to assess the end-to-end impact of the program:

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REACH: Robust ecosystem, strategic leadership and partnerships established to steer YuWaah

- YuWaah established its board consisting of its **7** founding partners i.e. Capgemini India, UNICEF, Children's Investment Fund Foundation (CIFF), Amazon, UNFPA, UNHCR, and Rohini Nilekani Philanthropies Foundation.
- Leader's council, a group of **30+** thought leaders (including representatives from MoYAS, CII, PwC) with a breadth of practical experience and technical expertise were engaged for guiding and shaping YuWaah's strategy in an advisory capacity.
- Strategic alliances with **100+** partners were forged across a robust network of government, international, private sector, and civil society entities with the objective of building partnerships, strengthening linkages, developing know-how.
- **22** solution partners working in thematic areas like entrepreneurship, women's employment, life skills (NIIT Foundation), career guidance solutions (Alohomora Education Foundation) were shortlisted on the basis of their ability to transcend traditional youth programming and integrate young people into the scale-up process.
 - Alohomora Education Foundation's student reach doubled from **40,000 to 80,000** through the support from YuWaah.
 - NIIT foundation was able to extend its reach to **12** states providing life skill sessions to **20,000+** youth.

DEPTH: Opening doors for youth through career counselling, connecting skills to jobs

- Empowered **4.3 million** youth to lead **7.6 million actions** against COVID-19 and promote civic issues through the #YoungWarrior Movement.
- Secured **\$25 million** annually through Advocacy and partnership with the Ministry of Education for **7,000** career counselors through Samagra Shiksha Abhiyaan, based on collaborative workshop recommendations.
- Partnered with the Ministry of Labour and Employment to improve the National Career Services (NCS) portal, where **4 million** young people were onboarded.
- P2E, a YuWaah initiative, connected skilling to jobs, enabling **0.3 million** youth to gain 21st-century skills with support from Central Board of Secondary Education (CBSE), Ministry of Youth Affairs and Sports (MoYAS).
- Contributed to the **Education 4.0 India Report**, recommending interventions for foundational literacy, teacher training, and school-to-work transitions.
- The Ministry of Skill Development and Entrepreneurship and YuWaah, alongside 14 partners, published a **report on enhancing apprenticeships** in India.

INCLUSION: Enabling women's participation in the workforce; focussing on accessibility, inclusion

- Strong focus on inclusivity, particularly for girls and marginalized youth. The Youth Hub platform designed to be accessible, offering information in **multiple Indian languages**.
- Youth were empowered as decision-makers through the creation of the Young People Action Team (YPAT). This team, comprising **40** young people, provides vital perspectives and contributes directly to strategy and policy development.
- Launched a joint vision for **skilling adolescent girls** under the Beti Bachao Beti Padhao initiative on the International Day of the Girl Child, October 11, 2022, promoting non-traditional livelihoods in partnership with the Ministry of Skill Development and Entrepreneurship and Ministry of Minority Affairs
- Contributed to efforts to **increase women's labor force participation** in collaboration with the Ministry of Labour and Employment through policy recommendations and campaigns.

Executive Summary

SUSTAINABILITY: Youth Hub Platform - providing seamless pathways from learning to earning

- Youth Hub, launched in October 2023 has successfully integrated with job, upskilling solutions partners like Flywheel, Teamlease, NIIT Foundation, Qess Corp.
- **3 lakh+** downloads of the Youth Hub app on Google Play Store.
- Partnered with the Ministry of Environment, Forest, and Climate Change for 'Meri LiFE', aligned with the Prime Minister's 'Mission LiFE' movement to promote pro-planet actions across the country, resulting in participation from **79** Ministries.
- The proven effectiveness of YuWaah-supported pilot programs, such as NIIT Foundation's life skills training, has led to their continued implementation.