

Yuva Unstoppable Internship  
Proposal 2013 - 2014



Be the change that you  
wish to see in the world

-

Mahatma Gandhi

# Yuva Unstoppable Internship Proposal 2013 - 2015



## What is Yuva Unstoppable?

YUVA Unstoppable is a registered nongovernmental organization working for the less privileged children of society through the mobilization of volunteers and resources. It aims to act as a catalyst in the development, improvement and growth of youth and children. YUVA Unstoppable invites volunteers from across the globe to come and contribute in this journey of love, care, and growth of less privileged children.

Spread across 30+ cities in India, **YUVA Unstoppable** is constantly mobilising the youth of India by asking them to spend 2 hours every week and teach/empower underprivileged children studying at government schools and residing in slums

**Vision:** Inspiring Kindness

**Mission:** YUVA Unstoppable aims to act as a catalyst in the development, improvement and growth of youth and children.

Since 2005, YUVA Unstoppable has mobilized more than 100,000 volunteers and has benefited 240,000 underprivileged children. In the year 2012 alone, YUVA Unstoppable conducted approximately 700 various activities that impacted roughly 50,000 less privileged kids.

Moreover, interns from Harvard, Yale, Columbia, University of California (San Diego), University of Magdeburg, Wharton Business School and many more have been a part of this movement by contributing with their skills and time for the betterment of underprivileged children.

# Yuva Unstoppable Internship Proposal 2013 - 2015



**YUVA Unstoppable** is based out of the city of Ahmedabad located in Gujarat state in western India.

Ahmedabad is also the city from where Mahatma Gandhi fought for the freedom struggle of India.

With a population of more than 5.8 million and an extended population of 6.3 million, it is the 5<sup>th</sup> largest city and seventh largest metropolitan area of India.

## Patrons of YUVA Unstoppable



Bharat Ratna (India's Foremost National Honor) & Former President, Republic of India

“Establishing an organization with kindness as a focus is a beautiful mission. I would like to congratulate all of you working and contributing to YUVA Unstoppable”

- Dr. APJ Abdul Kalam



“Only Gods can bring change. You are bringing changes, so do you know who you are?”

- Indu Jain

Chairman Times Group, India

# Yuva Unstoppable Internship Proposal 2013 - 2015



“YUVA Unstoppable has done a great job by combining three elements of SEWA (Service) , SATSANG (Camaraderie) & SMARAN (Self Development), which brings a positive change in the society”

- Deepak Chopra  
Internationally acclaimed Author and  
Spiritual Guru

**Some of our past international interns come from:**





# Yuva Unstoppable Internship Proposal 2013 - 2015



## Testimonials from our Interns

### Shreya Agrawal, Yale School of Management



**Project:** Proposed a set of impact measurement metrics

“You are doing tremendously awesome work that I think will hopefully have a long-term impact on the lives of millions of children in India”

### Jenna Loue, Harvard University



**Project:** Created e-mobile library platform for municipal school children

“YUVA Unstoppable managed to change my skewed view of public service in India. Working systematically to better the conditions for these children, YUVA-ites are true heroes in the Indian community. I am grateful to be a small part of such a great team”

### Susanne Dohrmann, University of Magdeburg



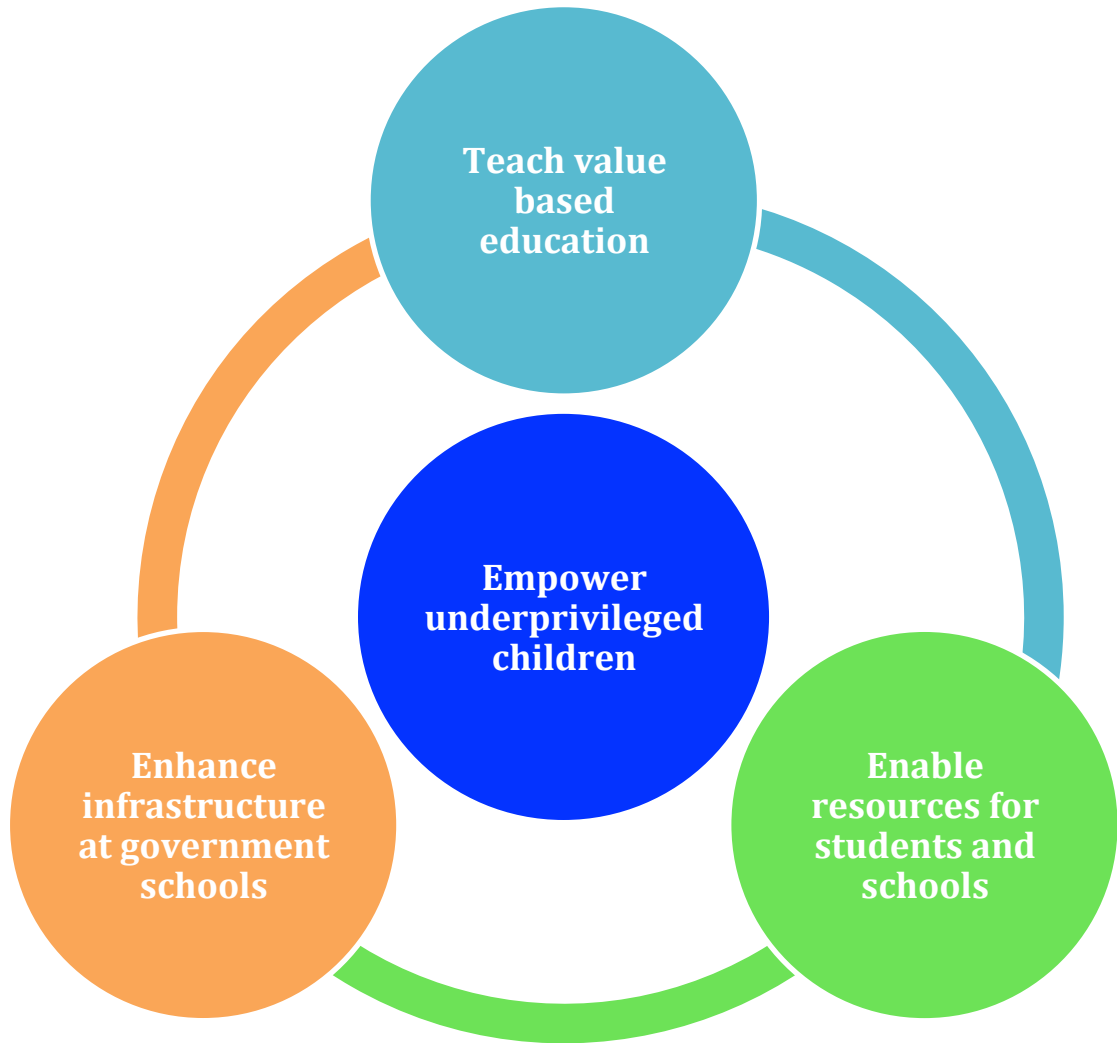
**Project:** Created a framework of policies and processes to drive operations and branding

“YUVA-ites will help you to gain a deeper understanding of cultural differences and the beauty of India. They will inspire you to be kind, they will show you how to change the world and motivate you to do so”

# Yuva Unstoppable Internship Proposal 2013 - 2015



## Our Focus



Yuva has become a powerful platform for youth from schools, colleges and corporate houses to reach out to children. Currently, Yuva Unstoppable is focusing on the need for better education facilities in government run schools of Ahmedabad. There are 456 municipal schools with 161,000 students at an average of 350 per school. We found that they do not have adequate infrastructure or amenities to keep kids in school. Hence, we mobilize our volunteers and our corporate partners to provide these facilities. Our corporate partners provide us the funding , while our volunteers execute upon the projects.

# Yuva Unstoppable Internship Proposal 2013 - 2015



## Some of our activities



DRESS UP  
NEATLY



TREE  
PLANTATION



cleanliness drive





# Yuva Unstoppable Internship Proposal 2013 - 2015



## Some of our activities





# Yuva Unstoppable Internship Proposal 2013 - 2015



## Internship Opportunities

### Research and Development

- Research, review and define points of intervention and frame tools to measure subsequent impact

### Branding

- Develop marketing communication and launch brand campaigns for various initiatives

### Human Resources

- Frame, review, develop and execute HR strategies, systems and process in the context of a NGO

### Information Technology

- Develop tools and strategies to enhance the online presence especially through social media

### Operations

- Execute various projects on ground for the the direct benefit of underprivileged children

# Yuva Unstoppable Internship Proposal 2013 - 2015



## **Areas of contribution**

### **Research and Development:**

1. General research and review into the best practices of social impact assessment, social return on investment, under-privileged children development, child psychology, etc
2. Developing various points of intervention with the underprivileged children. This will include ideas from value-based education, other student engagement programs, health-hygiene based activities/campaigns and much more.
3. Monitoring curriculum execution which may include creating a process and subsequent documenting of feedback from the various stakeholders of the system.
4. Researching and developing impact measurement tools to understand impact created in volunteers as well as children.
5. Using statistical tools to evaluate results from impact measurement, develop and refine framework to estimate social return on investment and much more.

### **Desired Skills and Experience:**

1. A clear passion to work for the betterment of the lesser privileged section of the society.
2. Highly motivated and passionate about organizational operations, operations management and project planning and validation
3. Drives and executes innovative project plans that emphasize value and incorporate best practices in project management (e.g. efficiency, collaboration and quality execution). Proactively identifies and implements adjustments as warranted (budget, resources, etc.)
4. Highly skillful in planning and statistical measurement techniques
5. Excellent communication skills and familiarity with Microsoft office suite
6. Graduate/ Senior/ Junior in Operations Management or Public Administration or Education or Social Services or Business Administration

# Yuva Unstoppable Internship Proposal 2013 - 2015



## **Areas of contribution**

### **Branding:**

1. To initiate and develop new campaigns for operations team. The purpose of these campaigns could be to mobilize more volunteers, raise funds and benefit lesser-privileged students.
2. Developing (including designing) creative collaterals (making posters, presentations, videos and other important documents) for various mediums of communication, targeted towards various stakeholders of the organization like volunteers, partners, municipal (government) schools and government authorities
3. Reviewing and assessment of the campaigns in terms of them achieving their end objectives to help make short term and long-term strategies.

### **Desired Skills and Experience:**

1. A clear passion to work for the betterment of the lesser privileged section of the society.
2. Experience in Brand building, Brand Equity, Social Media Marketing, film making and photography
3. Ability to adapt easily in a fast-paced team environment and balance multiple projects and deadlines
4. Proficiency in software for graphic design, desktop publishing, and presentations, including Adobe Creative Suite 6 (Illustrator, Photoshop, InDesign, and Acrobat Pro), Microsoft Office (emphasis on PowerPoint), and Apple Keynote. Knowledge of file formats and specifications in preparation for printing versus web
5. Experience in education or instruction field preferred
6. Excellent communication skills, written and verbal. Proactive listening skills and ability to ask thoughtful questions for clarity and discovery
7. Junior, Senior or Graduate level student pursuing a Bachelor's or Master's degree in Marketing, Graphic Arts, Visual Arts or related field

# Yuva Unstoppable Internship Proposal 2013 - 2015



## **Areas of contribution**

### **Human Resources:**

1. Understand the Yuva structure of programs, teams and policies in recruitment, training, performance measurement and appraisal.
2. Evaluate the existing policies and structure keeping in mind the volunteer nature of work.
3. Considering the future goals, suggest motivation and retention strategies in existing policies and organization structure.
4. Train the existing team on how to build consensus among various stakeholders to bring change in existing policies.

### **Desired Skills and Experience:**

1. A clear passion to work for the betterment of the lesser privileged section of the society.
2. Previous experience or knowledge base for compiling, analyzing and interpreting data, performance and peer evaluations.
3. Demonstrated verbal and written communication skills as well as interpersonal skills to work across organizational levels and across functional areas and teams.
4. Ability to build and maintain strong business partnerships, represent the company in the most positive manner amongst internal and external customers and clients.
5. Ability to work independently, exercise good judgment, and act with integrity and discretion.
6. Demonstrated ability to review situations thoroughly and carefully and offer solutions.
7. Proven ability to manage multiple assignments, complete work accurately and within established timelines.
8. Proficient with MS Word, Excel and PowerPoint.
9. Currently in good academic standing and pursuing a Bachelors degree in business, organizational development, industrial design, or other related HR field. Strong preference includes successful completion of coursework in HR curriculum.



# Yuva Unstoppable Internship Proposal 2013 - 2015



## **Areas of contribution**

### **Information Technology:**

1. Understand the Yuva structure of programs and teams.
2. Evaluate the existing MIS strategy keeping in mind the organization strengths and weaknesses.
3. Evaluate the existing social media strategy keeping in mind the organization strengths. Improve search engine optimization for YUVA Unstoppable website
4. Research new ideas and strategies for Internet Marketing.
5. Considering the future goals, suggest improved technology and social media intervention for short term as well as long term goals.
6. Train the existing team to implement the designed strategy with minimum trouble.

### **Desired Skills and Experience:**

1. A clear passion to work for the betterment of the lesser privileged section of the society.
2. Knowledge of Web technologies, protocols, and tools including CSS, ASP.NET and C#, Advanced programming experience with HTML.
3. Strong understanding of other Internet programming languages, including JavaScript and JQuery.
4. Working knowledge of Web authoring, development, and publishing tools, including .net, PHP.
5. Strong understanding of communications, marketing, and customer service principles. Experience with computer graphic and multimedia design.
6. Demonstrated understanding of information technology concepts including system analysis, database concepts structures, structured testing and knowledge of basic technical, financial and system request
7. Pursuing a Bachelors Degree in Computer Science, Information Technology, Management Information Systems, Information Science, Business or related area

# Yuva Unstoppable Internship Proposal 2013 - 2015



## **Areas of contribution**

### **Operations:**

1. Conduct surveys in municipal schools and make a detailed report on factors like dropout ratios, remedial, etc.
2. Design & develop various teaching methods for efficient learning
3. Design curriculum for extracurricular activities like Art & Craft, Sports, etc.
4. Interview Yuva program heads, corporate leaders and school authorities across different cities, to understand the existing structure of activity and evaluate their effectiveness.
5. Design a strategy for the expansion of current program to involve more corporate and help more kids.

### **Desired Skills and Experience:**

1. A clear passion to work for the betterment of the lesser privileged section of the society.
2. Highly motivated and passionate about organizational operations, operations management and project planning and validation
3. Drives and executes innovative project plans that emphasize value and incorporate best practices in project management (e.g. efficiency, collaboration and quality execution). Proactively identifies and implements adjustments as warranted (budget, resources, etc.)
4. Highly skillful in planning and statistical measurement techniques
5. Excellent communication skills and familiarity with Microsoft office suite
6. Graduate/ Senior/ Junior in Operations Management or Public Administration or Education or Social Services or Business Administration

# Yuva Unstoppable Internship Proposal 2013 - 2015



## Modalities

1. Duration - From 2 to 24 weeks depending upon the project over the year
2. Working hours - Approx. 6 hours a day
3. Working days - 6 days a week

## How to apply

1. Interested candidates can mail their resumes along with a 'Statement of Purpose' to [intern@yuvaunstoppable.org](mailto:intern@yuvaunstoppable.org).
2. Kindly mention the department of choice in the subject line. Internship opportunities are generally available throughout the year in various departments.
3. Once we receive the applications, they would be reviewed by the HR department along with departmental head of the concerned discipline. Candidates will be notified accordingly.
4. For any other queries please get in touch with Mr Aditya Sharma (Vice-President – YUVA Unstoppable, USA) on [aditya@yuvaunstoppable.org](mailto:aditya@yuvaunstoppable.org).

Yuva Unstoppable Internship  
Proposal 2013 - 2015



Inspiring Kindness,  
Creating Young Leaders,  
Staying Unstoppable !