



केन्द्रीय माध्यमिक शिक्षा बोर्ड

(शिक्षा मंत्रालय, भारत सरकार के अधीन एक स्वायत्त संगठन)

CENTRAL BOARD OF SECONDARY EDUCATION

(An Autonomous Organisation under the Ministry of Education, Govt. of India)

CBSE/Dir.(SE&T)/2021

Date: 20th May 2021

Circular No.: 33/2021

To

The Heads of all Institutions affiliated to CBSE

Subject: Call for participation in YoungWarrior– A youth led movement to combat COVID-19

Dear Principals,

As India faces the brunt of the devastating second wave of COVID-19, 300 million young people represent one of our best hopes at a solution. As institutions affiliated with the Board, we collectively engage millions of students every year. Enabling this population to assume a leadership role during a crisis such as this, can instil strong leadership skills, empathy as well as social consciousness amongst youth.

Thus, Central Board of Secondary Education, together with Ministry of Youth Affairs and Sports, Ministry of Health and Family Welfare, YuWaah-UNICEF and a multi-stakeholder consortium of over 950 partners, are activating the #YoungWarrior movement. #YoungWarrior is a nationwide movement to engage 5 million young people to lead action against COVID-19 and impact 50 Million people.

Therefore, all School leaders are requested to encourage – any student and/or teacher between the ages 10 and 30 years of to join this movement, and safeguard themselves, their families, their communities, and the country!

To join, they have to take the following simple steps. They will be eligible for a **UNICEF certificate on completion of tasks :**

1. On WhatsApp: Type YWA and send it to +91 96504 14141
OR they could simply Give a missed call to 080-66019225
2. Once they join, they can motivate 10 or more young people (10-30 yrs) to join the movement and
3. Pledge to take action against COVID-19 by posting message with the phrase 'I am a #youngwarrior' on social media, tagging 5 friends

This engagement will comprise a series of easy and real-life tasks with the #YoungWarrior earning certificate for their actions. These actions include promoting access to verified health and essential services, vaccine registration, COVID Appropriate Behaviours, myth busting etc. These tasks will be hosted in 10 regional languages to protect themselves, their families and their neighbourhood against COVID-19. The first is a technology-based chat-bot platform called **UReport (WhatsApp YWA to +91 96504 14141)**. The second is an Interactive voice response (IVR)-based platform (**missed call to 08066019225**) for young people who may not have WhatsApp/internet and the third is through **community radio** for those who have no access to phones or internet. This will be supported by a **Knowledge and learning hub (http://prachicp.com/youngwarriors/)**, with indexed state specific information tools and blended learning modules that are adolescent and youth friendly. Finally, the key messages and **positive stories of youth action** will be promoted on social media through partners and influencers.

Please follow YuWaah on <http://yuwaah.org/youngwarrior> for more information.

Look forward to seeing our young warriors leading us out of this crisis.

Biswajit Saha

(Dr Biswajit Saha)

Director (Training & Skill Education)



‘शिक्षा सदन’, 17, राऊज़ एवेन्यू, इंस्टीटूशनल एरिया, नई दिल्ली-110002
‘ShikshaSadan’, 17, Rouse Avenue, Institutional Area, New Delhi – 110002





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Copy to the respective Heads of Directorates, Organizations and Institutions as indicated below with a request to disseminate the information to all the schools under their jurisdiction:

1. The Commissioner, Kendriya Vidyalaya Sangathan, 18, Institutional Area, Shaheed Jeet Singh Marg, Delhi – 110016.
2. The Commissioner, Navodaya Vidyalaya Samiti, B-15, Sector – 62, Institutional Area, Noida – 201309.
3. The Director of Education, Directorate of Education, Govt. of NCT of Delhi, Old Secretariat, Delhi – 110054
4. The Director of Public Instructions (Schools), Union Territory Secretariat, Sector 9, Chandigarh – 160017
5. The Director of Education, Govt. of Sikkim, Gangtok, Sikkim – 737101
6. The Director of School Education, Govt. of Arunachal Pradesh, Itanagar – 791111
7. The Director of Education, Govt. of A&N Islands, Port Blair – 744101
8. The Director, Central Tibetan School Administration, ESSESS Plaza, Community Centre, Sector 3, Rohini.
9. The Additional Director General of Army Education, A – Wing, Sena Bhawan, DHQ, PO, New Delhi – 110001
10. The Secretary AWES, Integrated Headquarters of MoD (Army), FDRC Building No. 202, Shankar Vihar (Near APS), Delhi Cantt – 110010
11. The Chief of Generation unlimited, Youth development & partnership, UNICEF India, New Delhi
12. The Under Secretary, Ministry of Youth Affairs & Sports, New Delhi
13. DS to Chairman, CBSE, Delhi
14. All the Heads of Department, CBSE
15. All the Regional Directors/Regional Officers/Head-COEs, CBSE with the request to send this circular to all the Heads of the affiliated schools of the Board in their respective regions for compliance.
16. Head (Media & Public Relations), CBSE
17. Assistant Secretary (IT), CBSE, Rouse Avenue with the request to upload this notification on the CBSE Academic website
18. Incharge, Hindi Cell, CBSE HQ – *for Hindi Translation of this Circular*

Director (Skill Education and Training)



‘शिक्षा सदन’, 17, राऊज़ एवेन्यू, इंस्टीटूशनल एरिया, नई दिल्ली-110002
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YOUNG
WARRIOR

Take action against
COVID-19, become a

#YOUNG
WARRIOR



- Complete simple tasks on your phone and get a certificate:
 - On WhatsApp: type **YWA** and send it to **+91 96504 14141**
 - OR
 - Give us missed call on **080-66019225**
- Pledge to take action against COVID-19 by posting 'I am a **#youngwarrior**' on social media - Facebook/ Twitter/ Instagram - do tag 5 friends and ask them to join this movement on WhatsApp or by giving a missed call on the above-mentioned numbers.



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Inviting 5 million Young Warriors to fight COVID-19 in India

19th May 2021

<https://www.yuwaah.org/youngwarrior>

Why #YoungWarrior?

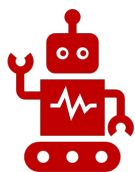
As India faces the brunt of the devastating second wave of COVID-19, 300 million young people represent one of our best hopes at a solution. Our engagement with millions of young people last year to support the response to COVID-19 crisis, led them to identify a strong desire, and leadership skills, to make a difference at a crucial time like this.

Young People, the [Ministry of Youth Affairs \(MoYAS\)](#), [Ministry of Health and Family Welfare \(MoHFW\)](#), [YuWaah](#) and [UNICEF](#), with the support of 950+ coalition partners across Government, Civil Society, UN Agencies and Private Sector, activated - **#YoungWarrior** – a pan-India movement to engage 5 million young people across the country to address the ongoing COVID-19 crisis.

What is the #YoungWarrior Movement?

The engagement is simple so that young warriors can mobilise, connect, learn, influence and lead action against COVID-19 accelerate a return to normalcy. Each young person has to be enroll his/her peers, and pledge to protect themselves, their families and their neighborhoods against COVID-19 by undertaking specific actions.

This engagement will comprise a series of easy and real-life tasks with the #YoungWarrior earning certificate for their actions. These tasks will be hosted, both online and offline, in 10 regional languages. The first is a technology-based chat-bot platform called UReport (WhatsApp YWA to +91 96504 14141). The second is an Interactive voice response (IVR)-based platform (missed call to 080-66019225) for young people who may not have whatsapp/internet and the third is through community radio for those who have no access to phones or internet. Some examples of tasks include: **'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.



A technology-based chat-bot platform called UReport based on whatsapp with 450 million users in India (WhatsApp YWA to +91 96504 14141



An Interactive voice response (IVR)-based platform (missed call to 080-66019225) for young people who may not have whatsapp/internet on their feature phones



Community radio for those who have no access to phones



This will be supported by:

- **Knowledge and learning hub** (<http://prachicp.com/youngwarriors/>): Virtual library with indexed state specific information tools & blended learning tools that are adolescent and youth friendly.
- **Safe spaces and peer support**: Provide opportunity for young people to ask experts questions and share their concerns, as well as participate in activities that facilitate coping and healing with grief and distress of crisis response
- **Communications and outreach**: Promote key messages and positive stories of youth action on social media through partners and influencers

Progress

The movement has gained great momentum in its first week –



Reached 13 million people - social media



950 Partners signed up



13,000 youth have taken action

In the Media:

- [Supported by UNICEF, 5M young warriors to renew hope amidst India's second COVID-19 wave](#)
- CNN News 18: <https://youtu.be/WhE00Dxl18>

For Partnering with us on this exciting initiative, please contact:

1. Lalita Sachdeva, Partnerships Specialist. Email: lsachdeva@unicef.org ; Mobile: +91 95601 98558
2. Dhuwarakha Sriram, Chief - Generation Unlimited, Youth Development & Partnerships. Email: dsriram@unicef.org; Mobile: +919810745372

As a Partner, you can contribute in any/all of the following areas:

1. Amplify this campaign in your network (including employees) and provide support to participate actively
2. Share any knowledge/information resources that you might have already developed in the fight against Covid.
3. Be a part of various sub-groups to contribute towards the larger plan and coordination
4. Generate and contribute ideas that can help make this movement better
5. Offer rewards for our Youth Warriors based on their participation and progress points, etc.