10to19 is a high-impact platform that unites funders, technical experts, government and social organizations to reach 5 million adolescents, and move the needle on outcomes key to adolescent empowerment.

**Sustainable Development Goals**

- **03** Ensure healthy lives and promote well-being for all at all ages
- **04** Ensure inclusive and quality education for all and promote lifelong learning
- **05** Ensure gender equality and empower all women and girls

**Why Adolescents?**

Adolescence is a vulnerable transition period, for both boys and girls. While the Collaborative will include programming for boys and girls, it is important to recognize some statistics for adolescent girls.

- **47%** Girls enrolled in secondary school
- **18%** Girls drop out before secondary school completion
- **27%** 20-24 year old women married before age 18
- **#1** India's ranking in global adolescent pregnancies

**Vision**

A transformed India where millions of adolescents thrive with dignity and equity

**Mission**

Drive collaborative action towards scalable impact to ensure that adolescents are educated, healthy and empowered to make positive life choices

**Priority Outcomes**

- Complete secondary education
- Delay age at marriage
- Increase agency
- Delay age of first pregnancy/birth

*Based on consultation with over 80 Indian and global experts through the Bridgespan SAGE study undertaken for Dasra.

**Metrics of Success**

- **01** Accelerate growth of the field by positioning adolescents at the centre of the national health and development agenda
  - Develop & distribute 3-4 best practices for field building
  - Build a Community of Practice of 60+ non-profits from 25 Indian states
  - Reach 5MM adolescents in India over 5 years
  - Support improved implementation of 2-3 adolescent policies
  - Influence behavior change through normative change programming
- **06** Scale state-level, evidence-based adolescent programming by fostering a network of stakeholders
  - Improve intermediate outcomes for adolescent girls
  - Scale 3-4 proven approaches to comprehensive programming
  - Leverage & direct USD 50MM towards the sector
  - Strengthen coordination with government & private sector
**Key Features**

- **Outreach-led funding**: Funding for measurable results to enable non-profit programming innovation, impactful investment and mitigation of risks.
- **Innovation for comprehensive programming at scale**: Taking a holistic approach to programming, keeping adolescents at the core, and addressing all of their needs.
- **Data & learning**: Building a data measurement system to aggregate impact, codify what works, build evidence, and disseminate learnings.
- **Collaborative action through Community of Practice**: Fostering a community for peer learning, knowledge, data sharing, capacity building, and collective action with the government and on sector-wide issues.
- **Normative change**: Supporting initiatives that lead to behavior change by, for and towards adolescents, by tackling social norms.
- **Government support & buy-in**: Engaging with the government from the beginning as an equal partner to ensure programming sustainability.
- **Adolescent voice**: Centering the adolescent and integrating their representation throughout program design.

**Model of Execution**

- **State-Aggregation Model**: Support a cohort of non-profits (with funding and capacity building) across health, education, employability and empowerment, within specific states, to work towards comprehensive programming.

- **Community of Practice (CoP)**: A platform of key stakeholders with active membership of 60+ adolescent-focused non-profits, and a reach of 150+ organizations, from across 25 states in India, to share knowledge and insights, promote collaborative action towards sector-wide initiatives, and engage collectively with the government.

  - Cohorts of non-profits will be supported through capacity building, funding support, knowledge sharing on thematic areas and further.

**History of Impact**

- **2008**: Commenced research on and around issues faced by girls in India.
- **2010**: Published research report funded by Kiawah Trust on empowering adolescent girls in India: ‘Owning Her Future’.
- **2013**: Launched the Dasra Girl Power Awards for emerging adolescent-focused organizations; assessed 318 organizations.
- **2014**: Launched the Dasra Girl Alliance (DGA), a $14MM, multi-year initiative with USAID, Kiawah Trust and Piramal Foundation.
- **2016**: Through DGA: leveraged $28MM from 145 funders; researched 21 issues; built capacity of 200 organizations; reached 3.5 million girls, women, children.
- **2017**: Launched the Dasra Girl Alliance (DGA), a $14MM, multi-year initiative with USAID, Kiawah Trust and Piramal Foundation.
- **2018**: Leveraged USD50MM to reach 5 million adolescents.

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