Plans and Priorities
2022-2027
India is home to 254 million adolescents, making it one of the youngest countries in the world. Poised to set the standard for the world, India can become the global model for adolescent health and well-being. Adolescents making positive change for themselves, surrounded with relevant support structures and communities, can create an overwhelming shift in India’s development indicators. Investing in ensuring adolescents are healthy, safe, educated, and empowered fuels multi-generational impact and can propel poverty alleviation and growth for the nation. This, in turn, will directly impact the Sustainable Development Goals.

Yet, adolescents (particularly girls) in India remain vulnerable and marginalized as multiple indicators repeatedly show, Box 1. Now, more than ever, it is imperative to address the fundamental gaps in the adolescent health and well-being sector and build momentum towards multiplying impact. Collective, urgent action is required to address youth issues, which is what 10to19: Dasra Adolescents Collaborative has set out to achieve.

10to19’s Journey So Far
The 10to19: Dasra Adolescents Collaborative is a pioneering, high-impact platform that unites stakeholders across the adolescent ecosystem to transform the sector of adolescent health and well-being in India. Between 2017-2021, it achieved large-scale outcomes through partnerships and collaborations with: 4 direct implementing civil society organizations (CSOs) in 3 states – namely Aangan Trust, the Child In Need Institute, the Centre for Catalyzing Change, and Quest Alliance; 5 government partners across the center and 3 states including the central Ministry of Health and Family Welfare and Jharkhand’s Department of Health; and philanthropists committed to lasting change, such as Tata Trusts, Kiawah Trust, USAID, Bank of America, Children’s Investment Fund Foundation, and the David and Lucile Packard Foundation. 10to19 galvanized US $50 million from 34 strategic funders for the sector that enabled 450,000 adolescents to be directly reached, 282 CSOs to form a national learning network, and 10,939 government frontline workers and 1,624 government officials to be trained in adolescent-centric schemes. Building on its previous achievements and lessons learned, 10to19 aims to piece together fragmented elements within the sector to create a comprehensive initiative that builds a more mature ecosystem for programs like 10to19’s and to create a more receptive environment for young Indians to raise their voices.
The target demographic is referred to interchangeably as ‘young people/youth’ (aged 15–24) and ‘adolescents’ (aged 10–19).


The UN Sustainable Development Goals (SDGs) are SDG 3: Good Health and Well-Being; SDG 4: Quality Education; SDG 5: Gender Equality; SDG 8: Decent Work and Economic Growth; and SDG 17: Partnerships for the Goals.


UNICEF India. Education. Available at: https://www.unicef.org/india/what-we-do/education

RKSK is Rashtriya Kishor Swasthya Karyakram, India’s National Adolescent Health Program, and SHWP stands for School Health and Wellness Program.

UNDERLYING PRINCIPLES
- Continually center young people’s voices and participation across all stages of program design, implementation, and improvement
- Address all aspects of service provision holistically, thereby sustainably strengthening delivery, access, and usage of youth-centric services
- Invest in collective learning through rigorous documentation for sector-wide learning and knowledge-building
- Support a people-centric approach to well-being, ensuring that organizations prioritize team and individual health and growth
- Integrate GEDI (Gender, Equity, Diversity, and Inclusion) and intersectionality into all programs
- Maintain accountability to outcomes, while working cost-effectively and collaboratively at scale, with a multi-stakeholder approach
- Employ and leverage cutting-edge solutions, like technology and design-thinking in all programs

2022-2027: What 10to19 Will Do
10to19 believes that its intended impact is realized through its implementation priority areas and carried out by its operation modalities. These initiatives aid in achieving the envisioned targets, which build towards influencing the 4 North Star Goals. This ultimately will drive positive improvement in the lives of adolescents, creating the intended impact that 10to19 ultimately set out to accomplish.

The following diagram depicts how all of these elements are interconnected.
2022–2027: What 10to19 Will Do

**INTENDED IMPACT**

Accelerate adolescent-first approaches by funders, civil society, and government, to engage a critical mass of 15 million adolescents in India, especially girls, to thrive and achieve their full potential. It will elevate their voices and leadership, build knowledge and networks, mobilize greater resources, and enable policy improvements.

**4 NORTH STAR GOALS**

- **Delay Age at Marriage**
- **Delay Age at Pregnancy**
- **Complete Secondary Education**
- **Increase Agency & Employability**

**OPERATION MODALITIES**

- **Resource Mobilization**
- **Policy Action**
- **Knowledge & Evidence Building**
- **Youth Participation**

**IMPLEMENTATION PRIORITIES**

- **Empower 10,000 adolescents and youth to engage with adolescent-focused policies and programs**
- **Institutionalize 2 platforms to allow youth voices to shape adolescent health and well-being programs, policies, and initiatives**
- **Scale and replicate Adolescent-First Approaches developed from 10to19’s youth-first Ab Meri Bari model to implement narrative change across India**
- **Put Adolescents First & Forefront. Build leadership of young people to influence the narrative of adolescent health and well-being prioritization**
- **Mobilize US $50 million in philanthropic and additional government funding towards adolescent-first approaches**
- **Enable CSOs, funders, government ministries, and state governments to adopt an adolescent-first model/agenda**
- **Share lessons, experiences, and insights from 10to19’s work in Jharkhand with other Indian states for adaptation and replication**
- **Strengthen and support impactful adolescent-focused interventions by directing funding to them**
- **Design learning journeys for CSOs, sector experts, and funders to collaborate and align agendas through peer initiatives**
- **Document & Disseminate Best Practices. Strengthen and amplify knowledge from successful, adolescent-facing programs**
- **Build a Learning Network of CSOs, sector experts, and funders to enable knowledge sharing and collective action**
- **Demonstrate and publish successful and promising practices and interventions developed with implementing CSO partners to build a body of knowledge for adolescent issues**
- **Develop sector capacities of CSOs through concerted capacity building and peer learning initiatives**
- **Build platforms for strengthening government capacities and attitudes at all levels – local, district, state and national, such as with National Health Mission**
- **Enable participatory, multi-stakeholder policy action to strengthen youth-centric schemes, such as RKSK and SHWP**
- **Strengthen Government Capacity and Policy. Inform and improve public policy through systematic policy reviews and action**
- **Advance capacity of young people to better engage with decision-makers across the adolescent ecosystem**
- **Continue to drive, align, and bring together funding to CSOs across India working on adolescent health and well-being**
- **Mobilize US $50 million in philanthropic and additional government funding towards adolescent-first approaches**
- **Enhance Funding. Direct greater resources, funds, and championship from funders, governments, and CSOs towards adolescent issues**
- **Design learning journeys for CSOs, sector experts, and funders to collaborate and align agendas through peer initiatives**
- **Integrate adolescent-focused policies and programs into youth-centric government and CSO programs**
- **Share lessons, experiences, and insights from 10to19’s work in Jharkhand with other Indian states for adaptation and replication**
- **Strengthen and support impactful adolescent-focused interventions by directing funding to them**
- **Develop sector capacities of CSOs through concerted capacity building and peer learning initiatives**
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