



YOUNGISTAAN FOUNDATION

- TRANSFORM LIVES



YOUNGISTAAN IN BRIEF

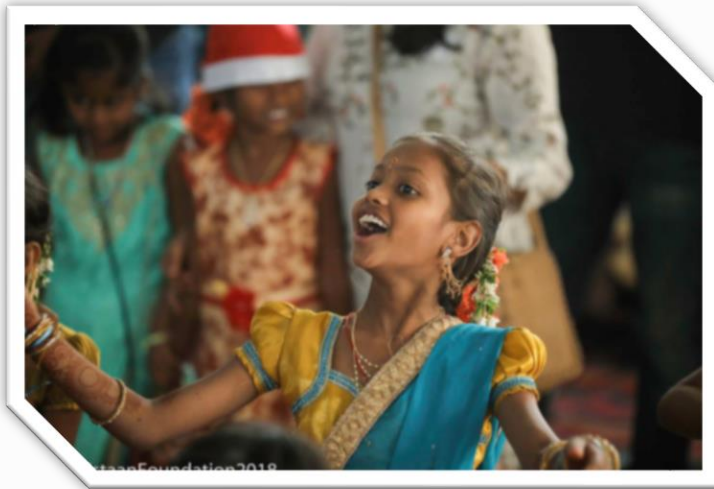
- **Youngistaan**, is a Hyderabad-based voluntary NGO, registered in January 2014, that organizes and engages over 500 young socially aware individuals and spearheads multiple social programs to make meaningful and empathetic interventions in the targeted areas of homelessness & poverty, education, and gender awareness.
- It is one of India's largest **youth** volunteers network which works on Food & Nutrition Program, Education Program and Women Empowerment Program.
- **AWARDS :**
- Declared the winner in the 'E-inclusion and Accessibility' Category at the Manthan Asian Awards among 412 nominations from over 36 countries

The Special Jury Award in the Community Mobilisation Category in the Social Media for Empowerment Awards- South Asia Awards.



OUR MISSION

- 'Provide a platform for the youth to come together and empower the underprivileged.'



YOUNGISTAAN'S PROJECTS

1. **Hunger Heroes** (*Food and Nutrition Program*)
2. **Transformers** (*Rescue Elderly, Children, Youth and Women Program*)
3. **Bright Spark Education Program**
4. **Women of Courage** (*Women Empowerment Program*)
5. **Youngistaan Animal Heroes** (*ABC and awareness program*)



SHAPING TOMORROW BY VOTING TODAY

- We at Youngistaan believe that the voting is every citizen's right.
- Elections are a festival of democracy and we aim to motivate every citizen to come out and vote.
- For the Telangana State Elections, 2018; Youngistaan took up various cultural activities to encourage the urban population in Hyderabad to vote.
- During the months of November and December, we have taken up five activities at different 'spots' or 'areas of public interest' around the city.



Activity 1 – SOCIAL MEDIA CAMPAIGN

- It is a well known fact that, social media platforms are the places to go to, if one wants to reach the youth of the nation. It was a simple yet impactful way to spread our ideals to the youth of Hyderabad and encourage them to further spread the word.
- We used the hashtags, #telanganaletsvote #telanaganaelections2018 #festivalofdemocracy on platforms like Facebook, Twitter and Instagram which quickly spread like wildfire among the urban youth.
- Wholly through word-of mouth, our campaign spread to an estimated 20,000 people across all platforms.



SOCIAL MEDIA CAMPAIGN



Activity 2- STAND-UP COMEDY

- In the past few years stand-up comedians have succeeded in creating more awareness about events and ideas around the world than most influencers. So, Youngistaan thought this would be a perfect way to let the youth have a good laugh but at the same time make them think and ponder about the upcoming elections.
- The event was held on 25th of November, a Sunday in The Moonshine Project in the Filmnagar area in Hyderabad. The comics spoke about why the youth plays the most crucial role in any democratic setup and why they must vote. It was quite the refreshing take on the typical ‘election awareness campaign’ without any mentions of political opinions or inclinations.
- The event succeeded in reaching out to over 150 young voters.



STAND-UP COMEDY



Stand up comedy to encourage voters

CITY BUREAU
Hyderabad

In the run up to the ensuing State elections, city-based NGO, Youngistaan Foundation, organised a stand-up comedy and slam poetry show to encourage urban youth to go out and vote at Alt Space in Jubilee Hills on Sunday.

The comedians delivered comedy with an intention to raise awareness on the importance of voting, while slam poets used their words to convince the youth in the packed house to step out and make their votes count.

The founder of Youngistaan Foundation, Arun Daniel Yellamaty, says that his campaign will not just

end with this one show but will have several more in the coming days.

"Last time, the voter turnout, specifically in the demographic of urban youngsters was below 50 per cent. This is our small effort to change that. This stand-up comedy night is like the first of the series of events we have planned to engage the urban youth demographic. We will be hosting another comedy show and also have a music gig with the same theme lined up", he said.

The stand-up comedy show featured comedians and slam poets including Shrutika Choudhary, Zaka, Rajashekar Mamidanna, Ishani Mukherjee, Zaki and Vivek Muralidharan.



An artiste performing at Alt Space in Jubilee Hills.

Step out and vote

In the run up to the Telangana assembly election scheduled on December 7, Hyderabad-based NGO Youngistaan Foundation organised a stand-up comedy and slam poetry event to encourage urban youth to step out and vote. The show held on Sunday at Alt Space, Jubilee Hills, featured stand up comedians and slam poets Shrutika Choudhary, Zaka, Rajashekar Mamidanna, Ishani Mukherjee, Zaki and Vivek Muralidharan.

Founder of Youngistaan Foundation, Arun Daniel Yellamaty, says the campaign will not end with one show: "Last time, the voter turnout in the demographic of urban youngsters was below 50%. It's disheartening. So this is our small effort to change that. This stand-up comedy night is the first of a series of events we have planned."



Activity 3- AWARENESS IN PROMINENT CLUBS

- Our third activity a one of laughter and poetry. We invited a few of the prominent stand-up comedians and slam poets to talk and create awareness on youth voting.
- The event was conducted in the Heart Cup Café in Jubilee Hills, Hyderabad on the 18th of November, 2018.
- The event was similar to the previous one in aspiring to encourage the youth to vote and participate in the democratic set-up of our country.
- The event was certainly a success and reached out to over 200 voters and many more through social media coverage.



AWARENESS IN PROMINENT CLUBS



Activity 4- A MUSICAL GIG

- We set out the plan for a musical gig with an aim to reach around 500 voters. We invited the renowned local retro band- Caprico and a fusion band which blends rock music with classical Indian music – Threeory band.
- The event took place on the 4th of December, 2018 at the HyLife Brewing Company in Jubilee Hills.
- The response blew everyone away with more than 2,000 people including fans of the bands and the local youth attending the event was the activity with the most far reaching results.



A MUSICAL GIG



Videos of the 'Gig' at HyLife Brewing Company

- Links: <https://www.facebook.com/younghyd/videos/334230177395597/>
- <https://www.facebook.com/younghyd/videos/507910943050301/>
- <https://www.facebook.com/younghyd/videos/269992297208151/>



Media Coverage

ePaper Follow


Concert drives home the message to vote

The concert was one of a kind with all the three bands belting out popular numbers and the audience too singing along all through.

Facebook Twitter Google+

LinkedIn WhatsApp Pinterest

By TelanganaToday | Published: 5th Dec 2018 11:37 pm
Updated: 5th Dec 2018 11:55 pm



Crowds at the concert organised as part of the 'Telangana Let's Vote' campaign by Youngistaan Foundation.

Hyderabad: Youngistaan Foundation's awareness campaign 'Telangana Let's Vote'

DEMOCRACY'S WEIGHT ON YOUNG SHOULDERS

► Despite large number of youth living in Serilingampally, the constituency saw a dip in voter turnout compared to other constituencies in 2014

This year, of the 2.80 crore voters, there are 7.46 lakh first-time voters

► As many as 30 officials from the revenue department have educated over 66,000 voters in five constituencies of Mahbubnagar through virtual reality campaign

#NOEXCUSES DAY



Youth at a standup comedy and slam poetry event, to urge youngsters to vote

“ The problem is, our generation is full of hypocrites. We stand in lines for sale at stores but can't spend three hours in voting lines. Are we the generation that chose to sit on the sofa gobbling pringles watching Oprah while the feeble 90-year-old stands at the poll booth with his broken crutch to vote? ”

Ishani Mukherjee, 18 | SLAM POET AND FIRST TIME VOTER

A woman vegetable-seller uses Virtual Reality(VR) to learn about the poll process, at Mahbubnagar

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Ishani Mukherjee, 18 | SLAM POET AND FIRST TIME VOTER

15:47

Buy Health Insurance

The NEWS Minute

Hyd-based NGO organises stand-up comedy, slam poetry to raise awareness on voting

According to the organisers of Youngistaan, the event is an effort to engage the urban youth in electoral politics.

TNM Staff | Follow @thenewsminute

Monday, November 26, 2018 - 12:13



Buy Health Insurance



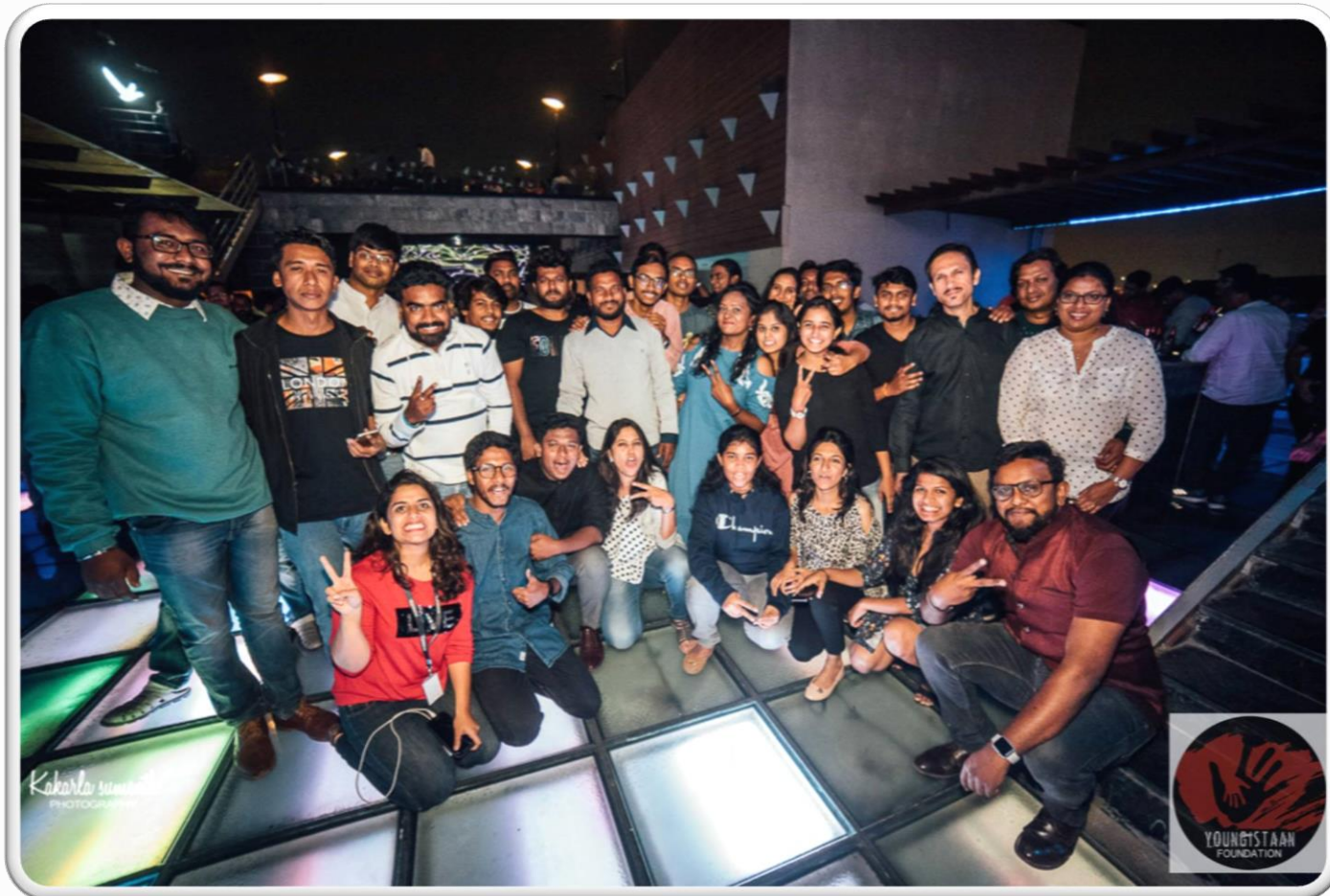

Media Coverage

- “In an attempt to raise awareness on voting, city-based NGO Youngistaan Foundation organised a stand-up comedy and slam poetry show to encourage the urban youth to go out and vote, especially in a constituency that saw less than 50% voting during the 2014 polls...” – The News Minute
(<https://www.thenewsminute.com/article/hyd-based-ngo-organises-stand-comedy-slam-poetry-raise-awareness-voting-92232>)
- “Standup comedy, slam poetry along with a glimpse of virtual reality..Youngistaan foundation held a slam poetry and stand up event to target urban voters...” – Times Of India-
(http://timesofindia.indiatimes.com/articleshow/66872213.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst)



The Team

- The campaign would not have been the success it was if it was not for the volunteers who chipped in and helped in every way they could. So it's only fair, they get a special mention.



Contact Us

- Y. ARUN DANIEL KUMAR, FOUNDER : +919885342224,
arun@youngistaanfoundation.org , <http://youngistaanfoundation.org/>
- Youtube : http://www.youtube.com/youngistaan_foundation/
- Facebook : <http://www.facebook.com/younghyd>
- Twitter : <http://www.twitter.com/youngistaanfdn>
- Instagram : http://www.instagram.com/youngistaan_foundation/



THANK YOU!

- We move forward with hope to transform more lives. A better us, makes a better country and a better world – Youngistaan Foundation.

