

Understanding Youth Needs



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Save the Children: Background

Mission is to create lasting, positive change in the lives of children in need, by mobilizing citizens throughout the world, envisions a world in which every child is ensured the right to survival, protection, development and participation.

Providing services to children and also women and youth on maternal, newborn and child health, child/ adolescent development and education, HIV/AIDS, school health and nutrition, livelihood and emergencies.

Youth-inclusive Market Research

- **Youth-inclusive market research used to know the needs & perspectives of adolescent girls for program design - shifting the traditional approach.**
- **It includes tested and proven qualitative market research tools and approaches used successfully in other countries.**

Youth-inclusive Market Research

Pre-requisites to use Youth-Inclusive Market Research for adolescents/ youth –

- **Skilled facilitation team formation;**
- **Capacity building to work with youth;**
- **Believe in adolescents' potentials and strength;**
- **Skills in youth work and rigorous market research;**
- **Building positive rapport with youth.**

Youth-inclusive Market Research

- **Focus group discussions with homogenous youth groups (age, gender, social status) using a structured tool**
- **Create trust for mutual learning**
- **Using interesting tools like Koosh Ball, Stretchy Ball and Chicken for fun and ensuring youth interaction**
- **Asking open-ended questions & using probing and taking notes**
- **Following step by step process – getting, organizing and analyzing the ideas & experiences from youth participants**
- **Helping them to be on track & respond to their needs for break/ help**



Product Design

- **Findings from Market Research focus on soft skills than hard wares like capital which are more in readiness in nature**
- **Drove the design of financial component of the project from supply-driven to demand-driven approach**
- **Product design followed a process of building the blocks: financial literacy as the base of all, then group saving practice and finally using the savings to be linked with financial services**
- **Market research with youth groups provides the confidence and moral to start new thinking and initiatives, breaking the cultural norms in the community**



Product Design

Youth-inclusive Financial Services includes 3 products:

- **Learning cycle through peer approach: life skills education, financial literacy and reproductive health information.**
- **Group-managed savings scheme: safe space based girls' group start savings after financial literacy.**
- **Linking girls with financial services, accessible in their communities.**

Marketing and Delivery

- **Starts with intensive community mobilization with community leaders and other members including parents**
- **Formation of community committee to select girl educators & learning centres and also to guide**
- **Girl educators are the peer session facilitators for group of girls at community level (separate for different issues)**
- **Trained by the local project staff at village level on different issues**
- **Provision of girl-led post learning cycle activity with staff & community support**

Monitoring & Evaluation

- **Girl educators record the total number of different peer sessions and girls' attendance by themselves which are cross checked by the project staff**
- **Project staff monthly monitor girls' sessions & report to their supervisors.**
- **Compiled monthly report send to Save the Children**
- **SC Program Officers also monitor the project activities regularly**

Lessons Learned

- **Intensive and long-term community mobilization is required**
- **Intensive parental education is required**
- **Demonstration of girl-led activities at community level**