



Confederation of Indian Industry

THE FUTURE

12 AUGUST 2021
VIRTUAL EVENT, INDIA

A silhouette of Mahatma Gandhi is shown in profile, walking from left to right. He is wearing a dhoti and a shawl, and is holding a long wooden staff. The background is a vibrant, multi-colored gradient, transitioning from purple and blue on the left to yellow and orange on the right, suggesting a sunset or sunrise. The text is overlaid on the image in a white, bold, sans-serif font.

THE FUTURE DEPENDS
ON WHAT YOU DO TODAY.

- MAHATMA GANDHI

**YI WAS FORMED IN 2002
TO BECOME THE VOICE OF YOUNG INDIANS,
GLOBALLY.**

**AS AN INTEGRAL PART OF THE
CONFEDERATION OF INDIAN INDUSTRY (CII),
YI HAS A GROWING, INCLUSIVE MEMBERSHIP
ACROSS ALL GEOGRAPHIES AND DEMOGRAPHIES.**

3,600 + DIRECT MEMBERS

55 CHAPTERS

MEMBERSHIP PROFILE 21-45 YEARS

Yi MEMBERSHIP INCLUDES YOUNG PROGRESSIVE INDIANS
COMPRISING OF ENTREPRENEURS, PROFESSIONALS AND
ACHIEVERS FROM DIFFERENT WALKS OF LIFE.

SINCE THE LAST 19 YEARS,
Yi HAS BEEN ENABLING THE INDIAN
YOUTH TO INFLUENCE, CONVERGE, COLLABORATE
AND CO-CREATE UNDER 3 BROAD ZONES:

YOUTH LEADERSHIP

NATION BUILDING

THOUGHT LEADERSHIP

A stylized map of India is shown in the background, rendered in shades of purple and blue. Numerous small, light-colored location pins are scattered across the map, indicating various cities or regions. The overall aesthetic is modern and digital.

Yi PAN INDIA PRESENCE

24 STATES AND 4 UT'S

55 CHAPTERS

3,600 + MEMBERS



THE NEXT BIG LEAP

IN ORDER TO BECOME THE VOICE OF YOUNG INDIANS, GLOBALLY, WE ARE CREATING A PLATFORM OF SCALE AND MAGNITUDE TO TRULY SHAPE THE FUTURE OF YOUTH.

FOR WHICH IT'S IMPERATIVE TO UNDERSTAND THE KEY EXPECTATIONS OF TODAY'S YOUTH FROM THE TRENDS THAT HAVE DEFINED THEM.

YUVA

TO UNDERSTAND THIS, WE HAVE YUVA.
UNDER THE Yi PILLAR OF YOUTH LEADERSHIP,
Yi YUVA HAS BEEN CONCEIVED WITH THE VISION TO
SYNERGIZE, ENGAGE STUDENTS AND THEIR ENERGY
FOR POSITIVE ACTION.

1

**BORN DIGITAL, GROWN UP MOBILE.
LIFE, TO THEM, IS BORDERLESS,
AND POSSIBILITIES, LIMITLESS.**



2

**THEY ARE THE REMIX GENERATION.
ROOTED IN THEIR IMMENSE LOVE FOR
THE DESI & AN EQUAL APPRECIATION
FOR THE FOREIGN.**





3

**THEY LIVE THEIR LIFE ON DISPLAY.
AND SOCIALIZE EVERY MOMENT.
THEIRS IS A LANGUAGE OF VISUAL
STORY 'DOING'.**

A person with a backpack is walking on a beach at sunset. The sky is a gradient of orange and yellow, and the water is calm, reflecting the light. A large, dark rock formation is visible on the left side of the image.

4

**THEY ARE EXPERIENCE SEEKERS.
CARE LESS ABOUT BUYING 'STUFF'
& MORE ABOUT EXPERIENCING 'STUFF'.**

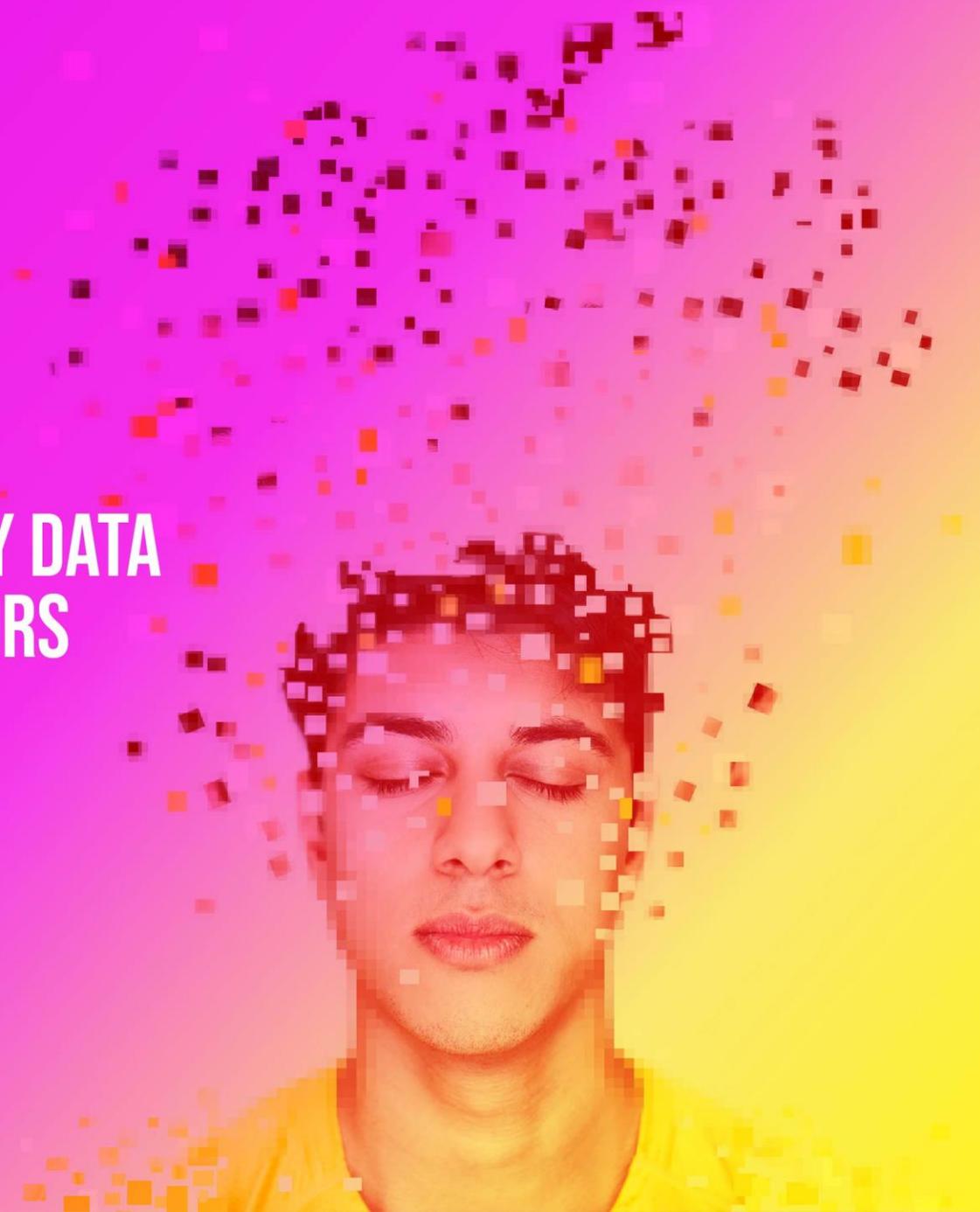


5

**EVERYTHING IS A CANVASS FOR SELF -EXPRESSION.
THEIR RELATIONSHIP WITH A PLATFORM, WITH A BRAND,
WITH A PROFESSION, OR WITH A PERSON IS DIRECTLY
PROPORTIONAL TO THE EXTENT OF SELF-EXPRESSION
IT ALLOWS.**

6

THEY ARE DATASPIRED.
INSPIRED+INFORMED BY DATA
TO QUANTIFY BEHAVIOURS
AND UPSKILL.



7

**COLLABORATORS BY NATURE,
THEY BELIEVE IN THE POWER OF
GROUP THINKING TO GROWTH
HACKING.**





8

THEY LIVE IN A CROWDCULTURE OF FANDOM*.

A WORD USED FOR DESCRIBING A CULT OF PEOPLE WHO OBSESS OVER ONE OR MULTIPLE IDOLS, CELEBRITIES, COMICS, BOOKS, TV SHOWS, MOVIES, VIDEO GAMES, ETC. THE WORLD OF SOCIAL AND YOUTUBE IN PARTICULAR, HAD FUELED THE FIRES OF FANDOM.

9

**THEY ARE SMART SHOPPERS,
EXPECTING ALL OF RETAIL TO
TRANSFORM INTO PERSONALIZED
ME-TAIL.**





10

**THEY ARE WELLNESS SEEKERS.
COMMITTED TO WELLNESS, NOT JUST
FOR THEMSELVES BUT FOR THE ENVIRONMENT
AND THE CAUSES THEY BELIEVE IN.**



11

**THEY ARE THE NEW BREED OF
'SOCIAL CHANGE AGENTS'
WHO WANT TO MAKE A REAL IMPACT
BEYOND 'SOCIAL MEDIA ACTIVISM' AND
PLAY A MORE MEANINGFUL ROLE,
IN BRINGING CHANGE.**

GOVERNING INSIGHT

**THEY DON'T WANT TO BE MERE SPECTATORS
OF THE CHANGING FUTURE. RATHER, THEY WANT
TO PLAY AN ACTIVE ROLE IN SHAPING IT.**



**ALL THAT THEY NEED IS
INFORMATION,
INSPIRATION,
IMAGINATION.**

**INTO WHAT THE FUTURE MAY
LOOK LIKE**

**AN AWARENESS OF THE
CHALLENGES TO OVERCOME**

**THE ISSUES TO MASTER
THE UNIQUE OPPORTUNITIES
THAT IT PRESENTS**

**...AND THE PLATFORM
THAT BRINGS IT ALL TOGETHER**



A person in a white shirt stands in the center of a vibrant, abstract digital environment. The background is a gradient of red, orange, and blue, overlaid with a complex pattern of glowing, multi-colored lines that create a sense of depth and movement. The text "WELCOME TO" is prominently displayed in the center of the image.

WELCOME TO



PRESENTS

THE FUTURE

A FESTIVAL FOR THE YOUTH, OF THE YOUTH, BY THE YOUTH.

12 AUGUST 2021, VIRTUAL EVENT, INDIA



SEVEN MAJOR THEMES

HEALTH

TRAVEL

INFRASTRUCTURE

TECHNOLOGY

AGRICULTURE

EDUCATION

EARTH

EVENT FORMATS

BLUE OCEAN DIALOGUE – DESIGN THINKING

MASTERCLASSES

MASTERCLASSES BY THOUGHT PROVOKING SPEAKERS, EXPERTS, ROLE MODEL, A MAVEN, WHO WOULD HELP THE EMPOWERED YOUTH 'TAKE CHARGE AND MOULD THEIR OWN FUTURE'

HUDDLE

TAKE A DEEP DIVE INTO SOLUTIONS. A SEGMENT HELPING INSPIRE THE POSSIBILITIES OF THE FUTURE

BOARDROOM SIMULATIONS

LIVE CASE STUDY METHOD WHERE AS LEADERS, THE STUDENTS FOCUS ON A CASE THAT REFLECTS THE THEME

ON 12-08-2021

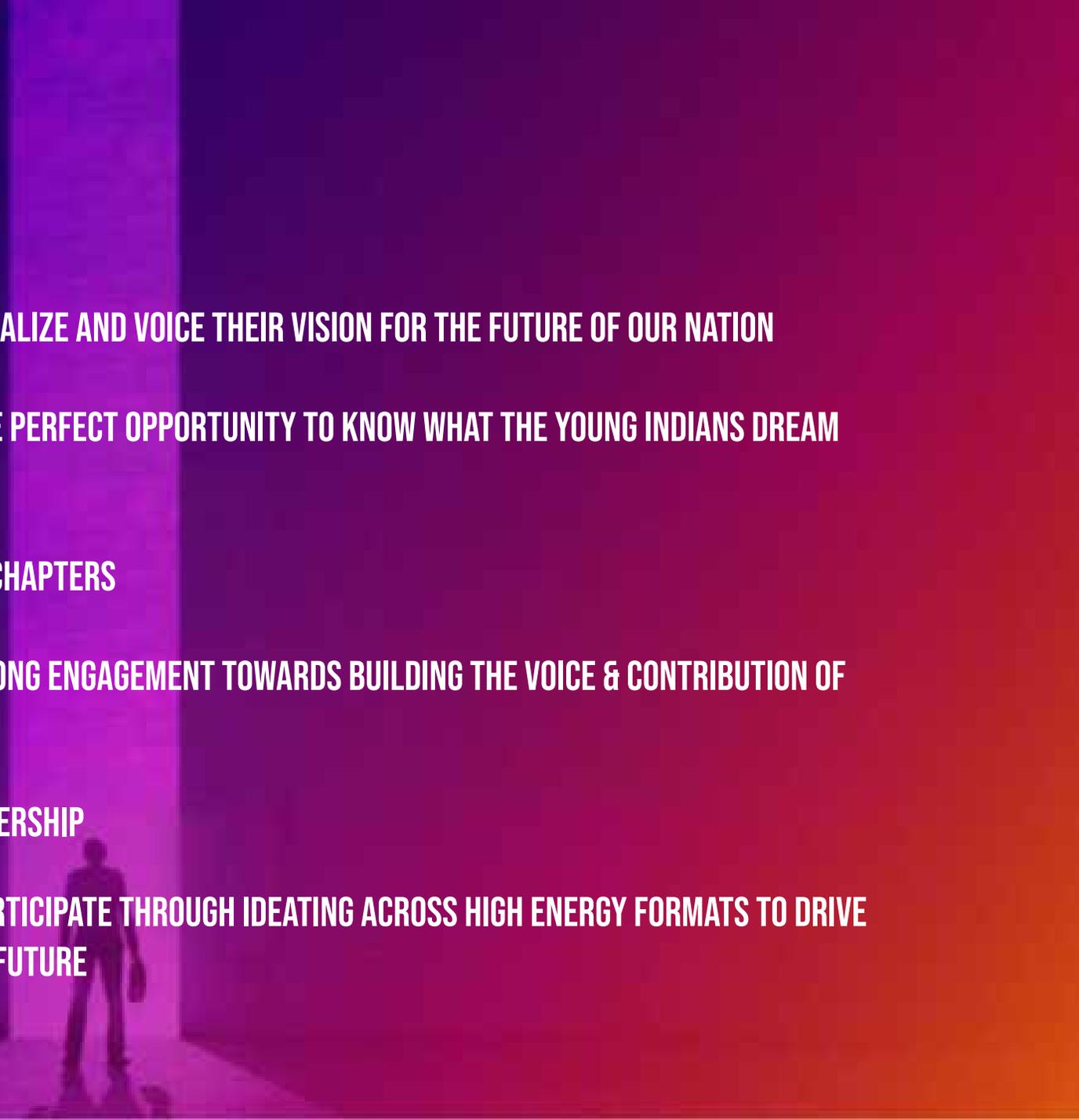
**Yi THE FUTURE - YOUTH CONCLAVE
WILL REACH**

345 COLLEGES ACROSS 55 CHAPTERS

&

OVER 1,00,000 YOUTH ACROSS THE NATION

THE APPROACH:

- AN OUTCOME DRIVEN EFFORT FOR THE YOUTH TO VISUALIZE AND VOICE THEIR VISION FOR THE FUTURE OF OUR NATION
 - CELEBRATING THE INTERNATIONAL YOUTH DAY AS THE PERFECT OPPORTUNITY TO KNOW WHAT THE YOUNG INDIANS DREAM FOR THE FUTURE OF OUR NATION
 - A HYBRID EVENT HELD SIMULTANEOUSLY ACROSS 55 CHAPTERS
 - CULMINATES WITH THE LAUNCH OF Yi@75 – A YEARLONG ENGAGEMENT TOWARDS BUILDING THE VOICE & CONTRIBUTION OF THE YOUTH AS INDIA TURNS 75
 - IGNITE A THOUGHT PROCESS TO PROPEL YOUTH LEADERSHIP
 - 300 -500 Yi YUVA FROM EVERY Yi CHAPTER WILL PARTICIPATE THROUGH IDEATING ACROSS HIGH ENERGY FORMATS TO DRIVE TAKEAWAYS, OUTCOMES AND ROADMAPS FOR THEIR FUTURE
- 

THE OUTCOME:

- Yi A REPOSITORY OF THE NATION'S YOUTH THOUGHT PROCESS
- TRUE VOICE OF THE YOUNG INDIANS AND THEIR VISION FOR THE FUTURE OF OUR NATION - STANDING AT INDIA@75 VISIONING FOR INDIA@100
- COLLATE VIABLE INNOVATIVE IDEAS GENERATED THROUGH THE SESSIONS ON EACH THEME
- SHOWCASE Yi AND ITS COMMITMENT TOWARDS NATION BUILDING & YOUTH LEADERSHIP
- INSTITUTING Yi THE FUTURE YOUTH CONCLAVE ON INTERNATIONAL YOUTH DAY FOR CREATING A YOUTHFUL FUTURE FOR INDIA



Confederation of Indian Industry

THANK YOU