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***POLICY ADVOCACY, DIPLOMACY AND ACTIVISM TO
DRIVE CHANGE***

**YOUTH: A CATALYST TOWARDS VOLUNTEERISM
IN COMBATING DISASTERS**



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ABSTRACT

The topic is clustered around the fact that how youth can prove a driving force to volunteer in combating disasters like the one mirrored in the shape of 2010 super-floods or deadly earthquake of 2005 in Pakistan. "In many cases, young people will listen more closely to their peers than they will to their parents or other adult figures. Most young people have an adult filter, a listening device that turns itself off when an adult starts to lecture. If you have a message that you want to communicate to young people, you'll have much better luck getting through if the messenger is another young person."(Loring Leifer and Michael McLarney, Younger Voices, Stronger Choices, pp. 4-5) Most of the Youths are working towards the philosophy of 'Action-Reaction'. They help people because they expect them to be helped out when they are in trouble (Independent Sector/Gallup, 1996). Volunteerism is one of the top three activities ranked by teens alongside care for environment & eating healthy (Teenage Marketing and Lifestyle Study, 1998). 73% of the youths believe that communities can be healed up with the

application of their efforts (Do Something Young People's Involvement Survey /Princeton Survey Research, 1998)

Pakistan's demographic transition (from high to low mortality and fertility) has stalled. The economy must grow by 6% a year to meet the needs of its growing population. At present, Pakistan ranks 101 out of 133 countries on the Global Competitiveness Index. By 2030, Pakistan will be more urban than rural, creating huge demand for infrastructure. (The Next Generation Report, British Council, Pakistan, 2009)

Demographic youth dividend if wisely used may result in coping with any alarming challenge. In simple words "We cannot fight nature but we can nurture a force to resist the calamity"

KEYWORDS: Youth & Youth Bulge of Pakistan; 2010 Floods in Pakistan & Volunteers; Disaster Management; Project Management; Human Resource Management; United Nations & Earthquake Reconstruction and Rehabilitation Agency (ERRA), Government of Pakistan & Relief Efforts; Use of Social Media in Disasters