



PRADEEP RICH A EDUCARE FOUNDATION

A CSR initiative of REPL



Swavlamban Project Report

(Sept'2014-March'2017)

Project Swavlamban

Pradeep Richa Educare Foundation (PREF) has been found with the motive of making contribution to the development of human resource in our country. The aim of organization is to guide the youth so that they can become self-reliant and develop as an essential asset to the nation in future. Keeping this in mind certain programme were initiated in the field of education and skill development for the youth of Allahabad District which is the focus area of work of PREF.

Purpose:

During the course of previous operations and activities, it was noticed that the Students and Jobseekers of the target area were facing certain issues. Some of these were lack of awareness about the new emerging job sectors, job generation activity taking place together with lack of knowledge related to skill development.

There is also a perception that degree is a gateway to job. This led to lack of focus on acquiring proper education and skill which actually makes one employable and provides job security.

Due to low penetration of information technology the awareness level of students and jobseekers in rural areas is low as compared with those of urban areas which is also a factor leading to low awareness about the changes taking place in the job market .

This led to the launch of a new programme 'Swavlamban'.

Aim:

The main aim of the programme on one hand was to bring a positive change in the mind-set of the youth of the target area, which will lead to development and job generation and on the other hand make an effort to guide the youth to acquire skills so that they are able to encash the job opportunities. The purpose of this programme was to help the students to become SWAVLAMBI - self-reliant. PREF worked as "Path Pradarshak"- a friend and guide on the road to self-reliance.

Swavlamban-General Overview

Swavlamban followed a two way approach. On one hand candidates registered with PREF were provided information about job openings and on the other

hand they were guided in the process as well as helped in improving their skills. Swavlamban was free for the youth of the area. And all services provided under this programme were free for the candidates. The two programmes under the Swavlamban scheme were:

1. **Career Information programme for Rural Jobseekers**
2. **Skill Training and Employability Programme**

Project Duration – 36 months (Sept'2014 to March'2017)

Phase 1: Sept'2014 – March'2015

Phase 2: April'2015-March'2016

Phase 3: April'2016-March'2017

Project Status: Completed

Duration of Course - Placement linked courses for 4 Months

Non Placement linked prog for 2-3 months

Project Target - 3000 Needy Candidates

- Through Training Programme-1000
- Through Career Information programme -2000

Target Groups: Needy Rural Jobseekers

Location: Villages of Karchana Block, Allahabad

1. Career and Job Information programme for Rural Jobseekers:

- PREF connected with candidates through direct field visit by PREF team members and through SMS services.
- Through this programme efforts were made to connect the registered job seekers to the job market. This connection created awareness about the actual job market situation and its requirements. The programme helped them to create their resume and apply for vacancies, helped them to prepare for interviews – in short acted as a *path Pradarshak* on the road to self-reliance.
- Career guidance is provided to the students according to their educational qualifications and counselling for higher studies are also imparted to them. Candidates have been provided with apprenticeship in organisations like

Maruti and Lava International with active collaboration of Tata Institute of Social Sciences.

- The candidates registered with PREF were able to apply for jobs as per their qualification and interest with the help of the programme
- PREF team visited the villages on regular intervals, to provide information about vacancies, source of which was internet and newspaper, guide them to prepare resumes and interview preparation. These PREF Relationship Executives visited the villages on regular basis.
- To spread awareness about the programme and its purpose Nukkad Natak was organised in the area. The message of increasing skill and developing employability was spread through Nukkad Natak.



2. Skill Training and Employability Programme under the Swavlamban Scheme:

The objective of this training was to create self-reliance and positive approach among the youth through Skill Development Training leading to sustainable livelihoods for them.

This included training in:

- ✓ **Retail trade-** training & placement have been provided to the selected candidates in big format retail stores and fast food chains like Hypercity, KFC, Spencer, Big Bazaar, Shoppers Stop and Eureka Forbes.

- ✓ **Industrial Electrical trade** – apart from trade related training effort was made to enhance the candidate's soft skills and personality by imparting extracurricular activity in the curriculum together with linking them to job providers in the organized sector and providing required assistance. Selected candidates have been provided with on job training and placement in Minda Industries Limited and Havells India Limited.



- ✓ **BPO** - the selected candidates have been placed in Aegis & Microtek.
- ✓ **Mobile Repairing Training & Placement**-candidates have been placed in Lava International and have been provided with on job training in Micromax while some of the students have set up their own mobile repairing retail shops thus turning entrepreneurs.



- ✓ For enhancing the Personality and Basic Computer skills of our registered candidates **Personality development** and **Computer programmes** have been initiated.



- ✓ For female candidates course in '**Beauty & Skin care**' have been initiated with the aim of generating self-employment. Some of the students have set up their own beauty parlours while some operate out of their home.



- ✓ Beneficiaries are provided all assistance thus connecting them with employment opportunities relevant to their training.



Categories of candidates who participated in the programme

- 10th + Drop-outs
- Pursuing Graduation / ITIs
- Completed Graduation
- Completed Post Graduation
- Interested in Self-Employed / Entrepreneurship

Strategies & Approaches

- ✓ **Placement Linked:** placement opportunities were provided for candidates.
- ✓ **Training Content:** Medium of Training was Hindi.
- ✓ **Skill sets:** The objective of the program is to impart skills necessary for regular employment, so that the initial wages are not less than the prescribed minimum wages. In addition to technical skills, Soft Skills were also imparted to beneficiaries to face transition challenges of moving from an agrarian backdrop to the industry environment.
- ✓ **Course Duration** short duration of up to four months
- Certification and Assessment of trainees:** Independent certification and assessment by third party agencies acceptable to the industry.

- ✓ **Mobilization and Selection of Trainees:** All the trainees in the age group of 18-30 years with requisite aptitude depending upon the trade or job requirements were selected.

Job Fair:

- Going ahead with our aim a Job Fair was also organised in the area where candidate participation was free.
- To provide a venue to bring together employers and job seekers.
- To stimulate and promote the local economic and employment climate.
- Before the job fair an orientation programme was held for guiding the candidates to prepare for interview and at job fair.
- Candidates were placed through this Job Fair in various organisations.



Challenges:

Challenges faced during the implementation of the programme

- Mind-sets of the rural Jobseeker.
- Many candidates were unwilling to leave hometown.
- Home sickness during course of employment in places from home town.
- Lack of motivation.
- Most of the candidates not interested in target-based jobs.
- Many candidates preferred office jobs in place of field job.
- Mismatch between the expectations of job seeker from what is expected of a candidate from the perspective of the employers.

Through the efforts & training imparted by PREF the beneficiaries are in the position that they can search for their jobs on their own according to their educational qualifications.