

**Ambuja
FOUNDATION**

AMBUJA FOUNDATION

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OUR PRESENCE

Andhra Pradesh - Alluri Sitharama Raju Anakapali, Palnadu, **Chhatisgarh** - Baloda Bazaar, Bilaspur, Korba, Raigarh, Raipur, Sarguja Sadan, **Delhi Gujarat** - Ahmedabad, Amreli, Bhavnagar, Gandhinagar, Gir Somnath, Junagadh, Morbi, Surat
Haryana - Charkhi, Dadri **Himachal Pradesh** - Kangra, Mandi, Sirmaur, Solan, Una **Madhya Pradesh** - Chhindwara
Maharashtra - Chandrapur, Nagpur, Nashik, Raigad **Punjab** - Bathinda, Fazilka, Mansa, Patiala, Rupnagar, SAS Nagar, Sri Muktsar Sahib **Rajasthan** - Ajmer, Alwar, Barmer, Beawar, Bhilwara, Churu, Ganganagar, Hanumangarh, Jaipur, Jhunjhunu, Jodhpur, Karauli, Kota, Nagaur, Pali, Phalodi, Rajsamand, Sikar, Sri Udaipur **Telangana** - Sangareddy, Medak
Uttar Pradesh - Agra, Ayodhya, Gautam Buddha Nagar, Lucknow, Mathura, Mirzapur, Varanasi **Uttarakhand** - Haridwar
West Bengal - Howrah, Murshidabad

www.ambujafoundation.org

January 2025

SKILL & ENTREPRENEURSHIP
DEVELOPMENT INSTITUTES



"We cannot always build a future for our youth, but we can always build our youth for the future."
 - Franklin D Roosevelt

WE PROVIDE RURAL YOUTH WITH TRAINING AND EMPLOYMENT OPPORTUNITIES THAT HELP LIFT THEM AND THEIR FAMILIES OUT OF POVERTY.

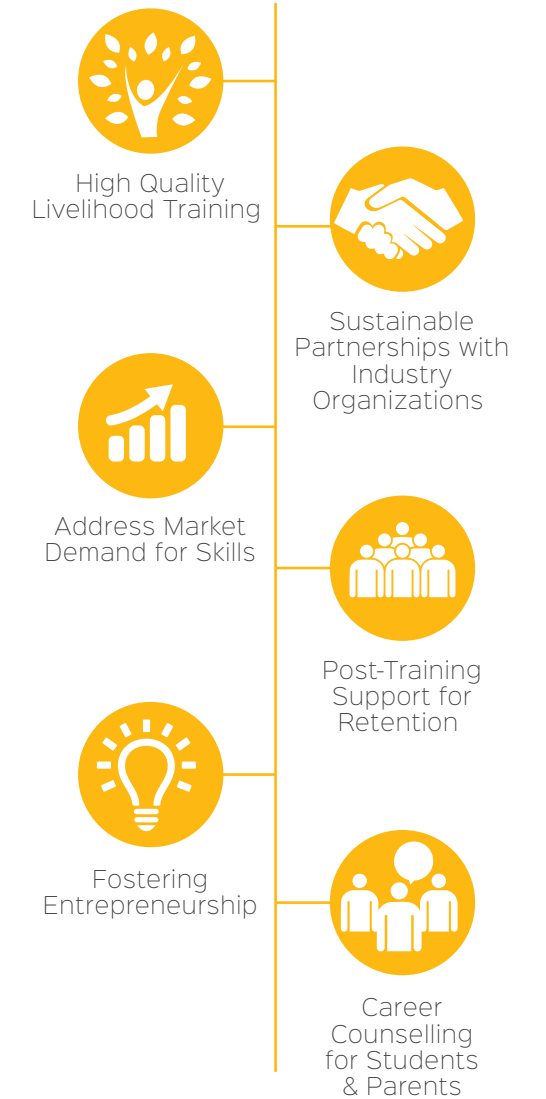
A key approach to reduce rural poverty among small farm households includes increasing opportunities for 'off-farm jobs' – providing much needed opportunities for India's rural youth.

For rural households living at subsistence levels, 'off-farm' work helps to augment farm income, diversify against risk, and enhance returns to education.

To meet this need, and make the most of the huge 'demographic dividend' of the country (people under the age of 25 years constitute 46.9% of the country's population), there is a need to emphasize 'skills' as a viable and rewarding career option, and channelize youth into skill training.

It is for these reasons that **Ambuja Foundation** has placed a large focus on skill and entrepreneur development - to provide opportunities for rural youth to become active and productive citizens of the country, and find meaningful employment in and around their communities.

Objectives:



WHY SKILL & ENTREPRENEURSHIP?

Youth unemployment is a major issue worldwide, particularly for rural Indian youth – who often do not have access to education and training opportunities. This limits their ability to acquire skills and qualifications for meaningful employment, beyond agriculture.

Challenges:

- **JOBS / SKILLS MISMATCH** - Whilst jobs are sometimes available, young people do not have the skills required to perform to the best of their abilities.
- **LIMITED ACCESS TO TRAINING FACILITIES** - Most training facilities are available in big towns, and poor public transport inhibits access to them.
- **URBAN DRIFT / YOUTH MIGRATION** - Young people move to the city in search of better training and employment opportunities.
- **UN-SKILLED FARM JOBS** - Youth are forced into un-skilled farm jobs with no job security or long term career path.
- **PRESSURE ON AGRICULTURE** - The land holding per household is reducing and additional skills are vital to provide families with an alternative livelihood.
- **AVAILABILITY OF TRAINERS IN RURAL AREAS** - It is often difficult to find quality trainers in, or attract them to, rural areas.

IMPACT OF SKILLS PROBLEM

Around the world, high levels of unemployment have led to a wide variety of social problems which impact a family, community, state and country. It contributes to poor mental health, substance abuse and youth unrest.

Effects:

- **SLOWING OF ECONOMIC GROWTH** - When the industry cannot find skilled talent, it slows down economic growth, which has a ripple effect across the country.
- **HIGH YOUTH UNEMPLOYMENT** - A lack of skills and qualifications means young people find it difficult to get a job, which leads to unemployment and despondency.
- **YOUTH DEPRESSION** - Unemployment can take a toll on a young person's psyche, laying the foundation for what can eventually grow into depression. Youth without jobs are three times more likely to experience depression than employed young people.
- **LOW STANDARD OF LIVING** - Without jobs, standards of living remain low which impacts the health and education levels of a family and their ability to meet their daily needs.
- **CRIME & SOCIAL UNREST** - Unemployment often leads to an increase in crime and social unrest, including abuse of drugs and alcohol. This has severe consequences for overall community wellbeing.
- **EARLY MARRIAGE** - When girls are not working and earning, they are more likely to be married off at an early age.



OUR APPROACH

We work with Industry to identify skilling needs, then find and support rural youth to obtain those skills and gain meaningful, dignified employment.

IDENTIFYING INDUSTRY NEEDS

How do we work with Businesses?

India as an economy is booming. But a significant limitation to that growth is the fact that the current pool of available talent, simply does not have the necessary skills to do the job properly. This presents a huge problem for both businesses and young people alike.

Ambuja Foundation's Skill & Entrepreneurship Development Institutes work closely with industry in regional areas to understand their skilling and recruitment needs, and then develops tailored skilling courses to impart those skills to unemployed youth in the area.

Our industry partnerships are not short term. And we help these partners understand that by employing these young people, from disadvantaged backgrounds, they are enabling an entire family to fight poverty.

MOTIVATING YOUTH INTO SKILLS

Why is there a youth disconnect?

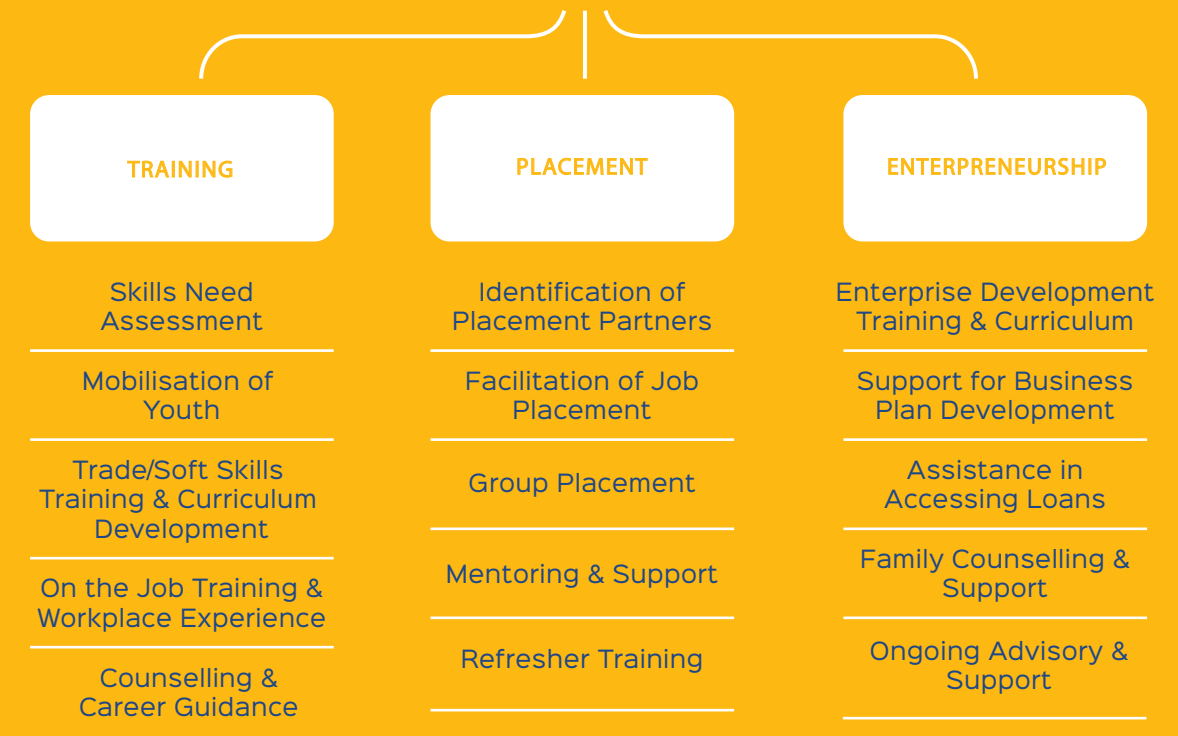
Today's youth have a lot of aspirations. The fast-growing pool of educated Indian youth are focused on white-collar, professional jobs, as opposed to the 'skills-based jobs' that current employers require.

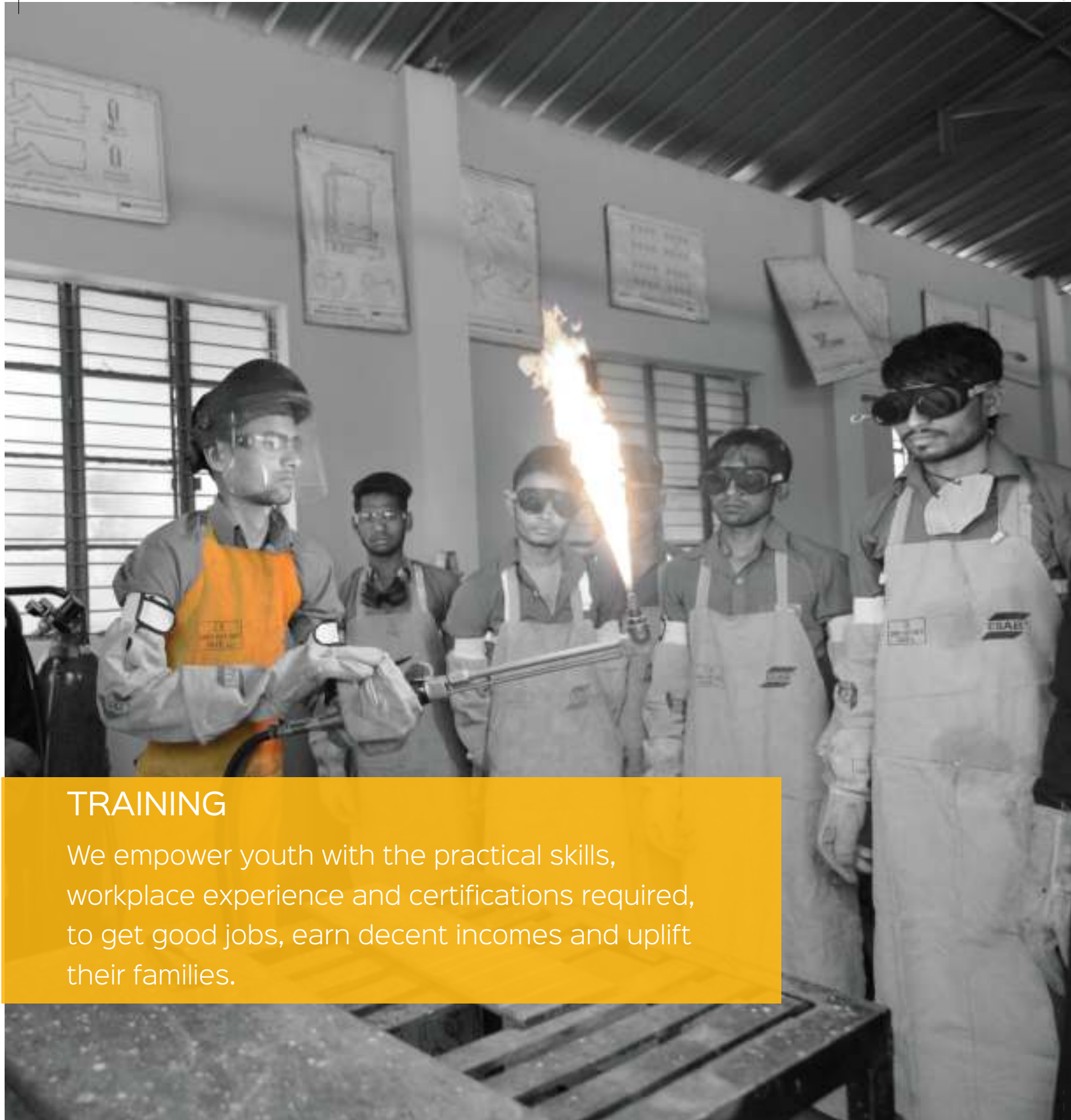
To tackle this, Ambuja Foundation's Skill & Entrepreneurship Development Institutes (SEDI) deploy Mobilizers who counsel, motivate and encourage young people to consider skill training at SEDI. This handholding and motivation continue throughout a student's journey at SEDI.

We try to ensure they don't drop out, that parents are supportive, their logistical needs are taken care of, and graduates are happy in the jobs in which they are placed.



SKILL AND ENTREPRENEURSHIP DEVELOPMENT INSTITUTES (SEDI)





TRAINING

We empower youth with the practical skills, workplace experience and certifications required, to get good jobs, earn decent incomes and uplift their families.

TRAINING

In spite of the fact that there is enormous potential in rural India, thousands of youth migrate every day to urban areas in search of education, training, employment and livelihood opportunities.

Limited infrastructure, a lack of educational facilities and few financial support options often mean that a large portion of rural talent goes to waste – with many young people resorting to unskilled agricultural jobs.

Ambuja Foundation establishes training institutes in rural areas to provide youth with a wide variety of skilling opportunities – giving them choices and pathways in life. SEDI offers 49 different courses which are NSDC aligned covering sectors such as apparel, automotive, banking financial services, insurance, electronics, construction, healthcare, hospitality & tourism, capital goods, artificial intelligence, IT & ITes, logistics, telecom, retail management, beauty & wellness and garment making.

Additionally, **Ambuja Foundation** plays a significant role in breaking the gender stereotypes attached to many occupations, and is actively engaging the differently abled into careers where they can start their own business and prosper in life.

Our Interventions:

1 Need Assessments

We conduct assessments mapping potential skill requirements of industries and ensure our graduates find jobs in local and regional businesses.

2 Mobilisation of Youth

We conduct night meetings in villages with youth and parents to highlight SEDI courses, and career opportunities, and felicitate mothers who encourage their children to join SEDI.

3 Trade/Soft Skills Training & Curriculum Development

We provide students with a mix of practical industry and trade skills, along with all important soft skills – continually upgrading the curriculum to meet the latest industry needs.

4 On-the-Job Training & Workplace Experience

We facilitate on-the-job training and workplace experience to expose students to the realities of the workplace and prepare them for employment.

5 Counselling & Career Guidance

We provide counselling and career guidance to help young people make the right decisions for a secure, prosperous future based on their needs and wants.



REDEFINING WHAT GIRLS CAN DO!

Sumitra, a 20-year-old from Bibi village, is now a CNC Operator at Advik Hi-Tech Pvt. Ltd., earning ₹16,762 per month. As a community role model, she is breaking gender stereotypes and redefining what girls can achieve in life.

Coming from a family of six, and her father earning just ₹10,000 per month as the sole breadwinner, finances were tight. Despite excelling in studies, Sumitra dreamed of becoming an engineer but decided to work first to support her family and save for education.

When SEDI mobilizers visited her village, Sumitra learned about the CNC Machine Operator course in Upparwahi. Encouraged by her father, she joined the course, and was an exceptionally dedicated trainee. Her hard work led to a placement opportunity at Advik Hi-Tech Pvt. Ltd. in Pune.

Initially, she faced challenges like long hours and loneliness but adapted over time - gaining confidence, leadership skills, and independence along the way.

IMPACT

- ₹16,762 per month
- Over 15,000 women trained in male dominated courses.



PLACEMENT

We guide SEDI Graduates into the right jobs, and support them through the first few years of placement to ensure retention and growth.

PLACEMENT

Finding employment for rural youth can be tough. Rural youth face many challenges which require hand-holding, counselling and support – and so **Ambuja Foundation** is there to support them, every step of the way.

Youth often lack the work-relevant skills, credentials, information and connections needed to secure jobs and kickstart their careers.

Additionally, competition has intensified among businesses, forcing them to improve the efficiency and quality of their products and services. This means they hire fewer, but more skilled, workers. Thus, the entry requirements for youth seeking work have become higher and tougher.

Once skill training is complete, SEDI helps facilitate the placement of graduates into their first jobs, via a network of partnerships with industries and businesses.

After placement, rural youth face many challenges, which require hand-holding, counselling and support to ensure that youth retain jobs and build a long-lasting, viable career going forward.

Our Interventions:

- 1 Identification Of Placement Partners**
We forge partnerships with businesses to help fulfil their recruiting needs on an ongoing basis.
- 2 Facilitate Job Placement**
Students have a balanced schedule of classroom training and workplace experience to expose them to the realities of the workplace and prepare them for employment.
- 3 Group Placement**
We facilitate placing students in jobs in groups, so they can support one another, overcome challenges together and increase retention rates.
- 4 Mentoring & Support**
To address the variety of challenges that young people face during their first job placement, we provide ongoing mentoring and support to help them settle into their roles and stay there.
- 5 Refresher Training**
Learning is a lifelong pursuit and we encourage our graduates to attend regular refresher training and additional, advanced courses to continually increase their employability, suite of skills and offerings to employers.
- 6 Alumni**
An Alumni platform connects SEDI placed graduates from the same region so they can support one another. This group of students help new graduates feel included, creates friendships, and generates future career opportunities.



STANDING TOGETHER – WINNING TOGETHER!

Job opportunities in the backward, far-flung block of Farakka, Murshidabad, West Bengal are few and far between. It is for this reason that graduates from Ambuja Foundation's SEDI are forced to take up jobs in faraway places such as Chennai, Uttar Pradesh, Madhya Pradesh, Uttarakhand, Gujarat and Tamil Nadu.

In order to overcome issues with homesickness, language difficulties, food differences and other challenges that come with being away from 'home,' SEDI undertakes 'group placements' – sending groups of 10-15 graduates at the same time, to work in multinational corporations like Eichers Motors, JBM Auto Ltd, Bluestars Ltd, Havells India Ltd, Haier Appliances Ltd, Suzlon Pvt Ltd, Mahindra Ltd and more.

The initiative has fostered a sense of camaraderie and teamwork among the new hires, who together, are flourishing in their newfound jobs. In 2023-24, SEDI Farakka conducted 12 group placements, of which 134 trainees were placed in MNCs with an average starting salary of ₹16000 per month.

IMPACT

- 209 Group Placements in 2023-24
- 1736 Trainees Placed
- Average Starting Salary of ₹16,000 per month



ENTREPRENEURSHIP

We encourage our graduates to start micro & small enterprises – enabling them to stay in their community, fill local market gaps and support their families.

ENTREPRENEURSHIP

Entrepreneurship gives young men, women and the disabled from rural communities, lucrative, flexible careers, and status in the community – helping curb unemployment and urban migration, whilst bolstering economic growth.

Poor salaries, along with long working hours, provide incentive for many in starting a business. With family obligations and a desire to remain in their home communities to save on commuting time and costs, students are opting to kick-start their own enterprises - and are prospering as a result.

With many trades such as beautician, automobile and electrical appliance repairing well-suited to entrepreneurship, small shops are popping up across villages due to the low cost of investment.

And **Ambuja Foundation's** SEDI is actively promoting this avenue for careers among its trainees and graduates – helping students plan, access finance and launch their businesses in their local hometowns. SEDI also encourages entrepreneurship among the disabled and in many locations, hundreds of differently-abled students have graduated – with 80% earning via their own small businesses.

Till date, over 26,814 graduates have started their own enterprises in rural communities.

Our Interventions:

- 1 **Enterprise Development Training & Curriculum**
We educate students on entrepreneurship and provide training on every aspect of starting a small business.
- 2 **Support for Business Plan Development**
We support students in the development of business plans, injecting help with budget planning, projections and assessing the competition.
- 3 **Assistance in Accessing Loans**
We help students access loans to support their new enterprise – from family and local financial institutions.
- 4 **Family Counselling & Support**
We talk to family members to help build support for entrepreneurs in starting their enterprises.
- 5 **Ongoing Advisory & Support**
We provide ongoing business support and advisory to help entrepreneurs tackle real-time challenges and thrive.



DIFFERENTLY ABLED SERIAL ENTREPRENEUR

Punaram has come a long way in life! From suffering severe paralysis of the legs since birth and a helpless mindset, to being a serial micro entrepreneur – there is simply no stopping Punaram!

In 2015, Punaram faced unemployment and depression despite holding a Bachelor of Arts. Limited job opportunities led him to SEDI, where he enrolled in the Mobile Phone Repair course.

At SEDI, he found acceptance and support, joining a batch of 30 disabled trainees. Equipped with new skills and confidence, Punaram opened a mobile repair shop in his village, earning ₹18,000-20,000 per month.

With an entrepreneurial spirit, he partnered with his cousin to launch Majisa Fancy Store in Merta City, Rajasthan investing ₹1 lakh each. While running both ventures, Punaram plans to expand his mobile shop to include electrical items.

His success includes purchasing a scooty, taking life insurance, and building a house— he has also become a role model, showing how inclusion at SEDI drives transformation for individuals and communities alike.

IMPACT

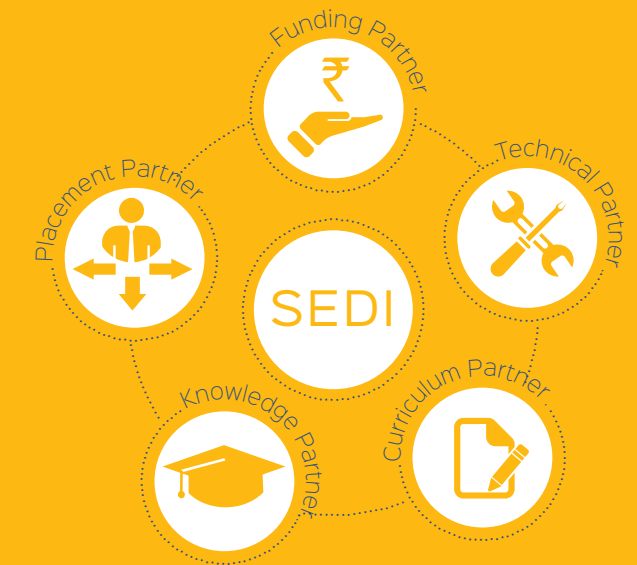
- Over 26,000 entrepreneurs
- Over 370 disabled youth trained from SEDI

OUR PARTNERS:

- SKF
- IHCL
- SIDBI
- Edutest
- NABARD
- NTPC Ltd.
- Bajaj Auto
- HDFC Bank
- Rotary Club
- APM Terminals
- SBI Foundation
- Hindustan Zinc
- Yes Foundation
- Forbes Marshall
- Ambuja Cements
- Sadvichar Parivar
- Chambal Fertilisers
- Krishnashray Gurukul
- Western Coalfields Ltd
- AU Small Finance Bank
- Better Cotton (for skills)
- Stitching Tulips Crowns
- District Mineral Fund, Gujarat
- Schneider Electric Foundation
- Hiranandani Financial Services
- Thakkar Bappa Education Trust
- Narotam Sekhsaria Foundation
- National Urban Livelihood Mission
- National Council of Vocational Training
- Sir Mathurdas Vissanji Education Trust
- National Skill Development Corporation
- Centre for Entrepreneurship Development
- Electronic Sector Skills Development Councils India

WAYS YOU CAN PARTNER WITH SEDI

There are many varied ways in which an organization can partner with SEDI to help skill rural youth.



Find out more about us – Visit us at www.sedi.org.in

JOIN HANDS WITH US - LET'S GENERATE RURAL PROSPERITY ACROSS INDIA!

At Ambuja Foundation, we are dedicated to creating sustainable, prosperous rural communities. Established in 1993, we are a pan-India rural development non-profit and CSR implementing agency - committed to enabling rural communities by unlocking their untapped potential. Via our programs, we enable villagers to become catalysts for change in their own communities by enhancing livelihoods.

Working collaboratively with corporates, governments, the community and other partners, we address pressing community needs. With over three decades of experience, we are committed to expanding our footprint and continuing to revitalise rural communities across the country.

Join hands with us and partner to make a lasting difference - reach out to us at ceoffice@ambujafoundation.org

Together, we can build more sustainable, prosperous communities and strengthen rural India as the backbone of our nation

Our Work focuses on 6 key areas:



MACRO IMPACTS

1,15,000 SEDI graduates



76% job placement rate



Training 25,000 youth per year



From 1 centre in 2006 to 45 centres in 2024



49 NSDC aligned courses to choose from



26,814 Enterprises started



₹14,000 Average starting salary per month.



287 Physically handicapped youth trained



Breaking gender stereotypes in vocations

