



**Ambuja
Cement**
FOUNDATION

ENABLING PEOPLE & PROSPERITY

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.

15 million youngsters enter the workforce every year, however more than 75 per cent of them are not 'job-ready.' In fact, only two per cent of India's labour force have undergone some skill training at all.

This presents a national 'skilling' challenge, as India will need 700 million skilled workers by 2022 to meet the demands of a growing economy.

To meet this need, and make the most of the huge 'demographic dividend' of the country (54 per cent of the population is below 25 years), there is a need to emphasise 'skills' as a viable and rewarding career option, and channelise youth into skills training.

It is for these reasons that ACF has placed a large focus on Skill and Entrepreneurship 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:



High Quality Livelihood Training



Sustainable Partnerships with Industry Organizations



Address Market Demand for Skills



Post-training Support for Retention



Fostering Entrepreneurship



Career Counselling for Students & Parents

WHY SKILLS & 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 limit their ability to obtain skills and qualifications for meaningful employment, beyond agriculture.

Challenges:

- **JOBS/SKILLS MISMATCH** - Whilst job 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 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.

ACF's Skill & Entrepreneurship Program works 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, ACF's Skill & Entrepreneurship Development institutes deploy Outreach Workers who counsel, motivate and encourage young people to consider skills training at SEDI.

This handholding and motivation continues 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 & ENTREPRENEURSHIP DEVELOPMENT INSTITUTES





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.

ACF 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 covering sectors such as construction, health, capital goods, automotive, retail, hospitality, security, beauty & wellness, and garment making among others.

Additionally, ACF 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.

ACF Interventions

- 1 Skills Need Assessment -**
We conduct an industry skills need assessment to identify local skilling needs and ensure our graduates find jobs in local and regional business
- 2 Mobilisation of Youth -**
We conduct night meetings in villages with youth and parents to highlight SEDI courses, and career opportunities.
- 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 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.



ELECTRONICS FOR GIRLS

Tackling gender stereotypes, one trade at a time.

2015 - It was a time of pushing boundaries to get equality for women, and there was a focus to bring greater 'gender diversity' into male dominated courses like electronics and welding.

Whilst there had been a 'breakthrough' in bringing male candidates into the Nursing trade, not one girl had registered for the electronics course.

The SEDI team at Ambujanagar re-grouped. Surely an onslaught of community mobilization and awareness raising could turn some heads towards this career path for girls?

They coordinated night meetings. Sat at length with youth. Sipped cup after cup of chai as they heard out the concerns of parents and appeased them. And still, not one registration.

Electronics repairing involves mostly physical hard work, and yet globally, women were taking up the trade with gusto and building viable livelihoods.

How could the ACF team help these young girls see the opportunity? In a last ditch attempt to convince families, the team visited villages with laptops, and screened videos of females working in the electronics trade around the world.

The result? 5 female candidates came forward for enrollment. After completing training, the graduates were placed in Genus Electrotech, Gandhidham - the first females to work in the production line of the company!

So what do employers think? Well, one batch of female employees were awarded for completing 30 days' worth of work in just 5 days! Surely it must be a record.

With the success of this first batch, many new girls have come forward to follow suit, and to date, SEDI Ambujanagar has trained 214 girls and all of them have been placed in jobs in the electronics trade.



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 ACF 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.

ACF 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 -**
We help facilitate the placement of our graduates into secure positions where their skills are relevant and put to good use.
- 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.



STRENGTH IN NUMBERS

Tackling Homesickness With 'group Placement' At SEDI

Dinesh Patodiya was feeling homesick. He felt lost in the city and whilst he loved his new job, he was struggling outside of work. Within 3 months, he quit and headed for home.

In fact, many of the youth who enrol at ACF's SEDI have never left their village before. They come from remote, isolated communities. Parents are also reluctant to send their daughters out alone for jobs.

Team ACF knew that they must find a solution. Because the bright future of their graduates was at stake. They started brainstorming - why not try to place graduates in groups? With similar backgrounds, they could support one another and share resources.

And so they initiated dialogue with companies who would agree to take 2 or more graduates at a time. But finding a suitable company was no easy task. Finally, they convinced high attrition industries with the concept - Pizza Hut, Genus Electrotech and a reputed hospital came forward to trial the idea.

Today, Ambujanagar SEDI alone has placed 170 electronic students in Genus via group placement - with trainees performing so well that in the last batch of 28 girls, ACF re-negotiated the starting salary.

And Dinesh? He moved to Mumbai with 3 batchmates, and after a stint at the hospital, progressed into a more senior position in Ganganagar. The security of the group helped him make the most of life in 'maximum city' - using it as a launch pad for his career.

The overall results? To date, a total of 3348 trainees have been placed through group placement, and retention rates have increased from 58% to 87%.



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 ACF'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 home towns. 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.

Over 11,000 graduates have start enterprises in rural communities

ACF 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.



RURAL ENTREPRENEURS FLOURISH

Entrepreneurship is giving young men, women and the disabled from rural communities, lucrative, flexible careers, and status in the community - thanks to the work of SEDI who actively promotes the establishment of new businesses among trainees.

With trades such as Beautician, Automobile and Mobile Phone Repairing well suited to entrepreneurship, small shops are popping up across villages due to the low cost of investment.

Omprakash Panwar from Barmer, Rajasthan, started his business, 'Panwar Auto Parts, Repairing & Service Centre' on completing training at SEDI and soon expanded into 2 centres.

Today he supports his wife and 5 daughters by earning 1-1.2lakh per month from the 4-year-old enterprise - and provides employment to 2 others in the community.

Once a housewife with zero income, Kala Tak realized her dream of opening her own beauty parlour having studied the beautician course at ACF's SEDI in Nagaur, Rajasthan. Today, her successful unisex salon in Jodhpur turns over Rs 1.5 lakh per month in peak wedding season, and she earns a regular Rs50,000 per month in down season - providing employment to 6 other SEDI graduates.

SEDI also encourages entrepreneurship among the disabled and has launched an initiative across 2 locations where over 213 differently-abled students have graduated from SEDI with 169 earning via their own businesses.

8159 male and female trainees are entrepreneurs today, thanks to SEDI.

MACRO IMPACTS

65,000
SEDI graduates



74% job
placement
rate



Training

7000 youth
per year



From
20 centres in 2017
to 33 centres
in 2020



49
Accredited
courses to
choose from



18,355
Enterprises
started



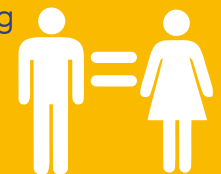
Rs 403 million
Cumulative income
earned by trainees



256
Physically handicapped
youth trained



40%
of SEDI trainees
in our skilling
centre are
women

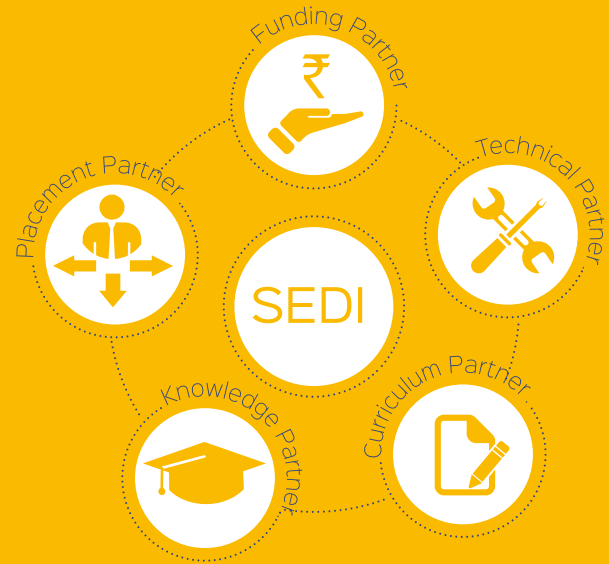


OUR PARTNERS:

- NABARD
- NTPC Ltd.
- Rotary Club
- Tata Chemicals
- Somantah Trust
- APM Terminals
- Castrol India Ltd.
- Sadvichar Parivar
- KSK Mahanandi Power
- Building and wood workers
- Tech Mahindra Foundation
- District Mineral Fund, Gujarat
- Schneider Electric Foundation
- Gruh Finance Cipla Foundation
- Narotam Sekhsaria Foundation
- Healthcare Sector Skill Council
- National Urban Livelihood Mission
- Himachal Kaushalya Vikas Nigam
- Punjab Skill Development Mission
- Uttarkhand Skill Development Mission
- Retail Association Skill Council of India
- National Council of Vocational Training
- National Council of Vocational Training
- National Skill Development Corporation
- Maharashtra State Skill Development Society
- Automotive Skills Development Council of India
- Capital Goods Skills Development Council of India
- Electronic Sector Skills Development Councils India
- Rajasthan Skills and Livelihood Development Corporation
- Pt Deendayal Upadhyaya Institute for the physical handicapped
- Utkarsh Bangla - Paschim Banga Society for Skill Development
- NSFDC National Schedule Cast Finance and Development Corporation

WAYS YOU CAN PARTNER WITH SEDI

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



SKILL & ENTREPRENEURSHIP DEVELOPMENT IS JUST ONE PROGRAM IMPLEMENTED BY *AMBUJA CEMENT FOUNDATION* TO HELP CREATE SUSTAINABLE, PROSPEROUS COMMUNITIES.

Established in 1993, *Ambuja Cement Foundation* is a grassroots, PAN India implementing organization, that harnesses the power of partnerships - between communities, Government and other like-minded corporates and NGOs - to help solve pressing community problems and to foster prosperity.

For the past 25 years, ACF has created significant impact. A fully-fledged Research and Monitoring Unit, along with numerous external, independent studies, have shown a significant change - in income levels, health indicators and overall harmony and happiness.

Our work has spread beyond our core villages and by working hand in hand with like-minded organisations, we aim to significantly impact the pressing issues currently inhibiting our country.

Our Work focuses on 6 key areas:



WATER
MANAGEMENT



AGRICULTURE



SKILLS &
ENTREPRENEURSHIP



WOMEN
EMPOWERMENT



HEALTH



EDUCATION

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OUR PRESENCE

Andhra Pradesh • Guntur. Visakhapatnam **Chattisgarh** • Baloda Bazaar. Raigarh. Raipur. Sarguja

Gujarat • Ahmedabad. Amreli. Bhavnagar. Gandhinagar. Gir Somnath. Junagarh. Mehsana. Morbi. Surat.

Himachal Pradesh • Solan. Mandi **Madhya Pradesh** • Chhindwara

Maharashtra • Chandrapur. Nagpur. Raigad **Punjab** • Barnala. Bathinda. Sri Muktdar Sahib. Fazilka. Mansa. Rupnagar

Rajasthan • Ajmer. Alwar. Bhilwara. Ganaganagar. Hanumangarh. Jaipur. Jhunjhunu. Nagaur. Pali. Rajsamand. Sikar

Uttrakhand • Haridwar **Uttar Pradesh** • Gautam Budhnagar. Ghaziabad. Mathura

West Bengal • Murshidabad. Howrah. Hooghly