

AROH-SGSY

Empowering the less privileged youth for livelihood

AROH
FOUNDATION

Project implemented under the SGSY Scheme of the Ministry of Rural Development, Government of India with additional support from GAIL

Providing livelihood opportunities to the less privileged

AROH Foundation's SGSY Programme for livelihood opportunities and job-placement for BPL rural youth and women under the special project of the Swarnjayanti Gram Swarozgar Yojana (SGSY) through Public-Private Partnership Approach attempts to bridge the ever-widening divide between those who have access to opportunities and those who are increasingly being marginalized from the new jobs in the new economy.

India by the year 2020 has set a target to bring itself among the league of Developed Nations. As we know that India on one side is having 35% literacy rate and the number of unemployed youths are rising at an alarming rate. It is primarily due to the reason that in India we have very limited number of technical, occupational, Income and Employment-Generating Vocational Training Programs to equip the youth for the massive economic opportunities that are opening up in the country.

Thus, looking at both the situations we can come to the conclusion that we need a training system which gives job placement guarantee and makes them independent and employable. With a view to ensure inclusion of the rural poor in the growth process, the Ministry of Rural Development, Government of India had formulated several schemes specifically targeted at rural BPL. Among these, the SGSY aims to bring the assisted poor families (Swarozgaries) above the Poverty Line by ensuring appreciable sustained level of income over a period of time

AROH SGSY Project aims to cover three states of UP, Rajasthan and Haryana with 7000 beneficiaries between the age group of 18-30 who have passed 10th grade or more, thus giving them an extensive training and overall development for various courses such as Computer basics + English + Personality Development + Grooming + Work readiness over a period of 3 months duration with 100% job placement guarantee in sectors like BPO, Retail Management or Hospitality etc. This vocational training programme in the identified trades is be implemented for 7,000 youth with special emphasis on inclusion of SC/ST and OBC population from BPL list of the respective districts. Trades for training shall be identified on the basis of market survey at respective locations. These training programmes are being conducted in areas where BPL population is high.



Learners enjoying the theory and practical lessons at Dadri Centre

STRCs established so far:

- AROH STRC, Noida, Gautam Budh Nagar, UP
- AROH STRC, Khoda Colony, Ghaziabad, UP
- AROH STRC, Dadri, Gautam Budh Nagar, UP
- AROH STRC, Morna Gaon, Gautam Budh Nagar
- AROH STRC, Mundawari, Alwar.
- AROH STRC, Auraiya City, UP
- AROH STRC, Dibyapur, Auraiya, UP
- AROH STRC, Unnao, UP
- AROH STRC, Sonapat, Haryana
- AROH STRC, Rohtak, Haryana



Launching of Dadri STRC...

STRC Dadri was launched amongst much fan-fare. A formal inauguration programme was organized by AROH Foundation on **8th Febuary 2010** which was graced by SDM, Dadri, other government officials and media.

The entrants to the course were present in full strength and found the environment very conducive and encouraging. The programme started with the press conference, where Dr. Neelam Gupta addressed the press and appealed them for spreading the information regarding this project to all prospective beneficiaries of Dadri and surrounding blocks, so that more and more people can avail this facility.

SDM Mr. Saumya Srivastava joined us for the lighting of the lamp and spoke to students about the AROH Foundation and the importance of STRC programme. An inspiring message came from the guest of honor who was thrilled to see the enthusiasm of the students. He quoted that *“if students will sincerely attend the classes, their life will be changed”*. The presence of the media marked the event even more as they interviewed many students and teachers of the centre as to know the reason behind joining the course. The whole class room was

The Project has made good progress in a short span of time. So far nearly 800 students have enrolled in different STRCs.



SDM Mr. Saumya Srivastava with AROH's President Dr Neelam Gupta at the inaugural function



Learners at the inaugural function istening with rapt attention

nicely decorated with balloons, flowers and rangoli which looked very lively.

After the completion of specified course, a significant number of youth and women will become trained in proposed trades. The Skill developed through training to the beneficiaries would be a sheer waste if the skilled people were not starting their micro enterprise or getting employed. Training will include field exposure in trade related outlets, customer relation

and quality-centric approach. Setting up various small enterprises and job placement will make the youth & women independent and will channelize their energy into a gainful activity. Successful persons will be awarded certificates issued by AROH Foundation.

Supported by GAIL under PPP



Forging Partnerships for Success

AROH-STRC Programme exemplifies the best of public-private-citizen participation. Besides GAIL, who has come forward to part-sponsor the programme, AROH enjoys a unique position of partnerships with leading corporate houses like Government Undertakings, Hotels, Super Markets, Hospitals, BPOs, Call Centres, Banks, etc. Many of these esteemed organizations have been supporting AROH by offering placement support to our beneficiaries.

The partners bring innovative ideas, training support, and infrastructure and job opportunities for significant impact on creation of employment opportunities for the disadvantaged youth. AROH is thus using its inbuilt and developed technical and networking support of the corporate sector to strengthen the implementation and scaling up of the project.

Developing a Volunteers' Guild

Central to AROH-STRC operating philosophy is the strategy to involve volunteers as critical stakeholders in the programs. STRC is an excellent example of the fusion between staff and volunteer energies channeled to create a unique youth oriented livelihood development through constant and continuous monitoring of quality for learning outcomes and indicators.

We urge the Corporate and Government Departments under their CSR duty to provide different kinds of financial and non-financial assistance to AROH-STRC programme as a demonstration of their commitment to new livelihood strategies for the economically underprivileged.



Officials from Barclays Bank engaged in counselling of AROH's beneficiaries at NOIDA Centre



Attentive students at a counselling session at Dibiyapur Centre, Auraiya



Parent's counselling session at Mundawar, Alwar Centre

Students Speak.....



Geeta : I live in Dadri and have 4 Sisters and 2 Brothers. My brother and father runs a rented small tea shop. Through this STRC Programme, I want to learn good knowledge about Computer and to communicate with people in English which is a big challenge for me. Overall, I want to groom myself through this AROH-STRC Programme and overcome the financial crisis.



Vikram : Right now I am working as a Driver. In some circumstances I have to hear a lot of abusive language in this field especially from my boss. I have 1 Sister and 4 Brothers. But when I got information about AROH Foundation, I thought that after joining this course, I will surely get a reputed job as I am XII Pass. Let's hope for the best. Thanks to AROH Foundation for designing such a nice curriculum.

About AROH Foundation

AROH was founded in the year 2000 as an organisation with a focus on research on the socio-economic issues and challenges of the Indian Society. With its rich resource material, it has branched out into performing various developmental activities that include the provision of education, health, sanitation and largely livelihood empowerment programmes addressing rural and slum-based youth & women in marginalised socio-economic conditions.

AROH, over the past 8 years, has demonstrated a **replicable** vocational and life skills training and economic empowerment model for adolescents and youth for livelihood promotion and empowerment through its various programs. The organisation has gained a wealth of knowledge and experience by way of working with the government, corporate and the civil society organizations to improve the lives and conditions of marginalised youth and women in Delhi, Uttar Pradesh, Haryana and Rajasthan.

The project envisages socio-economic transformation of the underprivileged youth from the status of unemployed and vulnerable to a product of employability in the market. It aims to create opportunities to the disadvantaged youth in rural areas of four states in India for quality flexible skills training and placement services in consonance with the employers' needs and demands and prepare them for new economic jobs.

Special Training Programs & Curricula

The course curriculum acknowledges the fact that community learners typically come to learning experiences with a wide range of prior experiences, expectations, and skill sets. The course is designed to take into its fold the learners from BPL families who have to be prepared for meaningful and sustainable livelihoods. For this purpose:

- Along side the computer basics, the learners are taught to communicate in English language which is an essential requirement on the job scenario.
- They also get familiar with life skills, personality development and grooming to build their confidence when facing job interviews and while on jobs.
- This curriculum is designed to understand and focus on the need these learners have for efficient and effective instruction.
- The curriculum takes into consideration the learner's prior skill sets and provides new knowledge. It accommodates a wide variety of backgrounds and pre-existing skills. The course is built with an awareness of common job tasks and knowledge levels required for entry level jobs.
- Learners have to apply their learning directly to their professional responsibilities. The curriculum contains examples from practical, real-world and applications have been designed to appeal to a wide range of learners.
- The course is designed to teach technology skills, but has an eye toward the use of technology to enhance individual opportunities, productivity, job readiness, and quality of life.