



# AROH-SGSY

January-March 2011



*Building Human Capital...*



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## Editorial

With end of 2010, AROH-SGSY completed one year in to the project implementation and also its first phase of project cycle. The previous phase was rife with problems and challenges and also certain setbacks, but an enriching experience nonetheless which has provided a good platform and firmer ground to march ahead in Phase 2. The results if first quarter of 2011 are heartening as we have touched the half way mark for training. With good industrial tie ups and a motivated placement and tracking team, AROH is set to achieve its physical target well in time. The projections based on the past experience reveal that the enrolment targets for AROH-SGSY would be achieved by the end of coming quarter of March to June 2011.

Under AROH-SGSY, we strive to reach out to the poorest and most needy families in remote villages. The operations in this quarter focused on such areas and we are proud to say that several villages in remote blocks of Ghaziabad and Bulandshahr received the benefits of this scheme. Hundreds of beneficiaries have been drawn out from remote blocks like Simbhaoli and Unchagaon which were pockets of extreme poverty and unemployment. BPL youth have been empowered and placed in Delhi NCR in good BPOs and other suitable industries and they are happy to have found a new lease of life through this scheme. The outreach was also extended to remote pockets of districts like BB Nagar and Sant Kabir Nagar which have remained out of the fold of development. The youth have been suitably trained and are today placed in good jobs.

AROH-SGSY is also sensitive to the needs of those who are physically challenged and look for suitable and susustainable income avenues to make both ends meet. The programme provides support to all such beneficiaries and makes sure that none of them remains out of job. In this issue we are glad to bring out the cases of three such beneficiaries whose life have found a new meaning after they were trained and placed under the SGSY Scheme.

Plans are afoot to open more centres in all our project states, in their remote pockets, to help the needy youth. Good mobilization with selection of the right candidate, sets the tone for successful endeavour. Regular TOTs of mobilisers, trainers and also the project coordinators at all block, district and state levels are important and much needed interventions for successful delivery. AROH-SGSY is committed to provide capacity building exercises to all the programme functionaries for both qualitative and quantitative improvements in project outcomes.

The first quarter of 2011 has been action packed and we are happy to announce that we have been able to bring joy to more 3500 BPL families till now who have been taken under the fold of SGSY. With an efficient and competent team on job and a robust system, including the MIS working behind the scenes, AROH is all set to touch new frontiers and complete its targets ahead of the prescribed time schedules.

## AROH-SGSY – A Vibgyor of Hope for the POOR!

One might think that how the RAY of Hope turned into the VIBGYOR of Hope, but if you go down looking on the success stories and other remarkable welfare projects taken up by AROH, the minutest doubt in your mind will diminish. AROH Foundation, for the last 10 years, has been giving a strong forward push to the dreams and desires of those who have been deprived due to various reasons. AROH through its strong belief is acting apt to its punch line – a Ray of Hope, but now with the overwhelming response from the people from everywhere, it has established itself as a rainbow of hopes.

With SGSY Scheme, AROH was able to provide a stronger support to the poorest and needy and make a difference in their lives. People from BPL families who couldn't complete their education or were not able to go for higher education are brought under SGSY through strong awareness building and mobilisation campaigns and then imparted skill development training in various trades. In three states of Uttar Pradesh, Haryana and Rajasthan, AROH has been able to bring a rainbow of hope in the hearts of other such candidates.

### **SGSY – A Guaranteed Job Scheme for the BPL youth**

Swarnjayanti Gram Swarojgar Yojna is the Scheme of Government of India which gives a guaranteed job placement to the BPL family members between 18 to 35 years of age. Before the job, there is a phase of skill development to enhance the employability of the candidates. After the successful completion of their training, they are placed in respectable jobs and earn a dignified living. Minimum wages of the State are ensured for all at the entry level jobs. But the effort is to get them higher packages with suitable entitlements of PF, Medical



and bonus etc. The trainees are provided transport, fooding and lodging so that they can survive in a new place till their salaries come in hand. The beneficiaries belong to the poorest sections of society as the scheme makes it mandatory to cover only the listed BPL youth.

The overall programme schedule includes a training session of minimum which can include classroom training and On the Job Training (OJT) in various need-based proportions. Soft skills training is an important component of the training along with the technical component. After the successful tenure of the campus training in the various sectors of different companies where are placed in jobs. 80 percent attendance is mandatory for the candidates during the campus

training. It is also mandatory for the students to go for the job after completing the training. AROH holds a general aptitude test of the candidates to test their abilities which will help us in the selection of training course and placement options for the candidates.

### **Highlights of First Quarter of 2011**

In the first quarter of 2011, more than 1500 candidates have been enrolled for training in three different states at nearly 25 centres. The rigorous selection procedure minimised the drop out rate to only about 2 percent. Nearly 700 beneficiaries were trained at the end of the quarter, out of which more than 550 were placed in jobs. More than 1500 beneficiaries are under training at the end of quarter Jan-March 2011.



## AROH-SGSY - Overcoming the Barrier of Physical Challenge!



How can one write a story without a hand? Rajesh Kumari and Ravindri made the impossible possible. They've written the success stories despite being physically challenged.

**Rajesh Kumari** belongs to a poor family of Simbhaoli in Ghaziabad district of Uttar Pradesh. Her husband works in a sugar mill, and she has two children. The family lived in abject poverty and it was difficult to make both ends meet. She wanted to do something, but her handicap came in way of her success. She had lost her right hand in childhood and no employer was willing to offer her any job. But Rajesh did all her household work, raising her two children and all other chores. She heard about the free computer and retail training being offered by AROH Foundation under the Swarn Jayanti Gram Swarajgar Yojna. Rajesh saw a ray of hope in this. Her joy knew no bounds when she was also readily enrolled. She could type with one hand and her motivational level was high. She completed her 3 month's training from the Simbaoli Centre and was more confident and ready for a job. She could work on a computer, make excel sheets, keep files and records, etc. During a job placement camp at her centre, she was offered a job by Aegis. Her joy knew no

bounds. But Rajesh had other plans. She wanted to work for other women like her who wanted some light and awareness in their dark lives. She wanted to bring a difference to their lives.

AROH saw the spark in her and appointed her as a mobilizer in the area. She does not live a life of poverty and scarcity anymore and has a growing career before her. She heads a team of 4 mobilizers and her passion to serve village women is her strength which helps



her to convince women to come out of their miserable situation and help themselves. Rajesh is today showing way to many others for whom she is like a role model today.

**Ravindri** lost her right hand in an accident when she was young. That was the time when she was considered as a burden for her parents. Her parents are farmers with a small land holding and do not earn enough to feed the family. On top of it, responsibility of a physically challenged girl was unbearable for them. But destiny wrote something special for Ravindri. It was her laudable determination which helped her to study in adverse conditions. Ravindri emerged as an inspiration for others as she took over the responsibility of her family even though she did not have her right hand. Ravindri was brought to AROH training centre under SGSY and she readily joined the ITES course and was trained by the

experts. The free training helped her to get a respected job in a BPO in NOIDA. Her family members, who once thought of their child as a burden after she lost her hand, are now very happy for her success. Ravindri says, "Earlier my parents were very much stressed about me and my future, but now they are very satisfied." Ravindri's father says, "When she lost her right hand once the feeling came to mind that she has become a curse for me but now she is the biggest boon for the family. Although my daughter has lost her right hand but if you ask me I would say that AROH Foundation is the right hand for my daughter."

### Aroh become a supportive Hand for Ravindra Kumar

"I wished I could have never taken birth if I had to be handicapped. This was the first thing came to my mind when I was rejected from my 5<sup>th</sup> job. I lost hope and was very depressed. Then one day, while going through the newspaper I read about AROH Foundation. I went to Noida center of AROH and registered over there. To my utter surprise, I was registered and after a fortnight of soft skills training, I was heading for an OJT at NOIDA". says Ravindra Kumar, a BPL citizen of Sant Kabir Nagar.

Ravindra Kumar faced many rejections and had lost all hope when AROH-SGSY helped him to get a respectable job and he earns 4000 Rs. today despite being handicapped he is standing firm on his feet.



## AROH-SGSY - Making Dreams Come True!



A small town boy came to a big city with big dreams. Madhvendra, a poor and BPL youngster from Gorakhpur came to NOIDA after completing his graduation, in search of a job which could help him to support his family. His father is a farmer and the earnings were not enough and though interested, Madhvendra could not afford to go for higher studies or for any preparations of the Government job. Without computer knowledge he was not able to get a good job and without any money, he was unable to upgrade his employable skills.

Madhvendra had to take up a job at the earliest as he is the eldest son of his parents and it was his moral duty to support them when his mother was very sick. This urgency made him to work in an export house in NOIDA. He was not able to live a happy life as the work hours in export house were long and he was doing a loading job which was on low wages. He was very sad and dejected. The will to learn anything also started diminishing from his heart as he didn't have time for himself. One day while reading the newspaper he read about the free computer training by the AROH Foundation. The benefit of doing the free computer training was also that he

would get placement also under the Swarn Jayanti Gram Swarajgar Yojna. This gave an ignition to the hopes of Madhvendra and he joined the evening batch for the training. With the determination to learn and enhance his skills Madhvendra learned the things fast and after a month he was sent to on-job training at India Calling call centre. Today he is very happy and looks forward to his bright future. While speaking about his journey with AROH, Madhvendra said, "While working in export house as a loader, I thought that I had wasted 3 years in completing my graduation. AROH showed me a path which could lead to success and now I am confident enough that I would be able to achieve my goals which I dreamt while doing my graduation."

## Hard Work - the Key to Success



"Success is a journey, not a destination." This saying proved to be apt for a young Poonam from village Kachaira of

Ghaziabad. Poonam's family of seven members lived a hand-to-mouth existence as her father, a school van driver could not earn enough to feed the large family.

Poonam had set her goals that she would become a helping hand to her father being eldest of all brothers and sisters. It was very difficult for her to continue her studies after XII. Her future seemed to be blur but she set a goal for herself when AROH held her hand. She said, "When we set a goal, let's try to enjoy every moment of the trip along the way." She saw a ray of hope in form of AROH-SGSY and she joined the Chhaprola center of AROH Foundation where the children of Below Poverty Line

Poonam and Haider from AROH-SGSY Dadri Centre are the first passouts of the first batch for Adhaar Operators Training. They set the example of grit and determination to success since the training is demanding and the online examination is tough to clear.

(BPL) families were given free computer training.

Poonam joined the center and took the training with full enthusiasm and dedication which helped her clear the difficult qualifying exam of UIDAI, and got a job as Adhaar Operator. She is now working as a Data Entry Operator and is living her dream of being the supporting hand to her father.

Poonam says, "AROH Foundation provided me a platform where I could learn something which could connect me to the job very soon. During the training I got immense

support from the trainers and I learned a lot. The initiative of AROH Foundation is very good and should be welcomed by all the people who are living below poverty line and have some dreams to chase."



"Haider Ali the single child of his parents, his father is on complete bed rest because of an accident. His father was poor farmer. He had to support his mother and himself.

Haider took training at Chauna Center under SGSY. He came to center after covering 8 km by bicycle from his village Piplaira, (Masoori), Ghaziabad. Haider successfully completed the training and cleared the UIDAI exam. Currently, Haider is working in UIDAI project as a Data Entry Operator and earning 7000 rupees.

Happy with the success Haider says, "AROH brought a ray of hope into my life. Me and my mother both are happy and thankful to AROH as well as Allah."



## Communication Skills - Need of the Hour

In the alumni meet ex-beneficiaries told about the important skills which one should have to sustain in the job industry.

AROH Foundation organized an alumni meet in February to enlighten the new trainees and help to understand the industry. Around Two hundred ex-beneficiaries attended the meet and enlightened the new beneficiaries with their experience. The new beneficiaries got an idea about the job industry and were motivated to learn and go for the On the Job Training.

The purpose of alumni meet was to give an insight to the beneficiaries about the challenges they would face in the starting of their career. The counselling team of AROH foundation was also present in the meet to address the questions of the beneficiaries and clear the doubts which were in their mind.

One of the ex-beneficiary, Deepak, who is working in a BPO told the new trainees about the industry, which gave them a clear idea about the work profile and work culture of the BPO industry. He said, "You need to be fearless while speaking and facing the interview. Students from rural areas of Uttar Pradesh are often hesitant while speaking. You all need to work upon your communication skills and uplift your confidence level so as to sustain in the BPO industry. Although the communication skill is the need of the hour but if you focus on the BPO industry you need to master this skill." "Aroh is a good platform to learn and enhance your skills in computers and communications. You need to be focussed and just dedicate yourself towards quality learning", he added.

Poonam Bharti, another ex-beneficiary, who is working as a crew member in Mc Donals said, "After completing my 10+2 I was not in state of mind to decide



whether to continue my studies or to support my family as the condition of my family was not so strong. I got to know about AROH foundation where training was being given to ambitious people like us. You all are very fortunate to get AROH as a platform to get into the job industry."

There were counsellors from the various industry also. Komal, HR executive of India Calling, was also present to tell the beneficiaries about the kind of work that they need to do in a Outbound BPO.

There were thousands of questions which came in the mind of our talented and ambitious

beneficiaries. Manvendra Tripathi, a beneficiary from Gorakhpur, asked that once a student is placed by the AROH foundation will they get other offers also? Our placement cell executive Ashish answered his question and said that, "Our priority is to get the students placed. Once they gain ample of experience we help to get better job and place other freshers in their place."

With one-on-one interactions with our counsellors and placement cell executives, all the doubts of the beneficiaries were washed out. The interaction with the ex-beneficiaries motivated them and made them dream about the bright future.

# स्वाभिमान टाइम्स

## अब होगी जिले से बेकारी दूर

- बीपीएल परिवार को कम्प्यूटर प्रशिक्षण देने की चल चुकी है मुहिम
- एसजीएवाई के तहत जिले के बेरोजगारों को दिया जाएगा प्रशिक्षण



धीलपुर, संकटावस्था

जिले से बेकारी दूर होने की उम्मीदें दिखाने दे रही हैं। बेरोजगारी को दूर करने के लिए स्वयंसेवी संस्थाओं की ओर से प्रवास शुरू किए जा चुके हैं। स्वयंसेवी संस्थाओं ने बीपीएल परिवार के बेरोजगार युवकों को रोजगारोन्मुखी कम्प्यूटर प्रशिक्षण देने का अभियान शुरू कर दिया है। जिले के बसेही और सरमथुरा ब्लॉक में पांच सौ बीपीएल परिवार के पांच सौ बेरोजगार युवकों को स्वयंसेवी ज्योती स्वरोजगार योजना (एसजीएवाई) के तहत कम्प्यूटर का प्रशिक्षण दिया जाएगा। इसके लिए इन युवकों ने आरोह फाउंडेशन की ओर से चलाए जा रहे पंजीकरण अभियान के तहत आवेदन-पत्र जमा कराया है। इसमें दसवीं, 12वीं और स्नातक पास युवक-युवतियों को स्वरोजगारोन्मुखी बनाने के लिए जोड़ा जा रहा है। फाउंडेशन की यह पहल जिले के बेरोजगारों के लिए बहुत के सामान काम करेगी। गौरवलाभ है कि जिले के बेरोजगारों को अधिकारपत्र जीवन जीना पड़ रहा था। फाउंडेशन के इस प्रयास से उनकी निंदगी में आशा की किरण दिखने लगी है। आरोह

फाउंडेशन की अणुध डॉ. नीलम गुप्त ने बताया कि हमारा मकसद उन सभी लोगों को इस योजना से जोड़कर उन्हें उनका हक दिखाने का है। इस प्रोजेक्ट में सहायक के पद पर काम कर रहे अशोक कुमार ने अपने सफल प्रयासों से ग्रामीण क्षेत्रों के बेरोजगारों को लाभ देने की कोशिश की। उन्होंने बताया कि वे घर-घर जाकर इस बात का पता लगा रहे हैं कि किस गांव या कस्बे में बीपीएल परिवार के कितने बेकार युवक हैं।

इतना ही नहीं, बीपीएल परिवार के बेरोजगार युवकों को रोजगारोन्मुखी प्रशिक्षण देने के लिए ग्रामीण विकास मंत्रालय से संबद्ध आशा प्रशिक्षण संस्थान की ओर से भी कम्प्यूटर प्रशिक्षण देने का अभियान चलाया जा रहा है।

संस्थान के निदेशक शिवकांत शर्मा ने बताया कि आवेदक की योग्यता 12वीं कक्षा पास एवं 18 से 35 आयु वर्ग की होनी चाहिए। ट्रेनिंग में प्रवेश परीक्षा द्वारा किया जाएगा। ट्रेनिंग के दौरान प्रशिक्षार्थियों को नि:शुल्क खाना एवं वाजा-भत्ता संरक्षण देया।



# अमर उजाला

## स्वर्ण जयंती ग्राम स्वरोजगार योजना का प्रशिक्षण प्रारंभ

पद्मपुरमेखार (बहुरी)। स्वर्ण जयंती ग्राम स्वरोजगार योजना की विशेष पहलूयों के अंतर्गत नि:शुल्क प्रशिक्षण शिविर पर शुभारंभ शुभकार को रोना 'पब्लिक स्कूल में अत्याधिक संपन्न होने से प्रतिष्ठित प्रारंभ।

अरोह फाउंडेशन के प्रतिनिधि सुनील कुमार ने बताया कि 18 से 35 वर्ष के सभी बेरोजगार योजना के तहत 26 दिन तक प्रशिक्षण दिए जायेंगे। इस नि:शुल्क प्रशिक्षण में 80 प्रतिशत उपस्थिति अनिवार्य है। विभागीय मिलने पर एक वर्ष तक आरोह फाउंडेशन के साथ संपर्क बनाए रखा होगा।

स्कूल प्रबंधक पंचक उमेश शर्मा

ने कहा कि शिविर में प्रतिदिन एक घंटा कंप्यूटर सॉफ्टवेयर और सॉफ्टवेयर में मध्यम स्तर तक स्विकल्प विचारों का प्रशिक्षण दिया जाएगा। प्रोजेक्ट अंतर्गत कलेक्टर सिंह ने आरोह फाउंडेशन की विशेष योजना में प्रशिक्षण शामिल करने का भी दिशा, हरियाणा, राजस्थान सहित विभिन्न राज्यों की औद्योगिक इकाइयों में रोजगार दिवस का आयोजन किया।

इस मौके पर शुभारंभ कार्यक्रम, विरोध नाच, प्रथम वर्ग, हार्मोनी गायन, अल्प, सीमा सीमा, सीमा अल्प, पद्म, पंचिका, अजना, अमु अजना, अरोह, वस्त्रो अरि मोक्ष से।

# अमर उजाला

## बेरोजगारी दूर करने को लगाया शिविर

- शिविर में 50 बेरोजगारों का हुआ पंजीकरण

पद्मपुरमेखार। अरोह फाउंडेशन की विशेष पहलूयों के अंतर्गत नि:शुल्क प्रशिक्षण शिविर पर शुभारंभ शुभकार को रोना 'पब्लिक स्कूल में अत्याधिक संपन्न होने से प्रतिष्ठित प्रारंभ।

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# DLA

## बेरोजगारों के लिए खोला कंप्यूटर सेंटर

DLA News

बीपीएल (BPL) परिवारों को स्वर्ण जयंती ग्राम स्वरोजगार योजना के तहत नि:शुल्क प्रशिक्षण शिविर पर शुभारंभ शुभकार को रोना 'पब्लिक स्कूल में अत्याधिक संपन्न होने से प्रतिष्ठित प्रारंभ।

अरोह फाउंडेशन के प्रतिनिधि सुनील कुमार ने बताया कि 18 से 35 वर्ष के सभी बेरोजगार योजना के तहत 26 दिन तक प्रशिक्षण दिए जायेंगे। इस नि:शुल्क प्रशिक्षण में 80 प्रतिशत उपस्थिति अनिवार्य है। विभागीय मिलने पर एक वर्ष तक आरोह फाउंडेशन के साथ संपर्क बनाए रखा होगा।

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**स्वामिमान टाइम्स**

**बेरोजगारों को आरोह का मिला साथ**

**नई दिल्ली, संवाददाता**

**नोएडा** के आरोह फाउंडेशन ने बेरोजगार युवाओं के लिए दो वक्त की सम्मानजनक रोटी और आजीविका का अनूठा इंतजाम किया है।

फाउंडेशन की प्रेस रिलीज के मुताबिक, नोएडा व दिल्ली की विभिन्न टेलिकॉलिंग कंपनियों की प्लेसमेंट सेल और बेरोजगार युवाओं के बीच आरोह ने पुल तैयार करने का काम किया।

कंपनियों को योग्य युवाओं की जरूरत थी, जबकि नौजवानों को रोजगार की। आरोह फाउंडेशन स्वर्णजयंती ग्रामीण रोजगार योजना (एसजीएसवाई) के तहत योग्यता और अवसर का तालमेल मुहैया कराया गया, जिसका लाभ दसवीं-बारहवीं पास अनगिनत युवाओं ने उठाया।

आरोह की अध्यक्ष डॉ. नीलम गुप्ता ने बताया कि आज के युवा उचित मौका ना मिलने की वजह से हताश-निराश हो रहे हैं। आरोह का मिशन है कि उन्हें सम्मानजनक अवसर मिलें और गांवों समेत दूरदराज की प्रतिभाओं को मुख्यधारा में शामिल कराया जाए।

**आज समाज**

**बेरोजगारों को दिलाया रोजगार**

**नोएडा।** स्वर्ण जयंती ग्रामीण रोजगार योजना के तहत आरोह फाउंडेशन के सहयोग से 50 बेरोजगारों को रोजगार प्रदान किया गया। रोजगार देने के लिए खोपेएल सेंटे के तहत आने वाले छात्र-छात्राओं का चयन किया गया। फाउंडेशन की अध्यक्ष डॉ. नीलम गुप्ता ने बताया कि 10वीं और 12वीं की पर्याप्त कर चुके नौजवानों को निजी कंपनियों में नौकरी दिलाई गई। उन्होंने बताया कि आरोह फाउंडेशन ग्रामीण इलाकों में रहने वाले शिक्षित बेरोजगारों को नौकरी दिलाने के लिए कार्य कर रहा है।

**मेट्रो उजाला**

**'आरोह फाउंडेशन' की अनूठी पहल**

**बे**रोजगारी के इस दौर में जहां लोग नौकरी की तलाश में इधर-उधर भटक रहे हैं, वहीं नोएडा स्थित 'आरोह फाउंडेशन' बेरोजगार वर्गों के लिए रोजगार उपलब्ध करा रहा है। इतल में स्वर्ण जयंती ग्रामीण रोजगार योजना के तहत अपने विभिन्न प्रतिष्ठान केंद्रों से 50 गरीब (बीपीएल) छात्र-छात्राओं को रोजगार प्रदान किया है।

आरोह ने नोएडा और दिल्ली से विभिन्न टेलिकॉलिंग कंपनियों को प्लेसमेंट सेल बुलाकर उन बेरोजगारों को रोजगार से जोड़ने की अनूठी पहल की है। नौकरी प्राप्त 10वीं और 12वीं के छात्र-छात्राओं को शुरूआती दौर में पंच से सात इंचार रुपए प्रति माह प्राप्त होंगे। फाउंडेशन के कार्य व उद्देश्य के संबंध में पूछे जाने पर आरोह फाउंडेशन की अध्यक्ष डॉ. नीलम गुप्ता ने बताया कि हम लोगों का उद्देश्य तभी पूरा होगा, जब हम दूर-दराज के ग्रामीण बेरोजगार युवाओं को बेहतर नौकरी से जोड़ेंगे।



**हिन्दुस्तान**

**स्वर्ण जयंती योजना के तहत छात्रों को प्रशिक्षण**

**नई दिल्ली।** स्वर्ण जयंती ग्रामीण रोजगार योजना के तहत आरोह फाउंडेशन के सहयोग से 50 बेरोजगारों को रोजगार प्रदान किया गया। रोजगार देने के लिए खोपेएल सेंटे के तहत आने वाले छात्र-छात्राओं का चयन किया गया। फाउंडेशन की अध्यक्ष डॉ. नीलम गुप्ता ने बताया कि 10वीं और 12वीं की पर्याप्त कर चुके नौजवानों को निजी कंपनियों में नौकरी दिलाई गई। उन्होंने बताया कि आरोह फाउंडेशन ग्रामीण इलाकों में रहने वाले शिक्षित बेरोजगारों को नौकरी दिलाने के लिए कार्य कर रहा है।

**अमर उजाला**

**बेरोजगारों का प्रशिक्षण आज**

**संतकबीरनगर।** खलीलाबाद रेलवे स्टेशन रोड सहकारी गान्धी समिति पर 22 मार्च को पूर्वाह्न 11 बजे से स्वर्ण जयंती स्वरोजगार गारंटी योजना के तहत बीपीएल बेरोजगारों को रोजगार मुहैया करने के लिए आरोह फाउंडेशन नोएडा की ओर से विशेष प्रशिक्षण शिबिर लगाया जायेगा। यह जानकारी फाउंडेशन के अभ्य निपटारी ने दी।

**अमर उजाला**

**प्रशिक्षण केंद्र दिखाएगा बेरोजगारों को रास्ता**

**हापड़।** आरोह फाउंडेशन की ओर से बेरोजगारों को प्रशिक्षण देने लिए स्वर्ण अक्षय रोड पर बुधवार को प्रशिक्षण केंद्र खोला गया। इसका उद्घाटन सामाजिक कार्यकर्ता डीडीएस खैरत ने किया। प्रोजेक्ट ऑफिसर राजेंद्र सिंह ने बताया कि प्रशिक्षण केंद्र आरोह फाउंडेशन के स्वर्ण जयंती ग्रामीण स्वरोजगार योजना के तहत खोले है। केंद्र पर 18 से 35 वर्ष के बीपीएल शरक प्रशिक्षण निम्नलिखित प्राप्त कर सकेंगे। इस मौके पर आशुतोष, विद्याम फत्त, इमरान, मनजीत व नीतू मौजूद रहे।

## AROH-SGSY CENTERS – working for sustainable livelihood

The first quarter of 2011 was action-packed as it helped us to set up twenty five centers under AROH-SGSY in the three States of UP, Haryana and Rajasthan. In this quarter, the coverage in UP has been excellent, and brought us closer to our physical target in the state. We also picked up pace in the States of Haryana and Rajasthan where more centres have been opened.

### Spreading wings in Uttar Pradesh

After the well-deserved success of the centers in Gautam Budh Nagar, we expected more from the geographically the biggest region of India. We spread our wings to the nearby districts - to Bulandshahr, Meerut, Ghaziabad, BB Nagar, Sant Kabir Nagar, etc and tried to penetrate the pockets of poverty in these backward districts.

### Good outcome from Bulandshahr initiative

We opened three centers in Bulandshahr in this quarter, and the response is been worth the effort. Mawana, Gulaothi, Daulatpur, Unchagaon have been able to draw out good number of beneficiaries in this quarter.

Gulaothi center of Uttar Pradesh emerged as an important center of AROH. This center got over 200 registrations and more than 100 enrollments for AROH-SGSY. The training session of all the batches is over and all the beneficiaries are very happy and content with the job profile they got. Rajesh, mobiliser of Gulaothi center, worked hard under the guidance of project officer and their efforts helped in setting another milestone in UP.

### Ghaziabad – the hub of AROH-SGSY

Ghaziabad has been an important district in the progress of AROH –



*Centre inauguration at B.B. Nagar*



*Inauguration of Garh Mukteshwar Centre*

SGSY initiative. Garh Mukteshwar center has done remarkable work in gathering the candidates and providing them the benefits of the scheme to the needy ones. In 2010 we had two centers in Ghaziabad and the response from both the center was extremely good.

In 2011, we realized that there is need of atleast couple of more centers in Ghaziabad and this realization came true when we opened a center each in Garh Mukteshwar, Simbhaoli, Hapur, Loni, Modi Nagar. Simbhaoli center

did wonders for us and so did the Garh Mukteshwar center.

### Simbhaoli trainees set the ball rolling!

Simbhaoli block in Ghaziabad is famous for its Sugar Mill, but also infamous for its poverty and gender biasness. The block has more than 50 per cent Muslim population. They are all landless farmers or those with small land holdings and do not have enough to sustain. The livelihood opportunities are non-existent.



Under this scenario, when AROH opened its training centre in Simbaholi, the villagers were not sure how it would help them. But the objective was clear. All those young boys and girls who wished to work would be given an opportunity, was what the friendly AROH counselor told them. Hundreds of boys and girls registered themselves for the classes and the centre maintained almost 100 per cent attendance. People just wanted to do 'something'. The boys and girls were as keen as their parents to find suitable work. Everyone wanted to come out of the clutches of poverty and live a life of dignity.

Soon as training was completed, the difference was visible. The trainees had learned computers and gained good communication skills and were ready to march on. They were given mock interview sessions to boost their confidence.

It was a great day for the village when five companies were called for a placement camp who judged the trainees and offered them on-the-spot jobs! The jubilant villagers celebrated the occasion by singing and dancing. The trainees started dreaming and preparing for their journey to the city.

However, the parents were also a bit skeptical about city life and

special concern for girls was expressed by them. Gender barriers are difficult to break and Simbhaoli families were willing to send their girls for work provided there was assurance of their security. AROH had made arrangements for their stay and taken responsibility for their safety and security. Some of the parents came with their daughters to give them a green signal. The confidence level went up and more than 40 girls joined the BPOs in NOIDA and their life has taken a new turn just in a few days!

The trainees came and joined their job at India Calling and were slowly adjusting themselves to the city life. Their parents themselves came to NOIDA to ensure that their wards were safe and living in good conditions. They were very happy with what they saw. With more than 40 girls and nearly 200 boys at work in India Calling, the BPO is also proud to serve the needy and be a partner in national progress!

**Moving to deeper pockets of poverty – Sant Kabir Nagar**

The centre at Sant Kabir Nagar district opened the gates for the deprived North-Eastern region of Uttar Pradesh. Total enrollment from S K Nagar district was a landmark 200 on the first day itself which was the highest enrollments done in any center in one day. Till the end of the first quarter of 2011 around hundred students who were trained and skilled were placed in jobs.

**HARYANA picks up pace**

More centres have been opened in other districts of Haryana like Rohtak, Jhajjar, Jind and Julana. The trainings have been started in different trades like ITES and Multi skilled technicians trades. The focus in these centres is on OJTs which always provides hands-on practical



*Trainees at Simbhaoli Centre*



*Computer training session*



*Beneficiaries of Rohtak*



*Trainees at Digal Centre*



*Registration Camp in progress at Dhaulpur Centre*

training to the candidates and they also get a stipend from the start of training.

After an overwhelming response from Rohtak center from Haryana, we started another center in Digal. The centre started slow, but paced up steadily and by the end of first quarter of 2011 we have 63 candidates enrolled at Digal centre. By the end of March, more than 250 beneficiaries have been enrolled in Haryana. Most of the centres have under-training on going batches and students at OJTs, the placements would be done in the coming quarter.

### **Faster movement in Rajasthan**

Dholpur is a district known for its stone quarries and the youth has no other means of livelihood except cutting of stones. They are living in abysmal poverty, but do not know how to get out of there sad state.

AROH-SGSY has been able to mobilize large numbers of youth in this district in this quarter and after a stringent filtering process, took nearly 400 poorest and most needy beneficiaries for training under SGSY. All the beneficiaries have been placed under OJT for training as multi skilled technicians and they would later take up jobs in the same industries after their successful training.

The programme has been conducted in Bari, Baseri and Sarmathura blocks of Dholpur. Bari center enrolled 178 candidates. Beneficiaries from Baseri have set example for the others too. They motivated each other to take the benefits of the SGSY Scheme of the Government of India. Around 100 candidates mobilized by each other arrived at AROH head office to take up the training sessions and fulfill their dreams and ambitions.



## Paving way to success - OVERCOMING the CHALLENGES

“Dreams can often become challenging, but challenges are what we live for.” The saying becomes true to its core when we nurture the dream of placing all unemployed BPL youth in jobs and to realize the dream, every day throws many daunting challenges before us. However, AROH perceives these challenges as stepping stones to success. Here we discuss some of the major challenges faced during the implementation of AROH-SGSY.

### Relocation – A Major Barrier

The most common hurdle is the relocation of beneficiaries to the places nearby to industrial setups. Many of the beneficiaries, though motivated, find relocation a tough barrier to cross. The beneficiaries suffer from home sickness and prefer to live with their families, even if it means remaining in abject poverty and out of job.

To tackle with this challenge a team of counselors counsel them and the families and make them understand that there is nothing better than a permanent job. Counselors make them understand that if they would break the shell once, they would get a more and more opportunities in the cities instead of village or towns which would help them to get more money and a respectable jobs. The candidates are convinced about the probable savings they could with the fix salary and permanent jobs. They are also given logistics support for a month to meet their out-of-pocket expenses till they get their first salary. Slowly, but steadily, with mobilisers’ support and confidence at the grassroots level and the industry’s support at the work-place level, AROH has been able to build the confidence in the beneficiaries who are now more willing to leave their habitat and venture out to find new opportunities.

### Lack of Proper Guidance

Rural youth often lag behind because they are not guided or misguided. They don’t have a clear vision and hence are not able to take their own decisions. There have been numerous cases of fraud in the name of providing good jobs. People from the villages are the scapegoats and are easily trapped in the nets of the fraud people or consultants. Due to this reason people have doubts in the mind. AROH has set up a team of counselors who conduct counseling session in the centers. People would get solutions of each and every query. As a further confidence building exercise, industry HR teams are invited at the training centres to interact with the trainees to guide them about their future prospects as well as to instill confidence about the establishments they would be working in. The eminent persons from the area like Gram Pradhans, school and college teachers and others are also associated with the programme to provide credibility to the programme and gain confidence of the beneficiaries and their families.

### Helping Hand

Mostly candidates coming from the villages are not able to find places to live. Besides providing the job AROH also helps them to get proper place to live. Besides providing them with logistics support for about a month or more, till they get their first salary, AROH helps them to find suitable accommodation, nearest to the industry, to facilitate their retention in the industry.

### Tracking – Coming on Track

Tracking the beneficiaries who have been placed in the job is not only a mandatory requirement of the scheme, but also an important parameter of the success of the entire programme. Besides keeping

a track the whereabouts of the beneficiaries, tracking for AROH also implies that we should know whether our placed beneficiaries are satisfied with the work, they are getting the salary on time and are they getting what they were promised. AROH has been able to set up an effective three tier tracking for tracking. Group facilitators are selected amongst the trainees for each industry who given incentive for keeping track of their group and being in touch with the placement team for any guidance in case of a problem. The placement team is strengthened with counselors, telecallers and helpdesk facilities and beneficiaries are encourages to keep in touch. Those who remain in touch are given a mobile top up for six months. The level of HRs is also tapped to help us in knowing the status of placement in any industry besides giving input on further requirements of the industry.

### Training – A Necessary Tool

During registration we encountered many people who used to ask for job without any training. Our trainers and counselors made them understand that they should not look for the short cut. Going for a job without any prior training might get you the job but it would be very difficult for you to sustain in the professional atmosphere. Beneficiaries are made understand that even the highly qualified people don’t get good jobs without experience or training. Our trainers worked very hard to train the beneficiaries in least period of time so that they did not have to wait for the job for too long.

Our implementation so far, in the face of various challenges has enriched us with new ideas and dimensions for future implementation. Each day we begin with a new zeal and enthusiasm and we look forward to meeting our targets well ahead of scheduled time or project end date.

## Capacity Building and Training of the Trainers

Training of trainers is the process of providing the knowledge, skills, and attitude that are needed to fill the gap between what is required to be done by the trainers in the field, and what they are able to do now. The purpose of 'cascade training' is to pass knowledge and skills to the implementers who work at different 'levels'.

Under the SGSY, AROH Foundation organizes regular orientation and training workshops for the trainers, mobilisers, centre coordinators and other project staff. The main objective behind the TOTs is to match the quality and pace of the trainers to suit the requirements and targets of SGSY. Three TOTs were held in this quarter.

The discussions are held on how the benefits of the SGSY could reach to needier people. The trainers are told about the points that could motivate the candidates to retain their jobs after they are placed. The centres have been given the responsibility to track the trainees who leave the jobs and make their way back to their homes. More clarity was provided to the implementing team at the grassroots level about the expenses and remuneration packages of incumbents placed under the AROH-SGSY. Following points were told

- Only needy candidates who are willing to relocate should be enrolled under the scheme. Those candidates who are earning around about 5000 in or nearby their villages can't take benefits of this service and should not be enrolled.
- The living expenses in the city could be minimised to 1500 including rent and food which makes the job feasible at basic



minimum salary, AROH would provide logistics support for one month.

- They would get the benefit of Provident Fund if they work in a company.
- Those who work harder can get overtime and faster rise in their careers.

They were also informed about grooming the trainees and taking counselling sessions with them before sending them for jobs. A thorough briefing about the workplace etiquette and personality grooming was made mandatory for all centres to avoid the pitfall of dropouts at later stages.

Responsibilities of tracking were fixed during the workshops and the feedback and experiences of the field staff was shared with all participants.

Every training center have been instructed to provide all possible help to the SGSY beneficiaries. Few instructions have been given to all the training centers -

- Centre Establishment and Maintenance - Every centre coordinator has to maintain his

centre properly. There must be proper services for the beneficiaries. Trainers will have to maintain an attendance register. Every beneficiary should be aware of SGSY and AROH foundation. Identity cards of all the beneficiaries should be made and there should be a notice board which should carry the information about the events to be organized every now and then.

Each and every trainer was been told about the impact and usefulness of this service after the training. Those problems were also addressed which the beneficiaries face during the job. During the end of the training the centre coordinators were instructed to keep a close check on the work of Mobilizers which would help to eradicate the problems of the beneficiaries. Beneficiaries should be motivated for the job so that they could understand the importance of the job. There have been cases when people after taking training drop out from the job, so they must be counselled so that their mind doesn't gets diverted and remains focused on the job.