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Gainful Employment Initiatives for Youth



Tanvi Arora

Assistant Programme Director
Development Alternatives

Development Alternatives has a mission to create models that generate sustainable livelihoods with an approach of innovation, implementation and influence to create large scale impact. In the employment thematic area, DA has oriented more than 11 Lakh youth on livelihood awareness and trained more than 25,000 individuals on vocational skills while linking 23,000+ with livelihood opportunities either through jobs or apprenticeship in last 6 years.

During the outbreak of COVID-19, the digital platforms have helped shifting to an

alternative for conducting the skilling and upskilling trainings to work towards improving the lives of underserved communities. Various digital toolkits have also been developed for conducting vocational skills training which are delivered through Zoom etc. and livelihood preparedness trainings delivered through various modes including Whatsapp for school students. Various funding partners of Development Alternatives including HDBFS, FICCL, Citi Foundation, WPP India Foundation and HCL Foundation also supported in conducting the digital trainings for the beneficiaries.

A need was also felt for standardization and digitalization of the placement platform which will bring both employers and candidates at same platform. Bridge2Naukri is an aspiring livelihood linkage programme of Development Alternatives supported by Citi Foundation. The programme also has strategic support of National Skill Development Corporation

(NSDC). **Bridge2Naukri aims to reach out to all the active job seekers who are looking for suitable job or apprenticeship opportunities across geographies and sectors.** It also engages with employers of various sectors and helps them in hiring skilled candidates which will ultimately help in improving the quality of workforce and decreasing the unemployment/attrition rate to some extent.

This digital platform (website and mobile application) enables youth to get access to entry level jobs and apprenticeship opportunities across sectors like Retail, IT/ITES, Telecom, Tourism & Hospitality, Beauty & Wellness and Banking Financial Services & Insurance (BFSI) etc. The promising employment partner includes PUMA, Future group, Landmark group, Tata group, Aditya Birla group, Reliance ADA and MDA group etc.

In this direction, various training partners like Tata Power Delhi Distribution Limited (TPDDL) which have approximately 18

vocational training centres in Delhi NCR have been trained to be on boarded on the platform and utilise the placement services of the platform at no cost. Also various institutions like Non-Collegiate Women Education Board (NCWEB) have been partnered for supporting the placement linkages of the girls graduating from NCWEB with suitable livelihood opportunities.

Since announcing the Skills India initiative in 2015, the government's focus on enhancing digital skills in the country has continually grown. A true testament to this is the Union Budget 2020, wherein the government announced an allocation of INR 99,300 crores to help improve the country's overall education system, including INR 3000 crores for skills development – especially highlighting its focus on building skills in new-age technologies. Also, the government's focus

on upgrading higher education to bring in greater skills focus is a step in the right direction; embedding digital skills in early learning is critical to help make our youth future-ready.

There are various initiatives taken by Government and private organisations towards digitalising the skill ecosystem. It is required to have holistic approach through partnerships and collaborations of those initiatives, which will further help in bridging the digital gap and bringing social change in communities.

These initiatives have helped young people to gain jobs even in these testing times and becoming a ray of hope. As always Development Alternatives strives for providing solutions to improve life and jobs of people, keeping the global vision as guiding principles during the implementation.

- A need was felt for standardization and digitalization of the placement platform.
- Bridge2Naukri aims to reach out to all the active job seekers who are looking for suitable job or apprenticeships.
- This digital platform enables youth to get access to entry level jobs and apprenticeship.



Placement drive

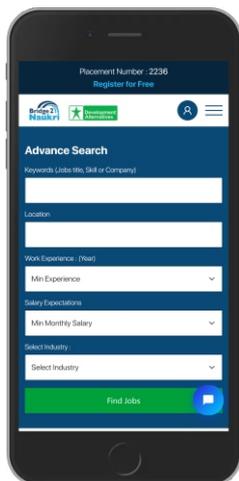
Kaleidoscope



Graduation ceremony



Online module to disseminate information



Mobile app for Bridge to Naukri website



Workbook developed for class 12

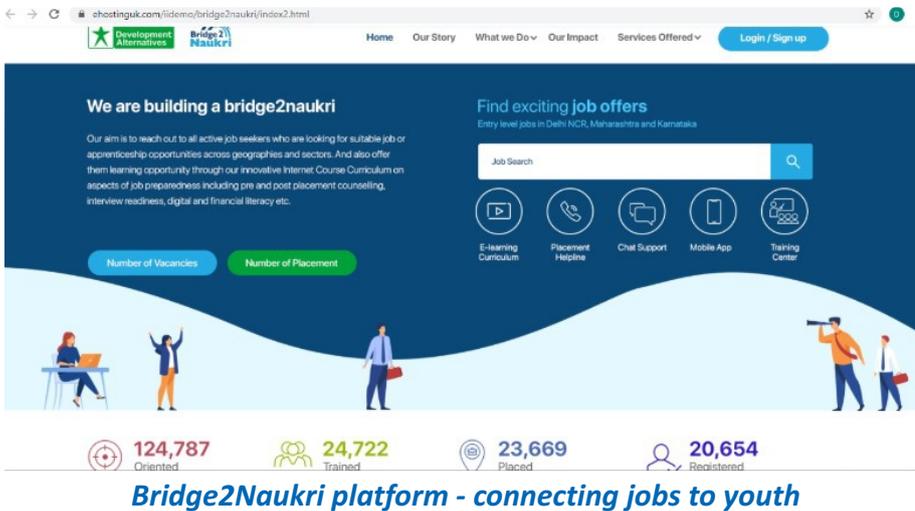


Linking students to web portal through IVR



Whatsapp game for module delivery

From Offline to Online – Journey of the Skilling Programs in DA



opportunity to job seekers through our Innovative Internet Course Curriculum available on both English and Hindi on aspects of job preparedness including pre and post placement counselling, livelihood prepared, interview readiness, digital and financial literacy etc. while providing assistance through call centre facility wherein if the job seeker needs to clarify any doubts, then our representatives will provide all the required support to them.

Interactive Voice Response (IVR) system

One of the most important ways of digital mobilisation is **IVR system with the help of which the beneficiaries can be reached out and on the other hand the beneficiaries are free to contact and get answers to their queries.** The IVR system can be utilised for solving various purposes from awareness generation to feedback collection which not only help in engaging with the stakeholders but also helps in generating awareness among the stakeholders about different skilling and employment opportunities available in respective geographies.

The IVR system has been set up with an aim to reach out to active job seekers and employers who can further be linked to the Bridge2Naukri digital platform wherein both the stakeholders can engage with each other directly. The employers can be mobilised for sharing their active vacancies for entry level jobs across sectors in different states. The job seekers can be mobilised by making them aware about some aspects like; how to use Bridge2Naukri digital platform, information about active job vacancies with details, answering their queries related to any of the job profiles or any other requirement, informing about job interview and its details, imparting them knowledge about skill development centres etc. **The IVR system can also be**

The COVID-19 pandemic has provided an opportunity to accelerate this digital learning programme. Lockdowns, physical distancing and travel restrictions have made distance learning a necessity. Digital learning is a mindset shift from the traditional way of learning i.e. classroom learning. HR leaders must propagate the positives of this new learning paradigm, but embracing learning technologies themselves, and setting an example for others.

Bridge2Naukri

Based on our learnings, we realised that there is a need for a digital platform for linking the trained candidates with suitable livelihood opportunities. Therefore, Bridge2Naukri programme aims to provide a comprehensive real time digital platform in form of a website and a mobile application as a solution to unemployed youth. **It will help in connecting employers with entry level job seeking youth. Bridge2Naukri is an aspiring livelihood linkage programme** of Development Alternatives supported by Citi Foundation.

This Bridge2Naukri digital platform (website and mobile application providing one stop solution to active job seekers and employers) enables youth to

get access to entry level jobs and apprenticeship opportunities across sectors like Retail, IT/ITES, Telecom, Tourism & Hospitality, Beauty & Wellness and Banking Financial Services & Insurance (BFSI) etc. in location namely Delhi NCR, Karnataka and Maharashtra at various job roles some of which are Retail Trainee Associate, Assistant Beauty Therapist, Field Coordinator, Customer Service Representative, Sales Associate, Counter Management etc. while helping them achieve their career objectives. Our promising employment partner includes PUMA, Future group, Landmark group, Tata group, Aditya Birla group, Reliance ADA and MDA group etc.

Bridge2Naukri digital platform aims to reach out to all the active job seekers who are looking for suitable job or apprenticeship opportunities across geographies and sectors. It also engages with employers of various sectors and helps them in hiring skilled candidates which will ultimately help in improving the quality of workforce and decreasing the unemployment/attrition rate to some extent. We also work with partners in different states namely; Maharashtra, Karnataka and Telangana for reaching out to youth and women and further linking them with suitable livelihood opportunities. **It also offers learning**

utilised for carrying out post-placement tracking activities for understanding the experiences of job seekers and employers. During the post placement tracking process the job seekers will also be made aware about various aspects to be taken care of like; work ethics, how to manage time at work place, how to engage with other colleagues, how to do saving and why it is important etc. In case of employers the IVR system can be utilised to collect their feedback about the performance of the candidates who got placed through our interventions

Development Alternatives took a decision that they will run **their Skill development Centres via digital medium** because after lockdowns it was not possible for DA to reopen the centres due to the Government restrictions. DA had started online classes via Zoom because Zoom App is user friendly, ever secure network and has a high level of host control over the meeting. First, they started their mobilisation and transformed field mobilisation into tele mobilisation. In the tele mobilising, they focused on the data which the mobilising team collected during the community mobilisation and mass mobilisation before the COVID-19 pandemic. Mobilising team changed the pattern of mobilisation and now they are doing mobilisation through call. First, they call the candidates and pitch them about their organisation, courses and their benefits and about an online platform through which they used to deliver classes to students. In digital class, they faced major challenges because students were not aware about Zoom App and how to use it. Counsellor counselled them about the Zoom app and how to use it and how students can ask their doubts after clicking on unmute options and also by typing in the Chat box. They try to sort out all the queries of students during the Zoom class.

Whatsapp Training

DA also reaches out students through different WhatsApp groups for each respective course. Center team formed separate WhatsApp groups according to the student's batches. Students can ask

the questions in their respective WhatsApp group. Trainers always try to solve the query of the students efficiently and effectively.

There are numerous technologies available for online education but sometimes they create a lot of difficulties. These difficulties and problems associated with modern technology range from downloading errors, issues with installation, login problems, problems with audio and video, and so on. Sometimes students find online teaching to be boring and unengaging. Also, there is a low-level preparedness among the students concerning the usage of Learning Management Systems To overcome these, WhatsApp was used as a learning tool by creating quizzes and lectures in the form of topics-wise snippets.

Challenges and Mitigation

- Personal attention is a huge issue facing online learning. Students want two-way interaction which sometimes gets difficult to implement. The learning process cannot reach its full potential until students practice what they learn. **Social media and various group forums can be used to communicate with students.**
- Sometimes, online content is all theoretical and does not let students practice and learn effectively. Mediocre course content is also a major issue. To resolve this, **online courses should be made dynamic, interesting, and interactive with active participation of teachers.**
- Students feel that lack of community, technical problems, and difficulties in understanding instructional goals are the major barriers for online learning. Students were also found to be poorly prepared for several e-learning competencies and academic-type competencies. **Technical difficulties can be solved through pre-recording video lectures, testing the content, and**

always keeping Plan B ready so that the teaching-learning process cannot be hampered.

Way Forward

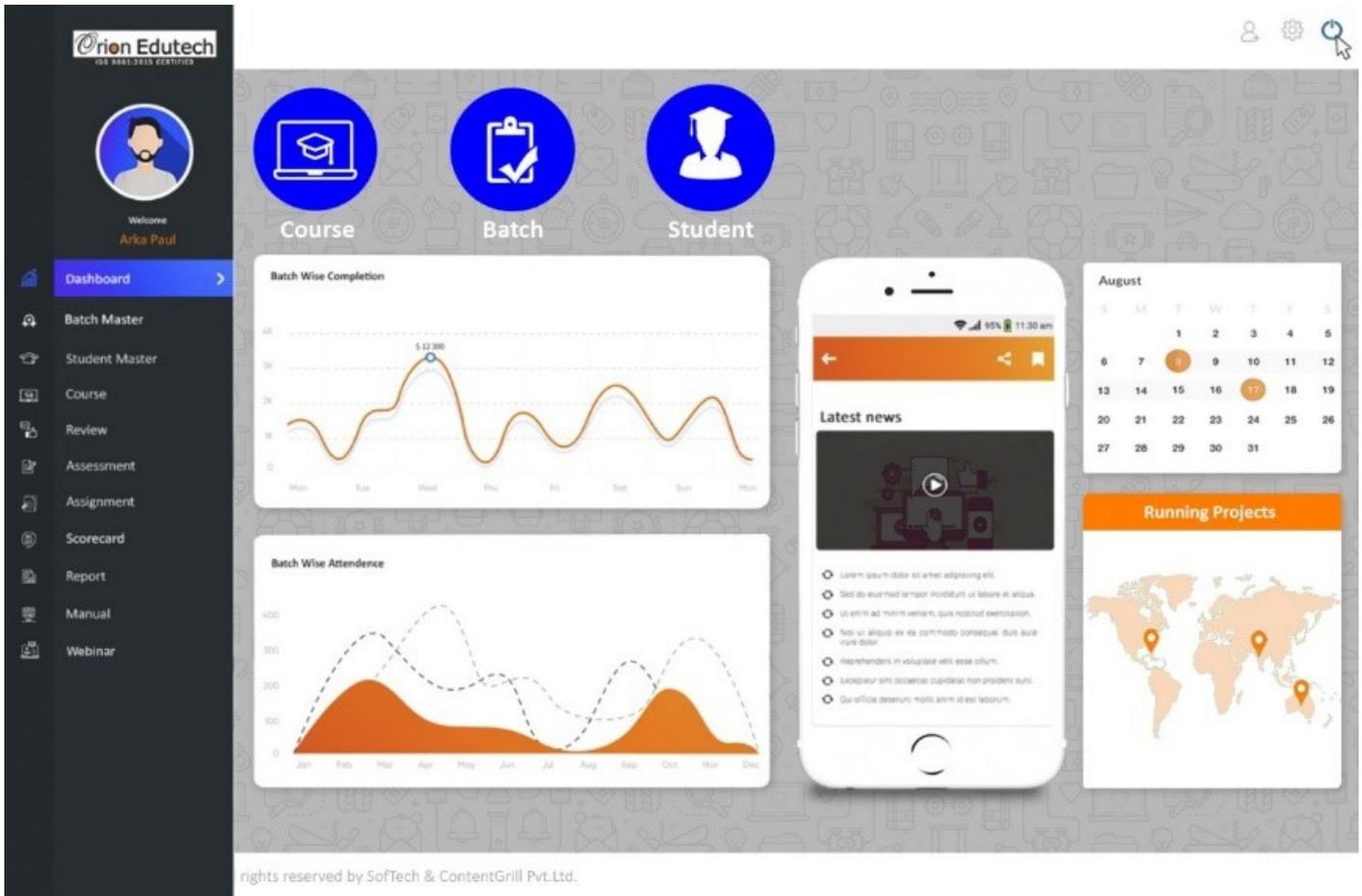
Before the COVID-19 Pandemic, trainers would conduct the assessment tests offline. **Now they have designed a Google form to take these assessments online.** This google form comprises basic details of Beneficiary and Multiple choice questions(MCQs) are also added to the quiz which makes Assessment test interesting and interactive. Online assessment test brings a fair scoring system that helps students to evaluate their understanding of a given subject.

In the last 11 months Bridge2Naukri have trained 450+ Candidates in Micro finance executive and retail trainee associates through their Skill development Centre, Ghitorni and provided job opportunities to over 50 candidates. They have also provided job opportunities to over 1100+ Candidates under Bridge2Naukri project. Development Alternatives always moves with conquering the challenges to provide impactful solutions to several youth and communities. Changing the adversity into an opportunity is one of the solutions DA provides to the community and excels in.

Divya Yadav

- **Bridge2Naukri is an aspiring livelihood linkage programme.**
- **Platform will help in connecting employers with entry level job seeking youth.**
- **The IVR system has been set up with an aim to reach out to active job seekers and employers who can be linked to the Bridge2Naukri platform.**
- **DA also reaches out students through WhatsApp groups.**

Partnering for Delivering Excellence



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Snapshot of Trainer’s Dashboard with details of trainee performance

Partnership for Training Delivery

DA started imparting training and placements through implementing partners as an initiative to introduce a healthcare sector course to one of our Skills to Livelihood projects- Women Empowerment supported by FICCL. **After a study of sectors that have an increase in job openings. DA decided to conduct training for the Bedside Assistant course.** The training was conducted by Vishwas Social Welfare Society. They bring together a wealth of delivering qualitative training and workshops in the healthcare sector and offer expertise in minimising risk in a health care setting through proven knowledge of clinical and patient safety programs. They carry the mark with awareness and understanding of the quality and the affordability of patient

care. 59 students which include 52 females and 7 males have completed their training. As a result of the post-training assistance, 45 out of 59 trained students have started on-the-job training and 12 have been placed in several hospitals of Bilaspur, Chhattisgarh. Names of such employment partners are;

- Arogya Accidental Hospital
- Unity Hospital
- Balaji Hospital
- Pratham Hospital

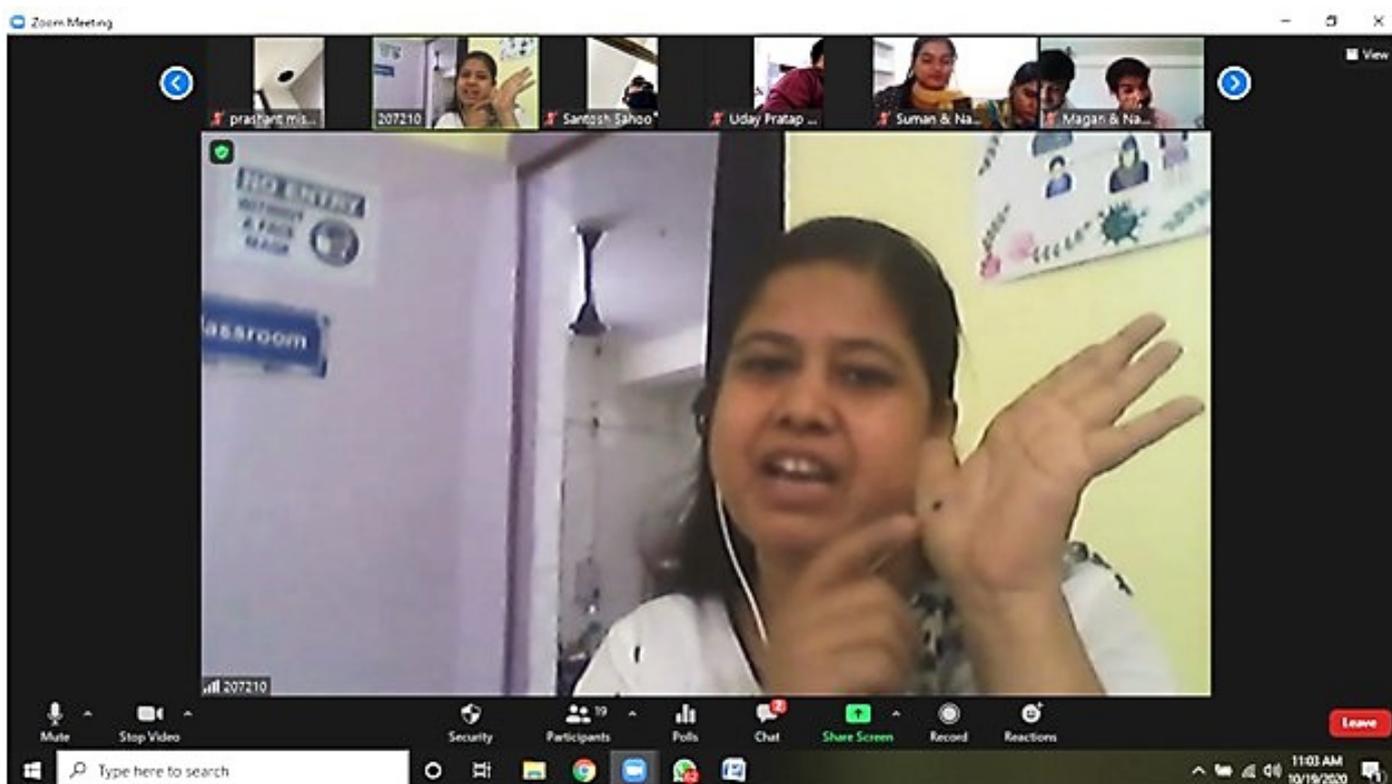
Orion Edutech

Development Alternatives (DA) partnered with Orion Edutech under HCL Uday, Skill to Livelihood project to conduct online trainings and standardise

the learning experience. **The e-platform not only helped in conducting online training sessions but also enables us to track the learning progress of the students and the trainers.** An all-in-one collaboration tool helped to manage the entire student life cycle through one platform that proved very helpful during the COVID-19 pandemic. All necessary records were maintained and training materials were made accessible online for learning purpose. The e-platform supported in documenting, tracking, reporting, assessing and facilitating training all at one time.

Partnership for Digital Facilitation - Wadhvani Foundation

The transition from the regular training to virtual training has been a journey full of learnings. We had started content



Activity session during Training of Trainers facilitated by Pravah

digitisation and exploring digital platforms to impart our training. As part of that DA developed a new partnership with Wadhvani Foundation. Wadhvani Foundation is a not-for-profit with the primary mission of accelerating economic development in emerging economies by driving job creation in India and other emerging economies through large-scale initiatives in entrepreneurship, small business growth, innovation, and skilling. Their digital learning platform, **Learnwise helped DA to continue trainings on enhancing soft skills and in making students job ready even at the times of the COVID-19 pandemic and national lockdown in the country.**

Along with this, DA in collaboration with Wadhvani foundation has organised **online COVID-19 awareness session for all the registered students under our all different projects.** In total, 369 students have been made aware on the COVID-19, General Symptoms and Preventive Measures. A certificate of appreciation was also provided to all the participants by Wadhvani Foundation. The partnership proved fruitful especially at the time of the pandemic when **digital trainings and awareness sessions were imparted with the aim of achieving quality results.**

Partnership for Capacity Building of Team members: PRAVAH

Partnership with Pravah for Training of Trainer on Dynamic Facilitation: As any trainer needs two separate sets of skills and knowledge. First, they need to know the topic they are teaching (subject matter expertise). And second, they need to know how to transfer that information to the student (instructional expertise). With the advent of online learning, a need was felt to update these skills of trainers. Acknowledging these, **a trainer’s of training was organised for trainers to maximise learning and to equip them with an enhanced skill set.** The TOT on Dynamic Facilitation was organised by DA in collaboration with Pravah NGO for sixteen staff members under HCL Uday and HDBFS skills to livelihood Projects for six days from 12th October 2020 to 23rd October 2020. Pravah was chosen to carry out this TOT as it has a vision is to co-create a sustainable national ecosystem that nurtures:

- Empowering spaces with and for young people,
- Through joint programming and partnerships,
- Capacity building of people and organisations;

- Engaging with multiple stakeholders in the adolescent and youth space-focusing on youth
- development and youth-centric development issues.

Tanvi Arora

- **A study of sectors that have an increase in job openings led to training in the Bedside Assistant course.**
- **The e-platform helped in conducting online training sessions.**
- **Learnwise helped DA to continue trainings on enhancing soft skills and in making students job.**
- **Online COVID-19 awareness session for all the registered students under.**
- **A trainer’s of training was organised for trainers to maximize learning and to equip them with an enhanced skill set.**

Breaking Barrier

Eighteen years old Princy, a student of Class 12th from Rajkiya Kanya Inter College is from Jwalapur in Haridwar district. She was once a girl who was shy and nervous like any other girl trapped in the vicious circle of social and cultural practices. But unlike other girls, Princy was able to break the barriers- thanks to WPP DA Skill Programme.

She came to know about the Skill training programme through one of her teachers and has been associated with it since August 2020. During the course of this training program, she got the opportunity to work on her personality development. With the help of the course she was able to identify the skills required to set the life goals with enhanced self-confidence, employability prospects and lead to a more higher quality of life. She gained knowledge on how to write a resume/CV, create a Gmail account, important tips related to interviews which were imparted through different means of communication such as videos,



Princy

Name: Princy Saini

Age: 18 years

Class: 12th Std, School - Rajkiya Kanya InterCollege

Location: Jwalapur

stories, posts and fun games. The topic which she liked the most was Women's Safety App which was added recently in the training.

Today she is a confident girl full of energy and power to move to greater heights. She thanks the trainers for building that confidence and passion in her. Post her training, she has shared the learnings with her family members and friends as well. Even her parents found this training program very useful. They used to say "it's really good that you get to learn many things after your school hours that will help you to grow in your life."

Vishakha Mittal

Investing in Empowerment

The WPP DA Skill Development Programme has come as a big game changer for many other girls. Tania Sharma from ---- village/city joined the training programme in --- and thereafter became a part of the training.

Through the WPP meetings, she learnt about the gained deep understanding about the word women empowerment.

Tania says that she became aware of the employment opportunities and learned about the difference between employment and self employment. She says, "in employment, one needs to work in an office whereas in self-employment one can do anything for example starting own enterprise or maybe a shop, etc. which she liked the most. Getting into the programme helped her give a new



Tania

Name: Tania Sharma

Age: 19 Years

Location: Jwalapur, Haridwar

Education: Govt. Girls Inter College

perspective about employment and related things."

She thanked the WPP-DA training coordinator for organising such useful and informative training sessions and giving additional knowledge on how to move ahead in life and most importantly empowering girls in every aspect of life.

Vishakha Mittal

Grasping Opportunities

Vikas is a 20-year-old high school graduate who works as a Customer Service Executive in CROMA as customer service executive. He comes from a 6 member family and lives in Mandi Village. He says, "My father works in a textile manufacturing factory at a monthly salary of 18K and I have two younger brothers and one sister who are studying in school. It was very difficult for us even to fulfil our basic needs. My father had a hard time to make the two ends meet and I saw him bearing a lot of pressure all through his life so I decided to earn and support my family but it becomes impossible without any professional experience and knowledge" All this made him sad and he desperately wanted to help his father in supporting the family.

One fine day he got to know about the Skill Development Center running under 'Bridge2Naukri'. He started taking the Vocational Training and enrolled in the Microfinance Executive Course. He said, "This coaching was an opportunity to



Vikas

Name: Vikas

Age: 20 years

Occupation: Customer Service Executive

Location: Mandi Village

improve my skills and help me achieve my dreams."

When asked what change he felt in his personality after the course, he said, "Now I can confidently talk to anyone and can appear in any job interview. My trainers guided me from time to time on aspects like presentation, grooming, and communication. They even counselled as to what type of questions will be asked during an interview. This job was a major turning point in my life and has helped me live the life that I have always imagined. My family is also very happy".

Pooja Jha

When Persistence Pays

Yogesh is a 25-year-old and works in Big Bazaar. There are 5 members in his family. Two younger brothers and one younger sister and his mother. His father passed away a few years back. After his father's demise Yogesh and his entire family suffered a great mental and financial set back. He said "that time was very difficult for all of my family as we barely knew what should be the next step which we should take to get out of the situation". He decided to start working to full-fill the basic needs of his family. But during lockdown he lost his job and it became nearly impossible for him to ensure basic necessities for his family. He was in dire need of a job and unfortunately was unable to find one!

After that, he appeared for many interviews but was unable to get a job. One day he got to know about Skill



Yogesh

Name: Yogesh

Age: 25 years

Occupation: Big Bazar

Location: Delhi

Development Centre under Bridge2Naukri programme which provided free vocational training to youngsters. He enrolled himself in the course of Retail and after completion of his training he started appearing for the interviews and due to his previous experience, skills, and guidance from the trainers, he got selected.

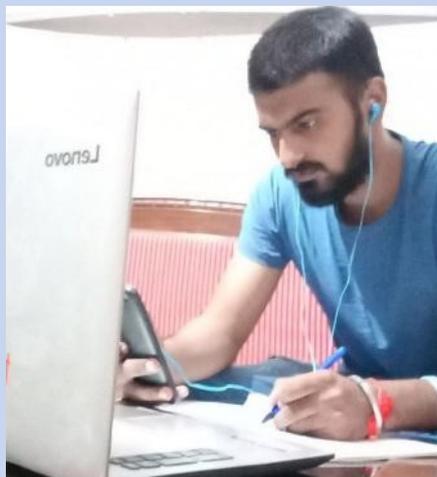
"I am really thankful to my trainers and team of the Skill Development Center. This initiative has completely changed my life"

Pooja Jha

Revisiting Skills

Arjun had to leave his job at Tech Mahindra Noida to look after his ailing mother. But he realised that the amounting bills from the hospital could be paid if he did not have a job with two younger siblings who were studying and a father who owed a business which has low revenue due to COVID, Arjun was on the lookout for jobs. When he came to know that Yuvakendra not only provided free training but also placements, he did not waste time and joined the IT & BPO course.

During the classes Arjun was trained in many IT skills such as making documents and presentations, enhancing typing skills, learning how to use the various applications of Microsoft suite. He also improved his English and learnt how to interact with customers. To Arjun this part of training was very useful as he came to understand customer service and how to manage customer



Arjun

relationships. Before Arjun used to be scared of speaking, especially in English. But in a discussion with his trainer he realised that if he kept getting afraid and let that stop him from moving forward in life. His trainer also shared his own working experience which motivated Arjun to keep working on his skills. Thus,

Name: Arjun Kumar
Age: 21 years
Location: Khora Colony
 Vandana Vihar
Education: B.Com. 3rd Year
 from SOL Delhi University.
Course: IT and BPO
Duration: 03 Months

Arjun started letting go of his fear gradually and became more vocal about his thoughts.

His foresight has paid off as he is now working in SNPL Noida Domestic Process as a Customer Service Executive earning INR 11500 per month. *"I am glad I got a chance to showcase my skills in the right job."* Arjun says as he looks forward to his future.

Manaswi Singha

Going Beyond Boundaries

Khushboo came to know about Yuvakendra from a friend who was already enrolled in IT and BPO. Khushboo wanted to become financially independent as she wanted to study further but was not willing to spend her parent's earning on her higher education. When she learnt about the IT and BPO course and its future prospects from her friend she decided to join the course for her aim to be financially independent. During the course she was trained in various software in IT and BPO and also informed on other essential skills such as communication skill. Khushboo had to put in a lot of hardwork.

Khushboo had very low self-confidence and did not speak readily. Though she wanted to learn how to speak English fluently, her hesitation held her back. This was noticed by her trainer, who then began to counsel Khushboo on a regular basis.



Khushboo

"Sir used to tell me that I had to get over my hesitation and fear if I wanted to get a job. He told me that this was something only I could work on." With constant help from her trainer and her own effort, Khushboo gained a marked improvement in her skills. Because of her consistent focus on the goal

Name: Khushboo
Age: 21 years
Location: Prakash Nagar
 Khora Colony
Educational Qualification:
 12th (Pursuing Graduation –
 B.A. Final Year from Distance
 Learning Delhi University.)
Course: IT & BPO
Duration: 03 Months

Khushboo is now placed at AMS Comtel working in Life Insurance Process. She is earning INR 14000 CTC. *"This initiative is giving skills to women that could improve their lives and empower them"* Khushboo said.

Manaswi Singha

A to Z of Training ONLINE

22324

#1. MOBILIZATION

OFFLINE Modes included -

1. IVR
2. B2N
3. Offline mobilization through social distancing

1764

#2. TRAINING

Application used -

1. Zoom
2. Google meet
3. Whatsapp

2997

#3. PLACEMENT

Platforms used -

1. Bridge2Naukri Platform
2. Placement drives
3. Industry connects



How DA transformed its training from offline to online

- Identified problems in training delivery with aspects of standardisation and quality training
- Partnered with digital platforms and digitised content simultaneously
- Developed Bridge2Naukri as a solution for placement and jobs

About Development Alternatives

Development Alternatives (DA) is a premier social enterprise with a global presence in the fields of green economic development, social empowerment and environmental management. It is credited with numerous innovations in clean technology and delivery systems that help create sustainable livelihoods in the developing world. DA focuses on empowering communities through strengthening people's institutions and facilitating their access to basic needs; enabling economic opportunities through skill development for green jobs and enterprise creation; and promoting low carbon pathways for development through natural resource management models and clean technology solutions.

www.devalt.org

Our Skilling Footprint



Major Partners in this Journey

 <p>Hindustan Unilever Limited</p>	 <p>HDB FINANCIAL SERVICES</p>
 <p>MAERSK</p>	 <p>Uday ek nayi subhah</p>
 <p>UNDP Empowered lives. Resilient nations.</p>	 <p>unicef for every child</p>
 <p>IKEA Foundation</p>	 <p>HCL FOUNDATION</p>
 <p>HONDA A CSR Initiative</p>	 <p>FORD FOUNDATION</p>