

Title of the case study: Skill Development Initiatives – Sustainable livelihood program for unemployed, disadvantaged urban youth between the age of 18-45 years

Basic information:

- Time period of the case study: FY2022-23
- Location (specific site, if applicable): Ranga Reddy District of Telangana, India.
- Brief background: The economic value of education and skills in the process of economic development is widely known and its spill-over benefits are enormous. The role of skill and education does not only affect productivity, employability and human capital formation but also has a profound positive influence in reducing the level of poverty.

The studies show that, it is prerequisite to upgrade the knowledge and skills of the economically vulnerable and socially excluded sections of the society to advance socio-economic progress.

India has witnessed rapid economic growth in recent years, driven by the development of new-age industries. The rise in purchasing power has resulted in the demand for a new level of service quality. According to the National Skill Development Corporation (NSDC), skills can be classified into four levels based on the degree and duration of the training required.

Skill Level 1 (semi-skilled) refers to skills that can be acquired through short-term courses, focused interventions and on-the-job training.

Skill Level 2 (skilled) refers to skills that are specific to the occupation and can be acquired through technical or vocational training.

Skill Level 3 (highly skilled) refers to skills involved in highly technical or commercial level operations and can be acquired through degrees, diplomas and post graduate education.

Skill Level 4 (highly skilled with specialisation) refers to the skills with high specialisation involving research and design that can be acquired through doctorate or many years of work experience in a specific sector or area.

With this backdrop and keeping in view the objective of Cyient Foundation to achieve long-term, holistic development of the community established Cyient Urban Micro Skill Centre and Cyient IT/ITES Skill Centres in and around Hyderabad, Ranga Reddy District of Telangana.

Cyient Urban Micro Skill Center (CUMSC) is a flagship initiative of Cyient Foundation; we had developed CUMSC in Public Private Partnership model. Telangana Govt. have allocated land located in one of the largest urban slums of Serilingampally Mandal, Telangana, Cyient Foundation had built a state of art Skill Center as per the National Skill Development Corporation, India guidelines. With total built-up area of 5396 sft. Center is developed with services like Digital Literacy Center for providing IT literacy to non IT literates in community along with CRÈCHE to support the underprivileged women during their work ours by taking care of Children.

CUMSC is an innovative and direct response to poverty alleviation and focuses on building livelihood opportunities that are aligned with community needs and built upon community strengths. We are offering free trainings on 5 major skills like 1. Tailoring, 2. Bakery & Confectionary, 3. Beauty & Wellness, 4. Retailing & Food processing and 5. Bedside care assistants. Also extending support to empower participants to be self-

employable or access to sustainable skilled employment through industry connect. CUMSC started functioning since 1st week of March '2019.

Cyient IT/ITES Skill Development Centre was established by Cyient Foundation in association with Swarna Bharat Trust- Hyderabad Chapter (Swarna Bharat Trust -HYD) in the year 2017.

The objective of the center is to enable a platform between Academia and Industry to enhance employability quotient of youth in the TELANGANA state. The centre primarily targets unemployed Diploma Holders and Graduates (Non Engineering) coming out of various colleges in Telangana state.

Details of the case:

- What issues or challenges were faced?
Skill development has been considered one of the critical aspect for job creation in India.
In today's world, lack of proper education and training restricts people from the opportunities for self-advancement by limiting their access to well-paid employment. Eventually, this prevents such individuals from making an influential contribution to economic growth. Thus, adequate education quality and training are recognised as fundamental ways of breaking down the eco-system of poverty.

Key Challenges

Insufficient capacity: Lack of proper infrastructure facilities for skill training, Insufficient Scale and Restricted Capability of current infrastructure facility available.

Mobilisation: The outlook of people associated with skill development is still very traditional. The enrolment of the students for vocational education and training has become an extremely challenging task.

Scalability: There is limited buy-in from the corporate sector, the progress of such initiatives is slow.

Skills Mismatch: There are lot of issues related to the skills needed by the industry and the skills imparted by the educational and training institutes.

Employer's buy-in is very low: though the Skill Development also focuses on the Public Private Partnership Model but it needs a lot of effort from both the players in development of skills

Scalability: Any model to be successful needs a lot of support from stakeholders too. Since there is very limited buy-in from the corporate sector the progress of such initiatives is reduced.

Skills Mismatch: There is a lot of issue related to the skills needed by the industry and the skills imparted through the educational and training institute. There is a lack of industry-faculty interaction because of which the skill set doesn't suit the employer.

No focus on Non-Technical Skills: The vocational Training Centres in India is focusing on developing technical skills only whereas the employers feel the need of having Behavioral Skills also.

- What was the approach taken to address these challenges?

Cyient having the background in designing systems and solving complex problems, through Cyient Foundation bring in several experiences and deploy technology-based solutions to make the existing skill development eco system more effective.

Cyient Urban Micro Skill Centre (CUMSC) has pioneered a collective action model for bringing about a large-scale social transformation across the city of Hyderabad and Ranga Reddy District. CUMSC enables Government, Corporates, Non-profits and Citizens to come together for the common purpose of social development.

Cyient Urban Micro Skill Centre and IT/ITES Skill centres followed the following scientific methods in addressing the challenges.

Decentralised and locally driven skill development initiatives

Creating awareness and mobilisation

Creating capacities/ infrastructure

Integration, Mobility and Transition

Greater Industry linkage

Some of the key interventions in Cyient Urban Micro Skill Centre and Cyient IT/ITES Skill Centres:

Community Mobilization: An extensive placement ecosystem has been created with support from Cyient CSR Volunteers, Implementation Partners, Local Community and NGO's.

Outreach: The first step is to reach out to low-income communities & youth. Communicating, visiting, relationship building, working with the leaders & the government are some of the strategies used.

Digital Empowerment: The curriculum prepares the youth with basic internet skills thereby enhancing their employability. Youth learn to become digital citizens, digital learners and digital customers.

Counselling: Incorporated to help each person understand and utilize their strengths to full potential for making appropriate career choices where they could flourish. Vocational Skilling With the aim to instil skills in demand such as Tailoring, Bakery, Beautician, Retailing and Bedside Care through in-house skilling programs as well as other skilling partners in a collaborative model.

Cyient Foundation and Swarna Bharat Trust -HYD identified the beneficiaries from various Diploma and Degree colleges located in Narayankhed, Sangareddy, Mahaboob Nagar, Warangal, Nalgonda and Medak Districts of TELANGANA.

The IT/ITES skill center initiated action to address underutilization of the talent pool produces by TELANGANA state and every 3 months a batch of 50 unemployed Diploma Holders and Graduates are provided high quality training programme aimed at equipping them with industry relevant skills.

Cyient Foundation providing free food and accommodation to all the candidates pursuing their training in the IT/ITES skill center.

Appointed qualified two full time training faculty to train the candidates and one assessment officer and one community mobilizer.

- What was the benefit of the initiative?

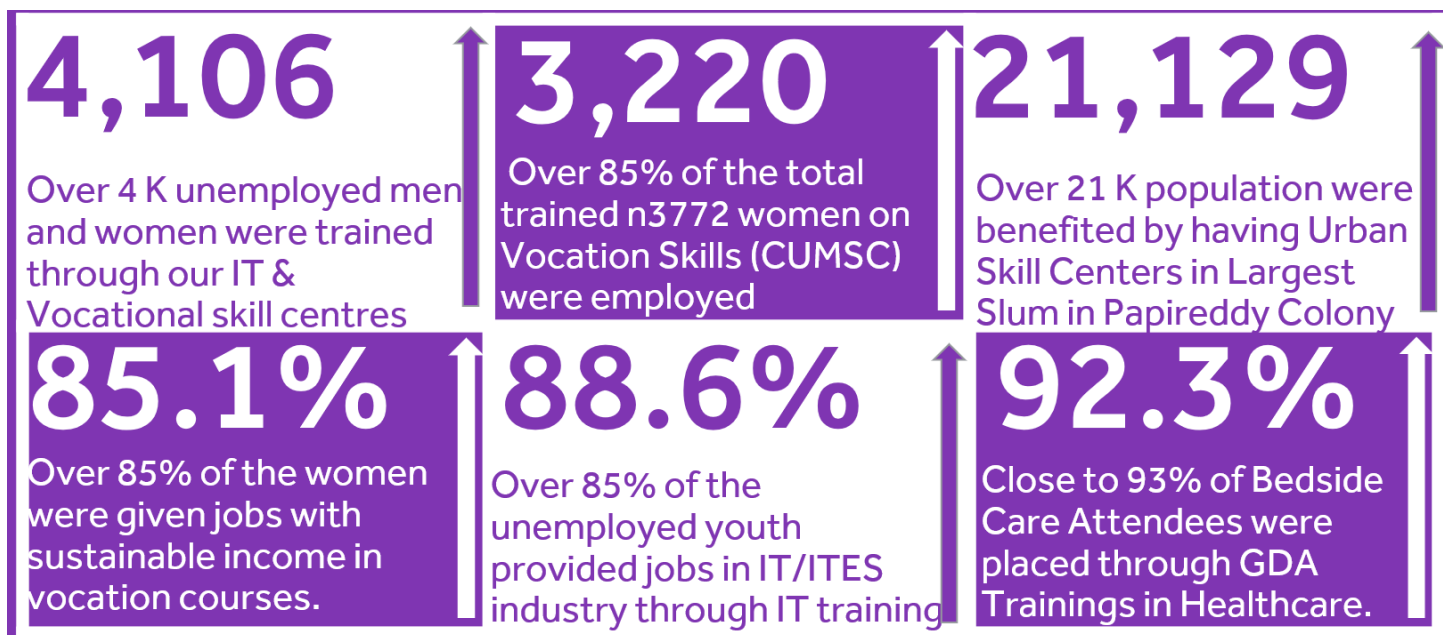
Impact created through CUMSC:

CUMSC helped in increase of at least Rs. 5000 in monthly earnings to Below Poverty Line communities, helped the women to gain independent income through employment and entrepreneurship.

To develop environmental friendly communities through reducing plastic usage and promoting cloth and paper bags. CUMSC women stitched 36,580 cloth bags and paper bags and promoted products for sale at District Collector Office, Rangareddy, Telangana.

Social and Economic development in the city, by enabling agency and sustainable livelihood for individuals and communities, at scale

- Please indicate if there are any specific quantitative KPIs or measurable indicators that demonstrate the value created/ outcomes of the interventions.



CUMSC started functioning since 1stweek of March '2019 and for the current FY trained over 1265 unemployed youth and women.

S.NO	COURSE NAME:	FY22-23 (4 Batches)				TOTAL
1	TAILORING	81	82	79	84	326
2	RETAILING&FOOD PROCESSING	66	65	66	67	264
3	BEAUTY &WELLNESS	55	54	59	55	223
4	BAKERY&CONFECTIONARY	58	56	55	57	226
5	BEDSIDE CARE	59	57	56	54	226
	Total	319	314	315	317	1265

Previous years metrics:

S.NO	COURSE NAME:	FY20-21 (3 Batches)			FY21-22 (3 Batches)		
1	TAILORING	74	75	72	74	78	76
2	RETAILING&FOOD PROCESSING	63	61	66	64	65	61
3	BEAUTY &WELLNESS	59	63	60	58	55	53
4	BAKERY&CONFECTIONARY	56	57	55	53	52	51
5	BEDSIDE CARE	48	45	47	302	305	259
	Total	300	301	300	551	555	500

As on date trained over 3772 community members on vocational skills

86% of the total trainees gained potential employment / self-sustained.

Sl.No	Skill Training Module / Course Name	No. Of Trainees	% Women	Employed	% Employment	Avg. Monthly Income
1	TAILORING	775	100%	661	86%	11,500/-
2	RETAILING	644	83%	515	80%	9,500/-
3	BEAUTY	571	100%	434	76%	10,200/-
4	BAKERY	550	85%	446	81%	8,800/-
5	BEDSIDE CARE	1232	100%	1158	94%	10,500/-

Impact created through our interventions: CYIENT IT/ITES SKILL CENTRE

Trained unemployed youth and provided them the required skill to gain potential basic IT Jobs.

As on date in 21 Batches – Trained 681 students and placed 586 students

This helped in creating sustainable livelihood to the underserved community and unemployed youth in and around Telangana.

Trained over 45% of Girls / Women and provided employment.

86% of the trained and certified candidates were placed in various IT/ITES Companies including Cyient.

Helped in gaining sustainable income of INR over 2.5 Lakhs per annum.

Photographs:

- A picture depicting the benefits received / illustrative image of the activity/support provided
- Note: No selfies, pictures at public places, etc. make sure the picture is professional keeping in mind the purpose of reporting



CYIENT

FOUNDATION

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Layout, Infocity, Madhapur,
Hyderabad, Telangana – 500081
CSR Reg. No: CSR00004617
NGO DARPAN: TS/2021/0287481



Testimonial (Only if applicable):

- Please provide a quote with the opinion of the beneficiary about the benefit received



From Left: Anathamma (Baking Skill Women – Papireddy Colony), Right : Meenakshi (Baking Skill Women)

Both the women who learned baking skill in Cyient Urban Micro Skill Centre got jobs in Karachi Bakery which is very old and reputed bakers in Hyderabad, the baking house having over 10 outlets in Hyderabad and both the women gained a job and earning 13,000/- per month, this is a life settling for the women who were job less and unskilled until the age of 40 years, both the women are now proud and thank Cyient Foundation for giving them and jobs.