

UMEED – HOPE for Poor Urban Youth

Background

Gujarat stands out in the nation with one of the highest rates of growth in the SGDP fuelled by industrialisation and rapid urbanisation. While more than 40% of the populations live in urban areas the relatively high poverty levels and low HDI factors have engaged the active consideration of the state. Poverty as we all are aware is multifaceted and requires convergence of Govt efforts in the key areas of provision of entitlements to the urban poor by way of title security, housing, access to urban basic services, primary health and education, nutrition, empowerment and social security and equally importantly harnessing the HUMAN RESOURCE potential of the urban poor through imparting skills and enhancing their employability.

Livelihood and employment has always been a challenge for the urban youth who are constrained by

low levels of education (Class 10th or Class 12th dropout), very little awareness or encouragement by family, high debt levels, irregular employment and inability to cope with workplace situations. However, this does not reflect the fact that they are quite talented and only require a small effort to nudge them into productive citizens.

Livelihood options (before UMEED Program) for these youth was mainly as semi skilled & unskilled workers (Street vendor, Peon, Construction worker, Rickshaw driver, Auto mechanic)

Traditional livelihood training was not very creative. Traditional courses, not based on market needs were offered such as radio-repair, papad making and pickle production, tailoring, etc, which didn't make the youth employable in the market resulting in despair, frustration and wastage of government money. Tragically backward and forward linkages were mostly non-existent.

Although stipend was offered to youth for attending such courses, a majority of youth did not get employment after completing these courses.

THE UMEED YOUTH EMPLOYABILITY PROGRAM

WHY IS IT DIFFERENT AND WHAT MAKES IT EFFECTIVE?

UMEED courses are of 3 months duration in which participants are given technical inputs based on market needs, the curriculum is prepared in consultation with industry experts and professionals. Training is activity based and includes classroom learning and practical training in the industry for which appropriate equipment and teaching software is provided.

Participants they are trained in various life skills such as positive thinking, self esteem, communication, team work, decision-making, SWOT analysis, goal setting, gender issues and time-money management so that they can confidently face the world.

A specially designed "Communicative English" module which includes public speaking and inter-personal communication prepares the participants for the challenges of the work-place.

Basic understanding of computers is integral to the training so that participants are prepared for computing skills which are inherent in any service sector job.

The “Work Readiness Module” teaches the participant how to prepare a resume and face an interview. They are briefed on work culture, coping with work-place related problems and maintaining a balance between personal and professional life.

UMEED PROCESSES

Market Scan

Umeed training is completely based on market needs and emerging trends. The market scan is a detailed understanding of HR requirements at the local level through interactions with leaders and HR heads of industry. It indicates both, requirements across sectors and specific skills required for job profiles of Umeed participants.

The sectors that are included in the market scan are Hospitality, Customer Relations & Sales Marketing, Multi-Skilled Services, IT Enabled Services, White Goods Services, Health Care, Home managers, Automobiles and Fashion & Accessories.

Curriculum Development

The curriculum is developed based on requirements specified by HR managers in the market scan in association of the industry. It is dynamic and reflects the changing needs of industry and has four components:

1. Technical component which imparts training for various sectors
2. Basic English speaking and understanding
3. Basic Computer knowledge
4. Life Skills Module for preparing participants to be comfortable in work situations

Road shows

Through interesting road shows, Umeed is publicized to potential participants in and around slums. Questions answered and clarifications during road shows along with other IEC activities and enrolment of participants are proposed during road shows.

Induction

Participants are inducted for various courses based on their abilities, education and interests through an active counseling process.

Classroom Training

After induction, participants undergo a two month’s class room training. The training methodology will include theoretical and practical learning. Work situations are simulated and emphasis is given on peer to peer learning.

The training is conducted by faculty who become mentors for the participants. Faculties are middle management persons who are conversant with industry requirements for employment and performance in workplace. They further develop their existing business network for placement of participants.

Guest faculty, normally HR managers from industries are be called to give lectures and interact with participants informing them on latest workplace requirements, so that later they can provide help in placement of participants.

Assignments

Towards the end of the second month of training, participants are given assignments in which they visit and interact with managers to gauge the skills required in their chosen courses. The feedback from managers is then incorporated into training, which improves employment skills.

Work Readiness Modules

This is the stage before final placement of participants. This module prepare participants to cope up with work place situations. Participants will work for about 10 days in a business setting and later they will give feedback to the faculty on additional skills required based on the experience of market.

Placement

The students are finally placed for full time employment. The place of employment is identified either by the faculty, by the participant during assignment or through the guest faculty. However, over time the Umeed brand has started attracting employers such as Reliance Retail, Subhiksha, ICICI Bank, ICALL Centre, TVS showrooms, etc.

Post Placement Support and Advanced Learning

Participants may require support after placement to cope with work and further motivation. In that case, participants also have the option of advanced learning which will be explored in this stage of the programme.

HOW DOES UMEED WORK?

- Gujarat Government provides the resources for training
- Gujarat Urban Development Mission is the nodal agency
- Constitution of Advisory body: experts working in the field of Urban Poverty alleviation involved
- Tripartite agreement between GUDM, Resource Agency & the concerned ULBs
- City and town authorities provide training infrastructure
- Resource Agencies identify participants and conduct training (SAATH, CAP Foundation and Aid-et-Action & SkillPro Foundation)
- Donor agencies provide additional resources
- Participants pay a fee of Rs 500

UMEED COURSES

<p>IT Enabled Services (ITES) Data Entry Operator, Web Designer, Database Manager, Internet Café Operator, Desktop Publisher, Cashier</p>	<p>Customer Relations & Sales (CRS) Tele Marketing Executive, Sales Executive, Showroom Sales Person, Market Surveyor, Counter Sales Person, Field Promotion Agent</p>
<p>Hospitality Services F & B Supervisory, Housekeeping, Steward, Front Office Assistant, House Keeping, Team Leader</p>	<p>Repairs & Maintenance Multi Skilled Assistant, Air-Conditioner Technician, Refrigerator Repair Technician</p>
<p>Logistics Delivery Boy Office Assistant</p>	<p>Business Process Outsourcing(BPO) Call Response Assistant Call Centre Executive</p>
<p>Nursing Bed Side Patient Assistant</p>	<p>Automobile Mechanic Spare Parts Sales</p>