

# Gujarat Urban Development Mission (GUDM)

## *A Note on*

### **UMEED – Youth Employment Programme**

**(UMEED – Motivation, Employment and Enterprise Development for urban Youth)**

#### **Context:**

Gujarat is one of the fastest industrializing and urbanizing states in India. The demand for capable and trained human resources is considerable, for both, the industrial sector as well as the service sector. It is estimated that the need for trained human resources will cross ten Lakhs over the next five years. A large number of these human resources will be required at the entry level stage in the service sector. This niche does not require highly academically qualified technical and professional persons. It requires human resources with basic education, a high degree of motivation, a willingness to work hard and learn. The skills required for functioning at the entry level can be imparted.

The rapid pace of industrialization and resulting urbanization has led to an increased number of migrants from rural to urban areas who settle in slums. Their rural background does not equip them with skills required in the manufacturing and service sectors. They are unable to find appropriate livelihood options and are subsequently under productive. The same holds true for migrants who have settled in slums for longer periods. A large number of these long and short term migrants are youth with initiative who are motivated and willing to learn.

The existing situation can be summed up as:

- Growing demand for human resources at the entry level in service and manufacturing sector.
- A large population of motivated but unemployed youth in slums of large, medium and small urban centres.
- A lack of academic institutions that can impart training based on the needs of the service and manufacturing industries.

#### **Existing Urban Poor Employment Programmes:**

With aim to provide gainful employment to the urban unemployed or underemployed poor through encouraging the setting up of self-employment ventures or provision of wage employment, the Government of India has launched the **Swarna Jayanti Shahari Rojgar Yojana (SJSRY)**. The SJSRY consists of two schemes, namely –

1. The Urban self-employment programme (USEP)

The USEP have three distinct parts –

- Assistance to individual urban poor beneficiaries for setting up gainful self employment ventures
- Assistance to groups of urban poor women for setting up gainful self employment ventures. This sub-scheme may be called “The scheme for Development of Women and Children in Urban Areas (DWCUA)”.
- Training of beneficiaries, potential beneficiaries and other persons associated with the urban employment programme for Upgradation and acquisition of vocational and entrepreneurial skills.

## 2. The Urban wage employment programme (UWEP)

This programme aims to provide wage employment to beneficiaries living below the poverty line within the jurisdiction of urban local bodies by utilizing their labor for construction of socially and economically useful public assets.

### **Target Groups for SJSRY**

- It targets the urban poor, defined as those living below the urban poverty line, as defined from time to time.
- Special attention is given to women; persons belonging to scheduled Castes/Tribes, disabled persons and other such categories as may be indicated by the Government from time to time.
- Educational Qualifications: this scheme will be applicable to beneficiaries educated up to IX standard.

### **Self-employment through setting-up Micro-enterprises and skill development under SJSRY**

- This component of USEP encourages under-employed and unemployed urban youth to set up small enterprises relating to servicing, petty business and manufacturing, for which there is a lot of potential in urban areas.
- This component is confined to below poverty line beneficiaries who have got education up to ninth standard.
- Skill development through appropriate training is another element of this programme, which intends to provide training to urban poor in a variety of services and manufacturing trades as well as in local skills and local crafts, so that they can set up self employment ventures or secure salaried employment with enhanced remuneration.
- **Training Cost:** The unit cost allowed for training will be Rs. 2000 per trainee, including material cost, trainers’ fees, other miscellaneous expenses to be incurred by the training institution and the monthly stipend, to be paid to the trainee.
- **Training Duration:** The total training period for skill Upgradation may vary from two to six months, subject to a minimum of 300 hours.

With reference to above description, it is proposed to incorporate an innovative approach of training to poor youth of urban areas under training component of SJSRY. This programme is the UMEED programme for employable youth.

## **UMEED – The Youth Employment Programme:**

UMEED is an inventive idea to provide training for skill development to the youth of urban poor considering need of market in particular area, so that employment of youth can be ensured. It aims in providing a platform where employable youth can be trained to meet the HR needs of business and industry.

### **Components of UMEED**

UMEED aims to increase livelihood skills of the urban youth for employment, and develop enterprises to meet the needs of the rapidly growing service and manufacturing sectors of the economy.

The components of UMEED are:

- Participants
- Market Scan
- Curriculum Development
- Road Shows
- Induction
- Classroom Training
- Assignments
- Work Readiness Modules
- Placement
- Post Placement Support and Advanced Learning

- **Participants**

Young men and women aged between eighteen and thirty, from poor and vulnerable families can become part of UMEED Programme. The proposed qualification criteria for this programme, will be same as defined in the guidelines of SJSRY.

Participants can be unemployed/underemployed youth; self help group women, migrants, retrenched workers, youth in conflict with law, victims of disaster and displaced communities.

- **Market Scan**

UMEED training is completely based on market needs. 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 can be included in the market scan are Hospitality, Customer Relations & Sales Marketing, Multi Skilled Services, IT Enabled Services, White Goods Services, Health Care, Automobiles and Fashion & Accessories.

- **Curriculum Development**

The curriculum will be developed based on requirements specified by HR managers in the market scan. It is dynamic and reflects the changing needs of industry.

The curriculum will have 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 road shows, UMEED can be publicized to potential participants in and around slums. Questions answered and clarifications during road shows along with other IEC activities and enrollment of participants are proposed during road shows.

- **Induction**

As per the proposal, participants will be inducted for various courses based on their abilities, education and interests.

- **Classroom Training**

After induction, participants have to undergo two month's class room training. The training methodology will include theoretical and practical learning. Work situations will be also simulated and emphasis will be given on peer to peer learning.

The training will be conducted by faculty who become mentors for the participants. Faculties will be 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 will 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 will be given assignments in which they will visit and interact with managers to gauge the skills required in their chosen courses. The feedback from managers will be then incorporated into training, which will improve employment skills.

- **Work Readiness Modules**

This is the stage before final placement of participants. This module will 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 will be finally placed for full time employment. The place of employment will be identified either by the faculty, by the participant during assignment or through the guest faculty. However, over time the UMEED brand will attract prospective employers.

