

idea is new to the people of the area and it will take continuous effort and time for the idea to really sink in and fructify.

SDI focusses on skill gap requirements pertaining to the downstream petroleum sector and petrochemicals, in addition to other skills for meeting the requirement of industry in and around Odisha. Courses are designed in such a way that students are employable and can start their own business as entrepreneurs or as freelancers. The

institute ensures job offers are given to at least 90 per cent of students. It is expected to provide livelihood to 40,000 unemployed youth in the next 10 years.

Many of the first batch students have got jobs or started their own entrepreneurship activities. Each batch consists of 130 students – 50 each in industrial welder and industrial electrician courses and 30 in computer data application (only for girls). Till date, 165 students have been trained

in the two trades and placement has been offered to all the students.

For meeting the growing industry need, a computer data application training course has been added recently in the third batch. In the same manner other trades will be added subsequently, as the need grows. The intake capacity is also expected to increase to achieve the target objective of skilling 40,000 youth in the next 10 years once the institute is shifted to its permanent campus.

HINDUSTAN UNILEVER
Reaching out

HUL's 'Prabhat' programme engages with and contributes to the development of local communities around the company's manufacturing sites. It aims to uplift the lives of people through health and hygiene, water conservation and livelihoods initiatives. Till 2015, Prabhat covered 27 HUL manufacturing locations reaching out to 138,000 people. The livelihood initiatives aim to address the shortage of employable workforce and support the government's mission towards a 'Skilled India'. There are 67 Prabhat Livelihood and Out-Reach Centres offering 18 courses to over 11,000 trainees across 16 locations. Till the end of 2015, some 8,555 beneficiaries were trained, with 66 per cent of these already meaningfully employed. Nearly 84 per cent of enrolments at these centres are women.



Shaping a future

model involves three months' job-specific training to unemployed youth who want to make a career in wood working. A short-duration course is meant for experienced carpenters, who want to get themselves re-skilled/upgrade their knowledge to keep themselves employable by being well-versed in the modern technology of furniture manufacturing. More than 75 per cent of unemployed youth, who undergo a three-months training programme get placed in the industry. HPWWI intends to open eight such centres on a pan-India basis in future. HPWWI will train 300-400 unemployed youth with employment guarantee, as well as re-skill over 10,000 carpenters over 24 months on a pan-India basis.

technicians. At the same time such opportunities also started growing in rural areas. To tap these opportunities, various market-relevant courses such as electrical, refrigeration and air-conditioning, automobile, excavator operator, dry wall and false ceiling etc., are offered for the dropout youth free of cost. Separate courses are designed for girls keeping in view their options and preferences.

Apart from the technical training, Spoken English and Soft Skills are a part of all training programmes, to enhance employability. Striking partnerships with corporate and knowledge partners to make the courses market-relevant is one of the key strategies adopted by the Foundation, to ensure quality and sustainability of the vocational training programmes. Some of the partners in vocational trainings include Voltas (for refrigeration and air-conditioning), Schneider Electricals (for electricians' course), Volvo (for excavator operator) and Cyproc-Sanil-Gobain (for dry wall and false ceiling). Apart from providing technical and other inputs, the partner agencies also provide placement support in many cases. The 12 training centres of the Foundation train about 6,000 youth every year in different vocational skills.

Till date more than 45,000 youth have received skill trainings and over 80 per cent of them have been well settled in either jobs or self-employment ventures. About 6,000 under-privileged youth undergo skill training every year, with over 80 per cent of them getting settled. In the area of vocational training, the plan is to set up new skill training centres and initiate new training programmes in emerging sectors and to train another 20,000 youth.

AXIS BANK
Changing lives

Axis Bank's rural livelihoods programmes strive to create and strengthen the basket of livelihoods for the target households. With improvement in accessibility to water and improvement in land management, several livelihoods are enhanced and created. Agriculture productivity is enhanced through a series of interventions like – improved seed quality, use of organic fertilizer, increasing multiple cropping and inter-cropping, improved variety of crops, better price realisation through aggregations and collectivisation, risk reduction through crop insurance. With availability of water and fodder, livestock is developed as a source of income. Non-farm activities like agri-processing, small trades, petty shops, skills for local employment like repairs, community service jobs becomes a source of income. Thrust in rural production leads to increased demand for labour increasing wage income opportunities. The Axis Bank Foundation works with 4.5 lakh rural households. It aims to enhance income by mitigating risk and by enhancing multiple sources of livelihood and through facilitating market linkages.



Axis Bank: creating a basket of livelihoods

However, over the years with increase in population, there has been an increasing demand on agricultural land to increase productivity. With this aim, to ease the strain on agriculture, ACF introduced Skill & Entrepreneurship Development Institutes (SEDI) in 2006, to provide vocational training to rural youth, to aid household incomes, and also help sustenance, in case agriculture production falls due to natural causes. By the end of 2016, ACF had established 17 SEDIs in 10 states and has trained over 30,000 rural youth successfully, placing 74 per cent of them in various industries such as hospitality, driving, nursing, security, retail, automobile, electrical, construction, carpentry, beauty, garment making, fitting & welding and computer training. ACF works partnerships with various institutions depending upon the feasibility of locations. Some examples of this, are partnerships with government institutions such as National Skill Development

Corporation and Industrial Training Institutes, non-government institutions and corporates. One such interesting partnership is that with Schneider Electrical Foundation. Schneider, being a company specialised in energy management partners with SEDI, not just with monetary contribution but also lending their specialised expertise, to specifically set up electrical labs at 14 of ACF's SEDIs. These labs are used to train students to be electricians.

HETTICH INDIA
With the woods

HPWWI (Hettich Poddar Wood Working Institute) trains unemployed and unskilled youth and experienced carpenters to increase employability through skilling in modern technology. The training

GMR
Vocational training

The vocational training initiative at GMR VF started in 2003 with the establishment of Nagavali Institute of Rural Entrepreneurship Development (NRED) in Srikakulam district of Andhra Pradesh (AP), which is one of the poorest districts of the state. Over the years, another 11 institutes have been established in different parts of the country. Initially, the vocational training initiatives focused mostly on self-employment. They helped create local entrepreneurs like a village electrician or a village tailor or photographer, etc. But slowly as the training expanded to Hyderabad and other urban locations, GMR VF also started looking at harnessing the huge unmet demand of the industry for skilled

HSBC INDIA
Skills for life

HSBC Skills for Life, launched in 2015, is a five-year, ₹100-crore programme, which aims to provide 75,000 youth and women with requisite skillsets, to ensure that they are placed in formal employment or can earn a sustainable livelihood. HSBC Skills for Life focusses on three verticals: employment linked skill building of disadvantaged youth; upskilling of teachers and educators; and women's livelihoods enhancement through enterprise development, financial literacy and market linkages. The first vertical of the programme (placements linked skills development) is designed as a multi-stakeholder partnership supporting non-profits (15-20 annually) across states in the east, west, north and south of India, to address the varied needs of India's geographical diversity. Swades Foundation is the anchor partner; TSS CSR Hub is the monitoring & evaluation (M&E) partner; KPMG is the screening partner, thereby bringing together the expertise of civil society, academic institutes and the private sector respectively, to the programme. Moreover, the selection of non-profits is conducted by an Advisory Committee that consists of CEOs of some of the largest companies in India (HUL, Vodafone, Thermax,