

# THE STEP BULLETIN



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## REACHING OUT TO NEW TERRITORIES : JODHPUR CHAPTER

STEP Academy has been unwavering in its commitment to exploring and addressing the needs of various youth segments, especially those who are seeking opportunities to transition from the informal labor market to the formal sector.

Our expansion into Rajasthan and Gujarat has been a testament to this commitment, and the establishment of the Jodhpur training centre marks a pivotal moment in our mission.

The newly inaugurated centre in Jodhpur is dedicated to providing comprehensive skill development programs aimed at equipping youth with the necessary tools to make a successful transition into the formal job sector. Our focus on bridging the gap between skills and opportunities remains at the forefront of our efforts, and the Jodhpur centre will play a crucial role in achieving this objective.

Within a month of setting up the new centre, we successfully completed a training program in retail and sales at the Jodhpur centre, impacting the lives of 25 enthusiastic and motivated youths. These individuals underwent rigorous training sessions that not only honed their skills but also instilled in them a sense of confidence and purpose. We are proud to share that upon completing the program, participants were placed in fulfilling jobs with competitive starting salaries.

This achievement underscores the effectiveness of STEP Academy's holistic approach to skill development, where we not only impart technical skills but also focus on instilling a sense of professionalism and adaptability in our trainees. The success stories emerging from the Jodhpur training centre exemplify the transformative power of skill development in unlocking opportunities for the youth. We hope to keep reaching out to disadvantaged youths with our interventions to many such new geographies.

## FROM THE EDITOR'S DESK

Dear Readers,

*As we usher in the promise of a new year, it is with great pleasure and optimism that I extend my warmest wishes to each and every one of you. May this year bring you joy, prosperity, and an abundance of opportunities to make a positive impact in the world.*

*At STEP Academy, Aajeevika Bureau, we are excited to embark on a journey filled with new possibilities and meaningful endeavours. The dawn of 2024 brings forth an array of initiatives and stories that showcase the unwavering spirit of empowerment and progress that defines our organization.*

*let us carry forward the spirit of compassion, resilience, collaboration. Together, we can make a difference and create a brighter future for all. Wishing you a year filled with hope, purpose, and meaningful accomplishments. Happy Reading,*

Mona  
STEP Academy

## REACHING OUT TO NEW TERRITORIES : JODHPUR EXPLORING NEW BOUNDARIES: RURAL WOMEN AS SKILLED MANPOWER IN CONSTRUCTION INDUSTRY

Historically, women in rural areas were relegated to traditional roles, their potential overlooked in the male-dominated income generating sectors. However, with changing times and needs, women are no longer confined to the periphery of construction sites; instead, they are emerging as essential contributors, demonstrating their competence in various roles within the sector.

Crucial to this transformation are skill development initiatives tailored to empower women in construction. Training programs specially On the Job Training (OJT) model initiated by STEP Academy, are equipping the women of rural areas with the necessary skills and knowledge to undertake tasks ranging from masonry and marble fitting. These initiatives not only enhance their employability but also elevate their status within their communities. So far, STEP Academy has provided skill training to 1089 women (143 in last quarter itself) in construction sector. They majorly become masons or marble & tile fitter after completing skill training programs from STEP.

The journey from laborers to skilled manpower is a significant stride for these women. With new expertise, they are not only contributing to the physical aspects of construction but are also becoming decision-makers, planners, and supervisors. This evolution is gradually dismantling the gender-based hierarchy that once defined roles within the construction sector.

Undoubtedly, challenges persist. Deep-rooted societal norms and resistance to change create hurdles for women entering unconventional professions. However, the resilience of these women and the support of initiatives promoting gender inclusivity are overcoming these obstacles, paving the way for a more inclusive construction industry. The involvement of women in the construction sector goes beyond individual empowerment. It positively impacts the entire community. With women contributing to infrastructure development, the overall quality of construction projects improves. Moreover, the changing dynamics challenge perceptions and promote the acceptance of women in non-traditional roles.



### JOURNEY TOWARDS FINANCIAL INDEPENDENCE: IMPACT STORY OF OUR TRAINEE

Hemant is a determined individual from a family of four, with his father working as a school driver and managing agriculture to make ends meet. Hemant, a science graduate, faced financial challenges, leading to a pause in his studies.

Despite initial struggles in job hunting, he took on roles as a helper and security guard. Two months ago, Hemant connected with a trainer from STEP, Academy Jodhpur.

Guided by their advice, he enrolled in the Retail and Sales Skill Training program offered by STEP through its Flagship Training Centre supported by Angel One CSR.

Hemant, facing a lack of career aspiration as a security guard, found new direction and positivity through the retail training. Understanding market demands, he actively participated in every session.

Hemant's newfound skills led to a job offer with a satisfying salary and other benefits from Reliance Trends retail store, Jodhpur. Now financially supporting his family, Hemant dreams of pursuing a Management Degree and becoming a successful Store Manager in the future.



## BOOSTING RURAL ENTREPRENEURSHIP THROUGH CUSTOMISED HANDBOOK FOR ENTREPRENEURS



As part of STEP Academy's commitment to fostering entrepreneurship in rural communities, we recently conducted a comprehensive study titled, "A Study on Challenges and Opportunities of Rural Entrepreneurs Engaged in Service Sector Enterprises." This study has provided us with valuable insights into the challenges faced by entrepreneurs who, upon completing skill training at STEP Academy, embark on establishing their own businesses to serve the local community.

One of the critical needs that emerged from the study was the lack of business knowhow among these entrepreneurs. In addition to facing challenges like inadequate financial support and market dynamics, many entrepreneurs struggled to navigate the intricacies of running a business successfully.

Responding to this need, STEP Academy initiated an Enterprise Development Program (EDP), offering training sessions covering essential business knowhow tailored to the specific enterprises run by the participants. This program aimed to equip entrepreneurs with the knowledge and skills required to manage and grow their businesses effectively.

However, recognizing that not all entrepreneurs could avail themselves of the EDP due to various constraints, we identified the importance of reaching the last mile, ensuring that every entrepreneur had access to valuable insights and guidance.

In light of this, we are delighted to present a significant milestone in our efforts – the creation of a comprehensive handbook designed specifically for rural entrepreneurs.

This handbook serves as a practical guide, providing entrepreneurs with insights on how to run and expand their enterprises, formalize their businesses, and maintain accurate records for both short-term and long-term growth.

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## YOUTH AND POLITICS: UNDERSTANDING YOUTHS' MINDSET TOWARDS POLITICS

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In recent months, the state of Rajasthan witnessed the culmination of Assembly elections, with Lok Sabha elections also on the horizon. We've observed that the youth become highly active during elections, yet their involvement is often limited to political rallies and promotional activities. Even at STEP Academy, we've noticed that during skill training programs, youth frequently request extended breaks when elections are approaching. In some cases, individuals may even contemplate leaving the training program altogether.



It is disheartening to acknowledge that political parties in our country do not take youth involvement seriously. They consistently present the youth as the future, but that future never seems to arrive. It is essential for the youth to understand that they are not just the future; they are the present. Active participation in the current political landscape is crucial. India is a country of the youth, yet there is a glaring absence of young leaders in politics.

The average age in India is approximately 29 years, while the average age of parliamentarians is 55 years. Engaging in a conversation about politics with a young person often leads to the perception that politics is a dirty business. However, the youth must realize that if they consider politics to be dirty, it is their responsibility to clean it up. In this article, we will explore the potential impact when the youth actively participate in politics. Politics is a field where the energy, enthusiasm, and innovative thinking of the youth can play a significant role. The current generation of youth, equipped with technological advancements, education, and awareness, is rapidly progressing. It is high time for them to bring a new perspective to politics. Youth Energy: The youth possesses the largest reservoir of energy, and if directed in the right direction, it can contribute invaluable insights to the political process. Their fresh and innovative ideas can assist in solving societal issues, and their energy and enthusiasm can be a powerful force to improve political circumstances.

**Education and Awareness:** Another vital reason for youth involvement in politics is their education and awareness. Educated youth are capable of understanding complex issues and making informed decisions. When the youth is well-informed, they have the ability to bring positive change to society.

**Political Acumen of the Youth:** The political talent of the youth is a crucial asset. They bring new and thoughtful perspectives that can contribute to finding effective solutions to social problems. Involving the youth in political processes can help disseminate their ideas in society.

**Empowerment of Youth:** Youth participation in politics empowers them. It provides them with a medium to voice their opinions, actively work on resolving issues, and engage in constructive efforts. This leads to positive changes in society, prompting governments to support the youth's voice in their policies.

The synergy between youth and politics can be a vital step toward a positive and prosperous society. Providing opportunities for the youth to engage in the political process allows them to utilize their energy and talent for the betterment of society. It is essential for political parties to encourage youth leadership, bridging the gap between the present and the future. Only then can the active involvement of youth in politics contribute significantly to the nation's political landscape.

Moving forward, STEP Academy aims to not only empower young trainees with life skills but also educate them about politics. By doing so, we hope to inspire them to participate actively in politics, transcending barriers of caste, religion, region, and gender, and become exemplary individuals who contribute to and seek opportunities in politics.

~ Jahid Makrani  
STEP Academy, Udaipur

## GLIMPSES FROM THE FIELD



*Enterprise Development Sessions for trainees as a part of Mobile Phone Repairing Training Program organised by STEP Academy, Barwara*



*Step Academy, Jodhpur facilitated interviews for the position of a sales executive at Shubham Mall, interviewing young individuals.*



*Step Academy, Banswara successfully concluded the Advanced Two-Wheeler Mechanic Training program, certifying 11 young individuals.*



To know more about STEP, scan the QR code

## GLIMPSES FROM THE FIELD



*A vibrant alumni meet took place at STEP Academy, Rajsamand engaging with young trainees specializing in hospitality and retail sales.*



*Placement Readiness Program organised by STEP Academy Banswara to orient youths on formal sector job market*



*Amidst the ongoing sessions on commercial tailoring and mobile phone repairing under the umbrella of multi-skilling, witnessed a specialized session on gas stove repairing. The initiative aims to broaden the skill set of participants, empowering them with diverse capabilities in repair and maintenance.*