

THE STEP BULLETIN

Quarterly Newsletter

July, 2024



From The Editor's Desk

Dear Reader,

Welcome to our latest edition!

We're thrilled to announce the registration of STEP as a new entity, marking a significant milestone in our journey. Our partnerships are actively bridging employment gaps, ensuring more individuals find sustainable work opportunities. We've expanded our reach to new territories, bringing hope and resources to underserved communities. Through targeted skilling programs, we're breaking the cycle of poverty and transforming lives. Read about Kiran's inspiring journey from struggle to opportunity and enjoy glimpses from the field showcasing our impactful work. Together, we're building a brighter future for all.

Happy reading!

Mona Agrawal
STEP Academy, Udaipur

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32,305

Youths
Benifitted

23

Courses
Offered

23

Training
Centres

A Milestone Achieved: A Huge Journey Ahead

STEP Academy has officially been registered as a trust on May 14, 2024, in Udaipur. This marks a significant milestone in our journey towards empowering socio-economically disadvantaged communities and driving positive change through skill development and employment opportunities.



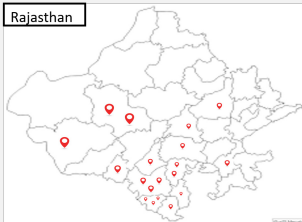
We believe that every individual deserves the opportunity to thrive and achieve financial stability.

we remain dedicated to our core values of excellence, innovation, and community.

This registration is not just a formality; it represents our steadfast commitment to transforming lives and building a more equitable future. We are excited about the opportunities ahead and look forward to making a meaningful impact with the support of our partners, stakeholders, and the communities we serve.

Reaching New Territories

This quarter, we established 5 new training centres in Indore in Madhya Pradesh, Jaipur, Jodhpur and Barmer in Rajasthan and Khedbrahma in Gujrat leading to our reach in three states through 23 training centres in India.



Bridging Employment Gaps through partnerships

At STEP Academy, we are committed to empowering youth through skill development and creating impactful employment opportunities. To enhance our placement activities and provide robust support to our trainees, we have partnered with AamDhanE, a leading workforce management service provider.

AamDhanE is a renowned workforce management service provider that offers both online and offline end-to-end solutions for workforce exploration, joining processes, and post-placement assistance.

Our partnership with AamDhanE focuses on enhancing the placement opportunities for our trainees, particularly those from our Placement Readiness Program (PRP) and direct placement programs. Currently, around 100 STEP candidates are employed on AamDhanE's payroll, providing them with job stability and retention. Together, we aim to create even more impactful outcomes, enhancing the employability and career prospects of our trainees.



From Struggle to Opportunity: Kiran's story

Kiran Sejanwar, from Udaipur, belongs to a family of five. Her father being the sole breadwinner of the family felt helpless to provide skillful education to his three children given his low income working as a plumber. Like other youths from low income families, Kiran could not help her family financially after getting a graduation degree and needed a skill to be able to find employment.

In early 2024, she discovered a Digital Marketing Training Program at STEP Academy. Seeing potential in this field, Kiran promptly enrolled in April.

Upon completing her training, Kiran secured a position as a Digital Marketing Executive at Dozy Cozy LLP, earning a satisfying starting salary. This job significantly improved her family's financial situation, easing the burden on her father. Kiran found joy and satisfaction in her work, continuously learning and adapting to new digital marketing trends.



Breaking the Cycle of Poverty through Skilling

- VIGNESH M

India, despite significant economic growth, continues to face persistent poverty, largely due to widespread informal employment and limited access to formal skill development. About 90% of the Indian workforce is informally employed, facing low wages and job insecurity, which discourages investment in formal skill training. The private sector, relying on cheap labor, often avoids investing in employee training, exacerbating the issue.

Efforts to address the skill gap and unemployment have been ongoing since the 1950s, with initiatives like Industrial Training Institutes and more recent schemes such as the Pradhan Mantri Gramin Kaushal Vikas Yojana (PMKVY) and Deen Dayal

Upadhyay Gramin Kaushalya Yojana. Despite these efforts, execution has been inefficient. .

In response, initiatives like the STEP Academy (Skill Training, Employability, and Placement), launched by the Aajeevika Bureau, are addressing these challenges by targeting migrant workers and tribal communities. STEP operates in southern Rajasthan and urban Gujarat, offering various training programs to transition workers from informal to formal sectors.

These programs have positively impacted over 27,000 youth, increasing their workdays from 100 to 250 and average wages from ₹5,878 to ₹10,113. Employment stability and entrepreneurship among trainees have notably increased, particularly among tribal communities.

STEP stands out for its post-training support, including toolkits, certificates, and assistance with government schemes. This support fosters a community of knowledge and empowerment, leading to significant socio-economic improvements. A study of STEP trainees revealed that skill training significantly improves local employment opportunities and reduces migration. Trainees who remain in their STEP trade earn more locally and are less inclined to migrate.

Policymakers should draw lessons from STEP's success, adopting an individual-centric approach in state-led initiatives and fostering partnerships with private firms and educational institutions. Implementing a system to track trainees' progress can enhance data-driven policymaking. Additionally, addressing the gender gap in course enrollment through community engagement can boost female labor participation and tackle the NEET issue.

In conclusion, initiatives like STEP Academy offer hope for marginalized communities, particularly migrant laborers, by prioritizing dignified employment and skill development, paving the way for inclusive economic growth and social development in India.

To read the full article please refer to this [document](#).



Glimpse from the Field..



At STEP Academy in Salumber, advanced training sessions in sewing and two-wheeler repairing have been conducted to offer youth new opportunities for advancement and employment.

In these sessions, the youth were encouraged to enhance their business and technical skills and were assured of receiving the necessary resources and support. The program aims to equip them with the knowledge and tools needed to succeed in the business world.



Incorporating self-defense training into life skill sessions for young women at STEP Academy is crucial. By integrating self-defense into STEP Academy's programs, young women gain a comprehensive skill set that enhances their personal security and independence, ensuring they are well-prepared to thrive in all aspects of their lives.



Interaction with alumni of STEP Academy who are working as sales team members at a Pantaloon's store in a mall in Udaipur city.

Glimpse from the Field..



Closing Ceremony and Certificate Distribution for the first Batch of digital marketing training program in presence of our funding partner Angel One CSR team. Most of them are now working in the same field.



Mock Interview session for the participants of Placement Readiness Program in Banswara as a part of curriculum to prepare them to face real interviews from companies



Interaction with Yuva Mitra Cadre in Banswara regarding updates from the community along with refreshing their skills on youth counselling along with brainstorming new and creative ways to interact with youths from their community and link them to skilling opportunities provided by STEP

Glimpse from the Field..



Recently, a special 10-day Placement Readiness Program was organized at Step Academy Udaipur for young individuals interested in working in .

patient care, in collaboration with a hospital firm. This program was designed for 10 days, wherein the participants received 3 days of technical training at Step Academy and were then sent for a 7-day internship at the hospital. A total of 12 young women participated in this program. After the training, all these young women were employed by the same hospital firm for patient care roles in their hospital. An interesting short video highlights the journey of these women. Click on this [link](#) to watch the video.

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