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STEP Academy and Non Traditional Livelihoods

Women's productive potential continues to be underutilized due to the entrenched inequality against women and the prevalence of gender-based segregation in the job market.

Non-Traditional Livelihood (NTL) refers to livelihood practices that help women break gender stereotypes. NTL increases the set of viable livelihood choices available to women and gives them access and control over skills, technology, market, mobility and resources. It creates economic stability along with psychological, social and political empowerment.

STEP Academy in Aajeevika Bureau is greatly facilitates women's engagement in non-traditional livelihood through skills development programmes in various trades such as masonry, handpump mechanic, mobile repairing, E-Mitra operator and Tally accounting among others.

Breaking into an entirely new path through skilling into NTL trades, AB work towards bringing about a severe change of mindset for rural and tribal women and their families. However, women's participation in NTL is new and employers and the market are yet to accept women in productive areas traditionally dominated by men. By facilitating their employment by linking them to employers, organizing them to work collectively and providing infrastructure for them to practice their skills, the organisation has been continuously



putting efforts to introduce gender-friendly spaces in markets traditionally dominated by men and create role models for their communities so that more women come out of their houses to choose from several laid livelihood options for them.

From the Editor's Desk

Dear Readers,

Thank you for showering so much love and attention on our quarterly newsletter. Your love invigorates our team to reach out to more and more underprivileged youths and providing training and placement opportunities to them. This quarter, bidding farewell to 2022, STEP and Aajeevika team has witnessed the highest number of youths trained and placed in three months.

This quarter, we also welcomed our new corporate funding partner whose support will encourage us to push our boundaries and link our underprivileged youths to more career options.

A special mention must be made to our teams on the ground who work day and night tirelessly to mobilize the right youths for our different training interventions and help them establish their livelihoods.

Happy Reading!

On-the-Job Training: Skilling Solution for Workers in Organised Sector

While the government and civil societies have introduced several skill training interventions, these interventions very conveniently ignore the floating population who leave their domicile for work, study, etc., and migrate to live and work in a different place.

In this context, STEP Academy has developed an article which looks at “On-the-Job-Training” (OJT) as a model to help informal migrant workers acquire skills at the workplace itself. This article thus looks at a pertinent question –Can the OJT model be established as a training model to provide skilling to the informal workforce of the country?

To answer this question, we draw from the experiences of Step Academy, a skill training unit of Aajeevika Bureau, which has already established a working model for OJT. Step Academy has provided OJT to more than 5000 workers since 2012 at construction work sites in Ahmedabad, Gujarat. This model has also been highly appreciated and in the last four years, we have seen a steep increase in number of unskilled workers enrolled into our OJT training model. Now women are also joining and are not only learning masonry, tile fitting and plumbing etc. while at



work, but their daily remuneration has also increased. Aajeevika Bureau Trust provides trainings majorly in the construction sector in trades like Masonry, Marble and Tile Fitting, Plumbing, Electricals, Bar Bending / Centring, and Paint and Varnishing. The construction sector is the largest employer of migrant workers with 40 million migrants (Deshingkar and Akter, 2009). Thus there is immense potential to provide skill training at the workplace for informal migrant workers.

To read more about this, please refer to this document.

STEP in Numbers



This quarter we have witnessed the highest number of youths being linked to STEP Academy. Our dedicated team this quarter successfully trained and placed **1861** youths in which **796** youths were given one month residential training (Hunar), 203 were given 15 days advance training (Unnati), 360 were given On the Job Training (OJT) and 328 were given Placement Readiness Training to enhance the employability of the youth and 174 youths have been placed in formal sector jobs.



Bridging The Gap Between Demand and Supply of Labours in the Formal Sector Job Market

This quarter we have kick started our journey to achieve a different milestone of linking underprivileged youths to formal sector jobs to minimize distress migration and attempt to bridge the demand and supply gap in formal sector jobs. This initiative is supported by Angel One CSR.

Youth in general are not clear about their career and at a very tender age, they are compelled to drop out from studies and engage in unorganized work and thus getting into distress migration. In addition to skilling rural youth to earn decent livelihoods, STEP in collaboration with Angel One CSR, is now working hard to channel rural youth to the formal sector job market to establish their careers in the formal and organized sectors.

The youth trained under this initiative easily secure entry level jobs in various retail apparel outlets, automobile showrooms, banking and microfinance sectors like TATA zudio, TATA Westside, MAX, Reliance Trends, Reliance SMART Bazaar, Jio Mart, Honda Auto, SBI Credit Card and other microfinance institutions. These interventions have helped youths to carve a new path for themselves.

But, what happens to the youth after their training?

Unlike most training institutes that do not support trainees after the completion of the training program, STEP Academy strongly believes and gives equal importance to post-training and placement support to our trainees. We ensure the trainees are given 100 % placement offers to the trainees post their training.

However, our experience has also encouraged us to provide post-placement support to the trainees as first month after the youth joins the job is very crucial for him/her to settle down in a new city and bear the expenses of necessities like food and shelter and logistics.

For this, STEP Academy provides post placement support in the form of rent reimbursement or providing ration and other groceries and transportation expenses to ease their initial month after their placement. This ensures the retention of these youths in their jobs.

CASE STUDY

Today Aarti is working as a salesperson at MAX store in a mall in Udaipur and also pursuing her B.A. . But, she had not imagined herself in this situation before getting in touch with STEP.

Hailing from a small village, Padampura of Rajsamand district, Aarti belongs to a poor household. Her father has engaged in subsistence agriculture and her mother is a homemaker. The eldest daughter of the family, Aarti has two younger brothers and a sister.

Aarti, after completing her higher secondary education wanted to share the financial responsibility of the family. Actively looking for opportunities to establish her career, Aarti got in touch with our field mobiliser and enrolled into our retail and sales training program.

Her zeal and commitment helped her to crack an interview in MAX retail apparel store chain in Udaipur. and now bears expenses for herself and supports her family as well.



Picstories from the field



Completion of a training batch for commercial training at STEP Academy, Udaipur. Tools and Machinery distributed by individual donors.



Participation of STEP Academy, Banswara in a Job Fair organised by the district placement Cell, Banswara to reach out to and counsel the youth.



Alumni Meet organised by STEP Academy Satellite Center, Sabla where rural entrepreneurs had participated earlier trained from STEP Academy.



Avgat Shivir organised for alumni group of STEP Academy, Ahmedabad

Picstories from the field



Trainees visiting Celebration Mall, Udaipur to meet employers for interviews and placement with the help of STEP team.



Life Skill Session organised by STEP Academy and HomeFirst company for women enrolled on OJT program.



Closing ceremony of a training batch in Retail and Sales in Rajsamand district followed by placement offers for the trainees.

Contact Us:



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