

THE STEP BULLETIN

OCTOBER, 2024



From the Editor's Desk

Dear Readers,

Wishing you a happy and prosperous Diwali!

Welcome to another edition of STEP's quarterly newsletter, where we are excited to share impactful strides in our journey toward empowering youths and expanding skill development initiatives.

In this issue, we delve into "Participation of Young Women in Skill Development Programs: STEP's Experience", celebrating the resilience and growth of women who are leveraging newfound skills to transform their lives and communities.

The expansion of STEP's programs to new territories like Jaipur and Barmer marks a significant milestone. Through partnerships with government agencies, we're advancing opportunities for women by creating pathways to employment and entrepreneurship.

With our focus on staying relevant and effective, we are also investing in new ideas, technology, and youth-centered capacities, working with partners to innovate and meet the unique challenges of the ever-evolving job landscape. In our "Glimpses from the Field" section, you'll find inspiring stories of determination, resilience, and success from participants and team members working tirelessly to make these initiatives a reality.

Happy Reading!

Mona Agrawal

STEP Academy, Udaipur

34,744
Youths
Benefitted

23
Courses
Offered

23
Training
Centres

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Glimpses from the Field



Traditionally, young women, especially in rural and tribal regions, have been held back by societal norms and economic barriers that limited their access to education and employment opportunities. However, with the growing demand for skilled labor across various industries, more women are taking the leap to participate in skill training programs. Formal skill development is not only opening doors to employment in the formal sector but also offering women the chance to break free from traditional roles and achieve financial independence.

STEP Academy has played a pivotal role in this transformation, actively working to empower young women from diverse backgrounds. The academy focuses on creating an inclusive learning environment where women are encouraged to dream big and pursue professional careers that were once out of reach.

Participation of Young Women in Skill Development Programs: STEP's Experience

STEP Academy's training programs are designed to provide technical skills that meet the demands of industries such as retail, sales, and BPO sectors. However, what sets STEP Academy apart is its holistic approach to skill development. Recognizing that success in the workplace requires more than just technical expertise, the academy integrates essential life skills training into its curriculum.

The technical training provided by STEP Academy equips young women with practical skills that align with industry standards. The academy offers hands-on experience beyond technical and life skills, providing guidance on communication, leadership, and personal finance management—important areas that help women take control of their careers and lives.

Another noteworthy aspect of STEP Academy's work is its dedication to reaching tribal women, a segment of society that has historically been overlooked in skill development initiatives. Tribal women, often isolated from mainstream economic opportunities due to geographical and social barriers, have found a new sense of purpose through STEP Academy's training programs.

The young women trained by STEP Academy, whether from rural, urban, or tribal backgrounds, are becoming role models in their communities. These women, once bound by societal constraints, are now entering the workforce and inspiring others to follow in their footsteps. In last quarter, we trained more than 700 young women including 130 tribal women. We directly placed more than 170 women into multiple industries.

Seema's Journey: A Year of Growth and Professional Success After STEP Academy

Seema Kunwar Solanki, a 21-year-old from Kelwara village, enrolled in the Retail & Sales training program at STEP Academy in August 2023, driven by her desire for independence and professional success. After completing the program, she quickly secured her first job as a Customer Support Executive at Prabhav Wax Museum in Udaipur, earning very minimal salary.

Within three months, Seema's dedication paid off as she transitioned to a retail position with Lakme, increasing her salary. Her performance and growing confidence caught the attention of her employers, leading to a new role as a Brand Associate with Hyper Sales at Vishal Mega Mart.

Seema's success has significantly boosted her confidence and transformed her family's perception of her career. Today, she continues to aspire to higher positions and serves as an inspiring role model for other young women in her community.



Expanding STEP: Reaching New Territories (Jaipur and Barmer Chapter)



We are thrilled to announce the establishment of our training centers in Jaipur and Barmer! These new locations will enhance our outreach and provide vital skill development opportunities to local communities. Each center will offer a range of programs tailored to meet the needs of the youth, with a special focus on women's participation. By fostering a supportive learning environment, we aim to equip individuals with the

skills necessary for sustainable livelihoods. This expansion marks a significant step in our mission to drive positive change, and we look forward to empowering more individuals in these vibrant regions.

Advancing Opportunities for Women: Collaboration with Government



जिला कलेक्टर द्वारा महिलाओं को किया सम्मानित



प्रतापगढ़, 13 अगस्त। कृषि संस्थान प्रतापगढ़ में आयोजित स्टेप एकेडमी और आजीविका क्लब के सहयोग से महिलाओं के रोबस्टर एवं आग-संस्पर्धन हेतु चलाने जा रहे ई-मित्र ऑपरेटर प्रशिक्षण के सम्पन्न सम्मोह में जिला कलेक्टर डॉ. अंजली राजेश्वरी द्वारा महिलाओं को प्रमाण-पत्र देकर सम्मानित किया गया और साथ ही महिलाओं से कालवेत की और उनका उपसहस्रार्थन एवं मार्गदर्शन किया। इसके साथ ही कृषि संस्थान के द्वारा चलाने जा रहे महिलाओं के प्रशिक्षण की सहायता की गई और अगले भी इसी प्रकार महिलाओं को सहायता करने हेतु प्रशिक्षण करने पर बात की।

महिलाओं ने ई-मित्र प्रशिक्षण से सम्बंधित अनुभवों को साझा किया और ई-मित्र स्वयं द्वारा चलाने का विचार प्रकट किया। कृषि संस्थान के कार्यक्रम निदेशक मो. यमीन द्वारा बताया गया कि इस प्रकार के प्रशिक्षण महिलाओं को स्वरोज्ज्वार से जोड़ने हेतु इस प्रकार के प्रशिक्षण समय-समय पर आयोजित किये जा रहे हैं। इस प्रशिक्षण में प्रतापगढ़ जिले की 4 पंचायत समितियों से 30 महिलाओं ने भाग लिया। सम्पन्न सम्मोह में स्टेप एकेडमी ट्रस्ट के निदेशक संतोष चिरोड़ा, जॉस्टिफ मकतारी और कृषि संस्थान से चेतन टांक और रमबीर खान ने भी भाग लिया। इसी क्रम में 16 अगस्त से महिलाओं के लिए पुनः ई-मित्र प्रशिक्षण आयोजित किया जा

The STEP Academy, in collaboration with the district administration, the Department of Women Empowerment, and Rajivika, organized an e-Mitra operator training program for working women in Pratapgarh. This initiative has been a significant step forward, with 54 women receiving training in two sessions, preparing them for the role of e-Mitra operators.

The program's impact was further enhanced by the active participation of the district collector. Their presence not only strengthened the quality of the training but also resulted in many women receiving their e-Mitra IDs immediately due to special directives issued by the collector. Additionally, some women were entrusted with the responsibility of e-Mitra operations at the panchayat level, opening up sustainable employment opportunities for them.

With the support of the Department of Women Empowerment, several women were also provided loans and other facilities to start their businesses. As a result, many women began their work immediately, taking significant steps toward self-reliance.

Such programs not only equip women with technical skills but also pave the way for economic independence and social empowerment.

Surfing the Youth Wave: New Ideas and Technology

Youth are a cornerstone of society, and guiding them positively helps them become active, empowered citizens. Working with youth requires sensitivity, respect, and effective communication. This article explores ways to build positive relationships with youth, based on real-life examples from STEP Academy's Retail and Sales Training in Udaipur.

Key Incidents and Lessons Learned

In one incident, a student was put on the spot to speak on an unfamiliar topic, resulting in laughter from peers and even the trainer. Feeling humiliated, he left the class but returned after counseling. Empathy is essential; nurturing self-confidence is key to effective communication.

In another case, a trainer publicly scolded Rahul (name changed), which embarrassed him in front of his peers. This incident highlighted that public reprimands and long lectures can make youth feel humiliated, underscoring the need for respectful and considerate communication.

Effective Communication Techniques

From 15 years of experience working with youth, STEP Academy suggests these effective methods:

1. Private Conversations: Address issues in private to avoid public embarrassment.
2. Active Listening: Show understanding of youth perspectives to foster connection.
3. Respectful Language: Even in frustration, use calm and respectful language.
4. Concise Messaging: Short, clear points are more impactful than lengthy explanations.
5. Positive Reinforcement: Praise good habits and efforts.
6. Collaborative Problem-Solving: Engage youth in solving issues by offering choices.
7. Be a Role Model: Model the behavior you wish to see.
8. Patience and Autonomy: Allow youth to make decisions and develop at their own pace.

Incorporating these practices can create a supportive environment where youth feel valued and understood.

Generational Differences

To connect with youth, it's also essential to understand generational traits:

- Silent Generation (1928–1945): Values tradition, hard work, and respect.
- Baby Boomers (1946–1964): Known for advocating social change.
- Generation X (1965–1980): Independent, tech-adapted, and work-life oriented.
- Millennials (1981–1996): Tech-savvy, socially aware, and entrepreneurial.
- Generation Z (1997–2012): Digital natives, socially conscious, and value financial security.
- Generation Alpha (2013–Present): Growing up as global digital citizens.

Generational experiences shape values, communication, and attitudes. Recognizing these differences can strengthen relationships, creating programs that meet diverse needs.

Conclusion

Understanding youth perspectives and generational traits improves communication, strengthens relationships, and fosters positive change. Insights into generational characteristics can guide families, workplaces, and organizations to build effective, resonant programs that support today's youth.

To access the full article, refer to this [document](#).



Glimpses from the Field



In Banswara, a discussion on placements was held with the youth undergoing Retail and Sales training. Information was shared about job opportunities in the retail sector in Ahmedabad and Udaipur.



Ongoing session as a part of Motor Winding Training Program at STEP Academy in Sabla.



Mr. Vineet Agrawal, CXO along with CSR team from Angel One Ltd. visited recently established STEP training centre where he participated in certificate distribution ceremony for our trainees who completed skill training program.

He also inaugurated a library for the our trainees for better learning experiences. We also discussed further plans and assured continued support from them.

Glimpses from the Field



A Job Fair was organized by STEP Academy in Sagwara, with the participation of 85 youth. Out of them, 55 young men and women applied for Ahmedabad companies.




An orientation camp was held at the Shahibaug office to engage construction workers in OJT training. The camp included discussions on the introduction of Aajeevika and STEP, the importance of OJT training, experiences from the training, and the guidelines for joining.





Interviews for the Retail Rajsamand batch were held at World Trade Park in Jaipur, where all of them secured placements.

Contact US:


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 <https://www.aajeevika.org/services.php?servicename=skill-training-and-employment>

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