



Rural women in Barmer, Rajasthan learning the art of applique to create handmade designer products.

Where there is a will, there is a way

Kunal Suresh Patil is a 19-year-old from a village in Pen who had always wanted to earn more money to help his father, a farmer who has an annual income of ₹50,000. The family of five needed money, but opportunities were scarce. Kunal came across the vocational training program of JSW Skills School. Through this program,

he learned how to work with electrical systems and got placed at a reputed Engineering Company where he now works.

He contributes his monthly stipend of ₹10,000 to his mother, realising his dream. His family is not only happy but also proud of his achievements.



Kunal Suresh Patil

Pen, Raigad,
Maharashtra

For us, 'empowering communities with sustainable livelihoods' means connecting their aspirations with market needs.

Building stronger futures

While a mammoth challenge faces India, we are at the cusp of monumental change. It is clear that the pandemic has not deterred us but has, in fact, moved us further in our conviction to take collective action. In line with achieving SDG 4, our cross-cutting efforts across the skills sector have touched 25,000+ individuals to date. This has been possible through a wide array of interventions, all contextualised depending on the need and aspirations of the individuals.

We undertook a skill-gap analysis in Dolvi, Tarapur, Vasind, and Vijayanagar. This enabled us to better address

the concerns that job seekers in our areas were raising. We looked for long-term solutions that would benefit these communities. Some of these solutions include Project Charkha for women in Sholtu and Kinnaur in Himachal Pradesh, Rajasthan's appliqué trade skills in Barmer, and JSW Shakti, a rural BPO with centres in Maharashtra, Karnataka and Tamil Nadu. These projects are already coming to life, and we are continuing to build on them.

In 2021-22, we focused on innovation and diversification in our skills and livelihoods portfolio.



SKILL IMPACT BOND

India's first Skill Impact Bond

JSWF joined a consortium of national and international bodies to launch the first 'Skill Impact Bond' (SIB). The project aims to skill 50,000 young people over four years, of which 60% will be women, who enter jobs in retail, healthcare and logistics with necessary skills through vocational training. While the Foundation works intensively with the National Skill Development Corporation (NSDC), this project has brought together some major players alongside it: British Asian Trust, Michael & Susan Dell Foundation, The Children's Investment Fund Foundation, HSBC India, and Dubai Cares. The Foreign, Commonwealth & Development Office

(UK Government) and the United States Agency for International Development (USAID) are the technical partners, building an employment-ready young India.

This diverse collaboration aims to build capacity in Indian skill development by way of technical and vocational education as well as a training ecosystem through knowledge exchange and promoting good practices. The stakeholders are working towards promoting effective interventions, supporting research and enhancing the impact of the program.



50,000 youth to be skilled over four years with 60% focus on women

Impact highlights

891

Self-help groups (SHGs) reached

₹ 2.04 Cr

Worth of credit linkages facilitated to SHGs

4,871

Women engaged through SHGs

2,395

Youth trained by JSW Skills schools



Women working at JSW Shakti's rural BPO centre in Ratnagiri, Maharashtra









Building institutions of change

JSW Shakti

JSW Shakti is an institution developed to empower rural women. Under JSW Shakti, the Foundation operates five BPO centres spread across Maharashtra, Karnataka and Tamil Nadu. It utilises a sustainable social enterprise model by leveraging technology in rural areas. Since inception, the BPOs have trained 4,500+ women. During FY22, it engaged 322 women in five centres.

Our BPOs are International Standards Organisation (ISO) 27001 certified. We are making efforts to expand the project's scope to vernacular support in voice processes under different BPO verticals as follows:

Domains

-  Banking and insurance
-  E-commerce
-  Finance and accounting
-  Healthcare
-  Microfinance
-  Tech companies
-  Vernacular support
-  Telecom

4,500 women benefitted under JSW Shakti since 2005

322 women engaged in FY22



Youth at the JSW Skills School, Pen receiving training in solar electrical systems trade

JSW Skills School

Since its inception in 2004, the JSW Skills School has trained over 6,000 youth from disadvantaged socio-economic backgrounds. Our skill training initiatives focus on ground realities, making youth employable and empowering them financially by facilitating job placements and self-employment avenues.

- Training at JSW Skills School:**
- > Bedside Assistant
 - > Electrical Industrial
 - > Computer Literacy
 - > Beauty Therapy and Wellness
 - > Solar Electrical System Installer and Service Provider

538 youth were trained through JSW Skills School in FY22

The impact created by Shakti BPOs

The communities are shedding patriarchal stereotypes surrounding women. Women are no longer being perceived only as caregivers or household workers but as capable breadwinners. Influenced by

the Foundation's success in bringing this positive change, community elders are encouraging young women to be ambitious, pursue education and explore employment opportunities.

Social Impact

- > Enabled rural women to be financially independent
- > Improved living and social standards of beneficiaries
- > Encouraged women to continue secondary education
- > Supported more than 4,000+ families pan-India

Benefits of Impact Sourcing

- > Costs and performance comparable to tier-1 BPO
- > Low attrition rates
- > Additional income for BPL families
- > Financial independence
- > Computer training has increased knowledge bank in the rural tier-3 markets
- > Better opportunities for tenured girls in the open market



Institutionalising Women SHGs

We believe in nurturing and building capacities of self-governed rural institutions such as self-help groups, micro and small enterprises, farmer producer organisations and more. We are enabling their scale by facilitating market linkage, developing business plans, honing entrepreneurial skills of the project users, and sharing lessons from our journey with other small units.

empowering women with financial and legal literacy and other technical skills to improve their quality of living.

This project will continue to focus on women's capacity building, new SHGs formation, women empowerment, entrepreneurship and income generation.

In 2014, we started the project to mobilise women through the formation of SHGs to achieve gender equality by



Equipping women with the ability to lead

Jademma and her husband Bharamappa could not fulfil their family needs and faced difficulty in providing quality education to their three kids with their monthly income of ₹4,500.

Through our intervention, Jademma was able to earn ₹800-1,000 per week by preparing bamboo baskets during the lean agricultural season. She also took

credit support of ₹10,000 from her SHG for repairing her house and later received ₹50,000 with the bank's support for the construction of her house.

Today Jademma's kids are studying in good schools, and have increased access to quality education.

Nurturing agents of change

Micro-entrepreneurship Development

In Karnataka, JSWF in partnership with Deshpande Foundation have launched a new program to develop micro-entrepreneurs and farmer-producer organisations, and provide skill-based training to youth and women.

It aims to reach out to 500 women micro-entrepreneurs to develop their entrepreneurial skills by providing proper resources and markets for their enterprise, thereby leading to income-generation opportunities and financial empowerment.

Skills Training for Youth in Ballari

In partnership with Deshpande Foundation, the project trains youth aged 18-25 years, either college students or graduates from vulnerable rural and semi-urban areas. The program extensively focuses on promoting girls from economically-weaker sections and helps them find jobs.

The intervention has undertaken a two-pronged approach by providing youth with Skill Plus-R (residential training program) and Skill Plus (non-residential training program) to provide them with sustainable jobs and empower them with the right set of skills along with industrial exposure and entrepreneurial skills.



Asha, the leader of the Charkha Self Help Group from Kinnaur, using a loom to create fabrics for sale

Project Charkha

Under Project Charkha, women are trained in traditional handloom weaving at JSW's Vocational Training Centre in Kinnaur, Himachal Pradesh to provide a sustainable livelihood for them. Kinnauri products, such as shawls and stoles, are made of pure woollen yarn and are woven in handlooms, and widely known for intricate and fine weaving.

The project develops the entrepreneurial skills of women by training them on multiple fronts such as product development, devising a viable business strategy, product marketing, design development, soft skills as well as facilitating market linkages.

350 women were engaged at JSWF Vocational Training Centre



Our wonder women weave

Anjana is 45 years old and lives in the village of Shong in the Kinnaur District of Himachal Pradesh. Her father was a government employee and forbade her from learning the craft of weaving. She was married at 17 and started learning weaving from her mother-in-law. While she started weaving out of curiosity, she eventually became very interested in it and observed closely the weaving technique used by her mother-in-law. Initially, she started weaving for herself and her family. After enrolling in Project Charkha, she received the training to hone

her skills further and now has gained the required expertise. In time and with experience, she started getting orders from villagers. Project Charkha has enabled Anjana to earn ₹20,000-25,000 per month compared to ₹5,000-6,000 per month she was earning earlier.

Today, Anjana motivates other women to learn weaving and has herself trained 30 women to date.



Women working at the JSW Textile Centre in Ballari, Karnataka, developing fabrics using industrial machinery

Textile Centre, Vijayanagar

Our textile centre in Vijayanagar-a launch pad for women who want to create careers in tailoring-aims to enable women to achieve a stable income, participate in active financial decisions, enhance overall decision-making capacity, inculcating self-esteem and empowering them.

Our training program of the textile centre is certified under the Modular Employable Skill (Government of India) Scheme. Many young women have also received certificates under Pradhan Mantri Kaushal Vikas Yojana (PMKVY).



Employing the Recruit, Train and Deploy Model in Palwal, Haryana



In partnership with Automotive Sector Skills Development Council and Victora Auto we are enabling better livelihood opportunities in Palwal, Haryana. The partnership trains youth to secure jobs in the automotive sector through the Recruit, Train and Deploy (RTD) model.

RTD is an opportunity where the industry can develop the youth's skills as per their requirements. It is an industry demand-driven program which aims to cater to

the manpower requirements of industries across sectors. The trainees receive provisional offer letters before training and industry-specific training for greater absorption by the industry.

As India strives to increase the skill levels of its youth to make them employable, there is also a need to make the youth join formal sectors nearby their hometowns.



SHG women from Kinnaur at the JSWF Vocational Training Centre, learning the traditional art of handloom weaving as part of Project Charkha