



SKILLS AND LIVELIHOODS

We envision a future where communities prosper as people's skills align with market needs. By encouraging sustainable livelihoods, we empower our communities to contribute towards shaping a vibrant and self-sufficient nation.





Creating opportunities for all

Skill development is a national need. Through our vocational training programs for youth and women, we are shaping a skilled and self-reliant workforce for the nation's future.

JSW Foundation provides vocational skills training to empower communities with sustainable livelihoods. We bridge the gap between community aspirations and market demands through our innovative skill development models, such as the Recruit-Train-Deploy (RTD) model, Micro-Entrepreneurship Development and Self Help Groups (SHGs). These models equip individuals with practical skills, promote women's economic empowerment and are facilitated through various JSW Foundation initiatives.

Prioritising a diversified approach, we focus on training, certifying and placing individuals to ensure they acquire the necessary skills and become job-ready and resilient in the workplace. By emphasising market linkages and convergence, we create sustainable opportunities for community improvement.

Key Interventions

Skill Impact Bond

Project Charkha

Applique work initiatives

JSW Shakti

Skill Impact Bond: Towards a skilled India

With a shared vision of an 'employment ready' young India, we have partnered with the National Skill Development Corporation (NSDC) and other partners to launch India's first Skill Impact Bond.

The USD 14.4 million Skill India Impact Bond aims to support 50,000 young people in India over four years, with 60% being women and girls, equipping them with essential skills, training and avenues for wage employment in sectors such as retail, apparel, healthcare and logistics.

4,411

Trainees enrolled and 88% certified under Cohort 1

6,530

Trainees enrolled in Cohort 2

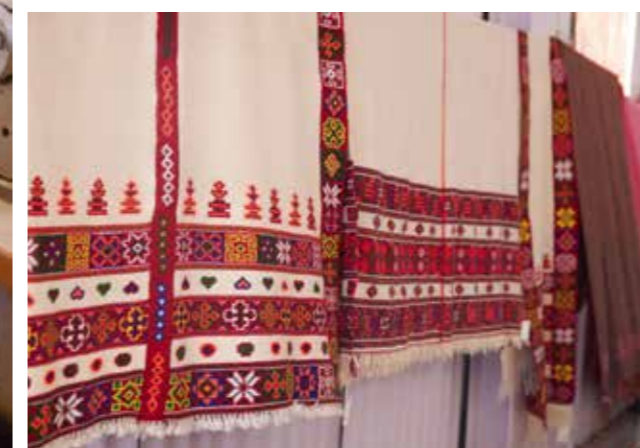
69%

Skilled trainees are women

Our partners



1. National Skill Development Corporation (NSDC) | 2. British Asian Trust | 3. Michael and Susan Dell Foundation | 4. Children's Investment Fund Foundation | 5. HSBC India | 6. Dubai Cares | 7. Foreign, Commonwealth and Development Office (FCDO) (Technical support to the UK government) | 8. United States Agency for International Development (USAID)



Project Charkha: Key to self-reliance

Under Project Charkha, JSW Foundation trains women in traditional handloom weaving at its vocational training centre in Kinnaur Valley, Himachal Pradesh, supporting sustainable livelihoods.

Kinnauri products, such as shawls and stoles, woven with pure woollen yarn, are renowned for their intricate and fine craftsmanship. We equip women with a diverse skill set, encompassing product development, crafting viable business strategies, marketing products, developing designs, honing soft skills and establishing crucial market linkages.

430+

Women trained at Sholtu and Kutehr in Himachal Pradesh

Weaving a future of opportunities

In Barmer, Rajasthan, we boost the skills and livelihoods of rural artisans across three Gram Panchayats by creating supportive ecosystems for innovative handicrafts. The focus is on promoting traditional handicrafts such as applique and mukka art, generating new livelihood opportunities, and sustaining the ecosystem through innovative employment and enterprise connections.

500

Women artisans skilled and supported



Empowering youth with maritime skills

JSW Foundation has collaborated with Tech Mahindra Foundation at Paradip, Odisha, to deliver an extensive three-month residential programme focused on equipping participants with essential skills in cargo handling and port operations, along with placement assistance. All 23 youth who successfully completed the training have secured positions in diverse companies across India, specialising in port operations and logistics.

23

Youth secured employment post training

Women-led microenterprises leading the change

In Paradip, our initiative champions women-led microenterprise development through a distinctive approach that intertwines sanitation with livelihoods. The establishment of Micro Enterprise for Sanitation and Health (MESH), a women-led enterprise consisting of 10 members, integrates food kiosks and sanitation facilities, with the former providing livelihood opportunities for women.

JSW Shakti

JSW Shakti is our rural women-only BPO aimed at empowering rural women in IT-enabled services. JSW Shakti trains and skills women so they can earn sustainable, dignified livelihoods. In F.Y. 2022-23, 1,200 women were trained and among them, 300 were employed. JSW Shakti served organizations in the Banking, Financial Services and Insurance (BFSI) sector.

1,200

Women trained

Stitching a better future for all

Sushiya Devi, aged 42 years old, lives with her family of seven in Genhu village in Barmer district, Rajasthan. She would earn a meagre living of around ₹ 1,000 to ₹ 1,200 annually from her applique work, after paying commissions to agents and vendors.

However, her life took a transformative turn when she joined Desert Pastoral (DP), an artisan company promoting and strengthening women artisans, championed by JSW Foundation's CSR initiative. Associating with a more formal setup, she started earning better money for her work, which, in turn, increased her confidence and motivated her to work harder.

The assistance from DP enabled Sushiya to financially support her family's income. Her annual income from applique work increased from ₹ 1,200 to ₹ 12,000 annually. With this enhanced income, she ventured into livestock management, acquiring two goats and two sheep, thereby securing an additional annual income of ₹ 30,000 for her family.

Grateful for the exposure and with support from JSW Foundation, Sushiya honed her skills, becoming an expert in various forms of applique work, from cushion covers to sarees. With earnings directly credited to her bank account and with training in financial literacy, she now manages her finances independently.

In addition, she also founded the Ramdev Group, an SHG consisting of 17 women from her community. Serving as the group's president, she allocates tasks among members and conducts monthly meetings where artisans can openly discuss their challenges and provide suggestions.



Earlier, I only worked; now, I learn things that will help me throughout my life. Working in a group helps me interact with other female artisans and encourage them.

- Sushiya Devi