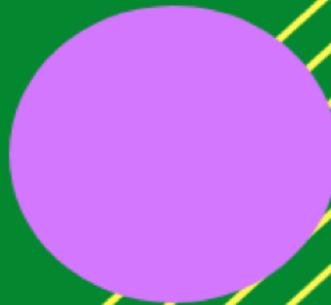
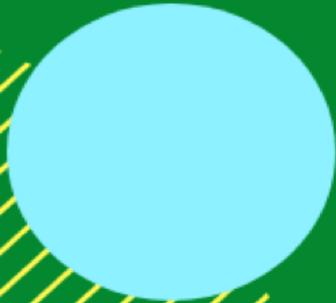




AVI-OIL

SMILE TWIN E-LEARNING PROGRAMME (STEP)

DEC'18- FEB'19





The greatest issue of Indian economy is regarded as the unequal distribution of resources. The major resource of India is nothing but the youth, i.e. more than 50% of India's current population. About 300 million youth falls under the age group of 18 to 25. It is expected that, in 2020, the average age of an Indian will be 29 years, compared to 37 for China and 48 for Japan.

In recent years, Indian Retail Industry has shown immense potential to resolve this issue as India has the second largest population with affluent middle class, rapid urbanization and solid growth of internet. Retail industry constitutes over 10% of the country's Gross Domestic Product (GDP), around 8% of the employment and is valued at USD 672 billion. Globally, India is fifth-largest global destination in the retail space and is growing at a rate of 12% per annum. This provides ample opportunities to the less privileged youth to find their way into the workforce.

The most important reason for unemployment in India is not the lack of education, but the lack of skills. The educated youth contributes to the highest unemployment rate in India! Since quality formal employment is rare here, creating opportunities for entry level jobs seems to be highly relevant.

The initiative Smile Twin e learning Program (STeP) started in the year 2007 to train the unskilled and unemployed youth who belong to underprivileged families and placing them into various organized sectors. Through this program STeP addresses the issue of youth unemployment due to the lack of required skills. The Skill Development Training is provided to the youth falling in the age group of 18-28 years. This program is a platform which provides the youth with the opportunities to be placed in the highly competitive job market.

Partnership with AVI-OIL India Private Limited

AVI-OIL India Private Limited joined hands with Smile Foundation with a vision of promoting the under privileged youth of the society by equipping them with industry related skills and making them employment ready. The center is located in Delhi. The programme aims to train **130** youth at STeP Center in a period of one year followed by at least **50-55%** placements in various retail, hospitality and BPO Sectors. The table below represents the center wise progress during the reporting period:

Reporting Period

Dec'18-Feb'19

Number of centers

01

Locations

Mayur Vihar,

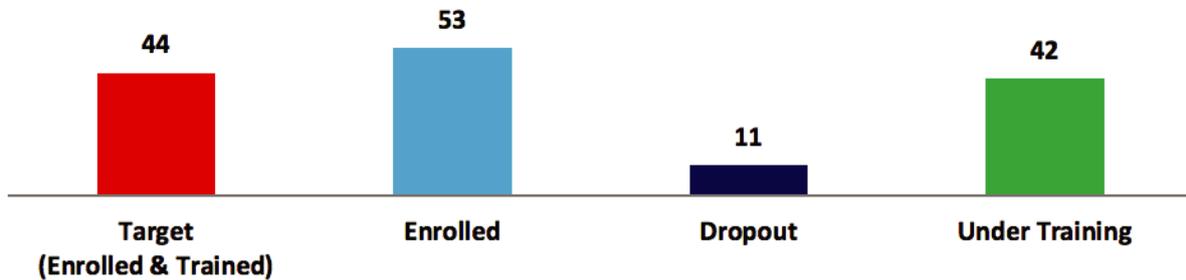
Delhi NCR

Youth Under Training

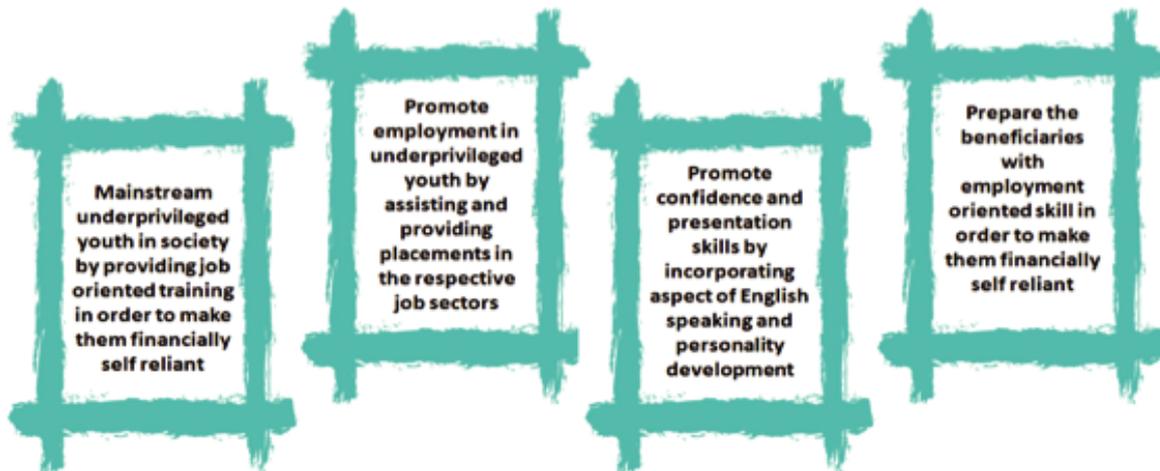
42



STeP at a glance



The STeP program provides classroom as well as practical learning for better understanding and experience of the students who are given training in Computer, English, Basic and Retail Management and Personality Development. The training of 4 months prepares students to secure basic entry-level jobs in various fast-growing sectors. The picture below clearly defines the objectives of the programme:



Apart from the regular classes, the students also participate in various activities organized for them. The picture below provides a quick introduction to the activities and its purpose:

Career Counseling

"Career Counseling helps students to explore the possibilities of employment in various sectors and prepare for it accordingly"

Employee Engagement Programme

"Employee Engagement Programme provides an opportunity to the youth to interact and have an open discussion with the employers"

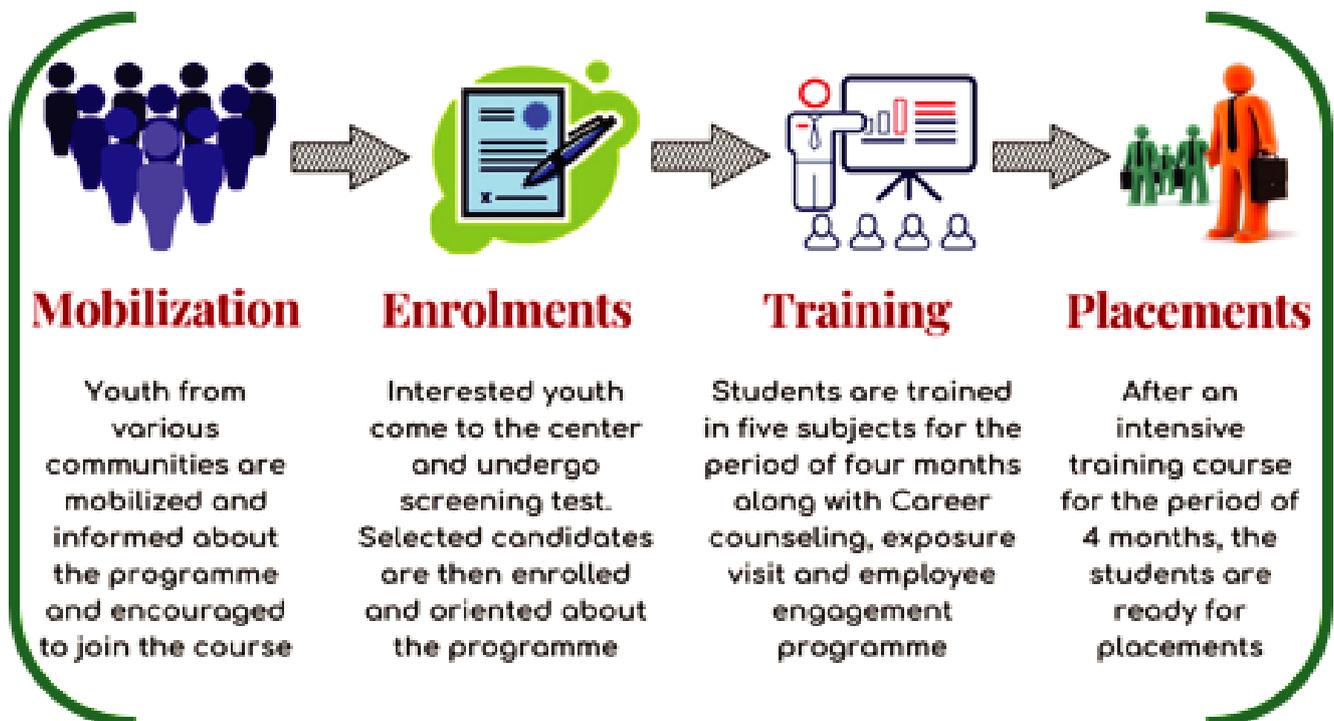
Exposure Visit

"Exposure Visits gives first hand experience to the students about the entry level jobs available in the retail, hospitality, BPO sector and their expectations from the employee"



Working and Implementation of STeP

As the term urban underprivileged youth suggests, this particular segment has been marginalized due to various factors such as poor finances, lack of quality education, lack of aptitude for employment and lack of opportunities in our country and the like. STeP programme aims to impart, enhance and polish industry-related skills to underprivileged youth who are deprived of the skills that are required for entry-level jobs in various job domains. STeP acts as an instrument for these underprivileged youth to enhance their skills and gets established in their area of interest in modern economy. It is a four months-long programme which is structured in such a way that it helps in the overall development of underprivileged youth.

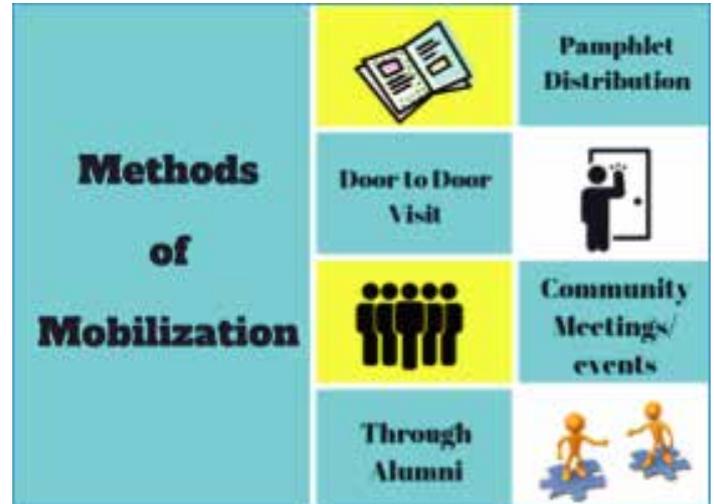




Mobilization always has been one of the most crucial steps of the programme. The whole success of the programme depends on how effectively the mobilization has been done. The main objective of mobilization is to identify and understand the needs and requirements of the youth of the community and act accordingly

During the reporting period, various strategies were used like: door to door visits of selected locality, awareness campaigns, community meetings, etc. to generate awareness amongst the members of different communities. The picture represents few of the methods of mobilization followed by the STeP center in order to reach out to the target beneficiaries.

Regular visits by STeP team members ensured the participation of the right candidates. During the reporting period, more than 100 youth were mobilized in Mayur Vihar location. Below are few pictures of the mobilization:

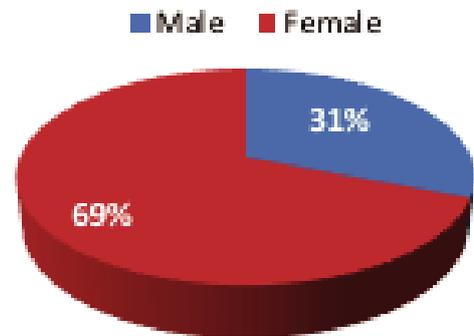




Enrolments and Orientation

Once the mobilization is complete, interested students undergo an entrance examination at the center which helps the instructors to identify the basic understanding of the youth. Followed by the examination, an orientation programme was organized at all the centers where the center team provides detailed information about the programme, its objectives, outcomes, time duration, activities, and curriculum. The students were also oriented about placements, and available jobs, etc., which were satisfactorily answered by the center staff. The centers were successfully launched on 1st Dec'18. A total of 53 students were enrolled during the period Dec'18-March'19. Out of 53 enrolled youth, 11 dropped out due to various reasons and as result, 42 students are currently undergoing training. The graph represents the male and female ratio of the under training youth.

Male Female Ratio



Below are few glimpses of the inauguration:



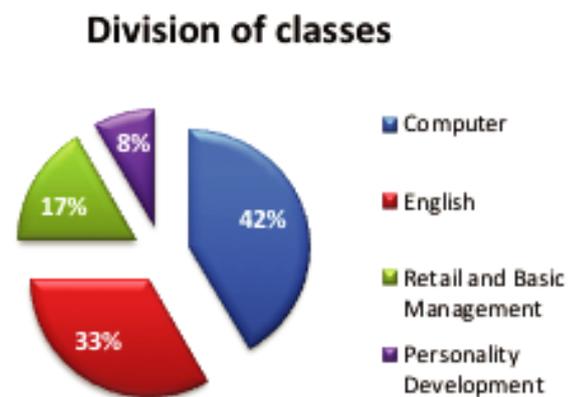


During the reporting period, students attended regular classes in basic computers, basic English, and retail management, personality development and financial literacy. The classes were conducted by experienced instructors who also motivated and prepared the youth to be confident. The classes were conducted regularly for 8 hours every day and 5 days a week. The classes were conducted as per the given schedule i.e. 5 Computer classes per week, 4 English classes per week, 2 Basic and Retail Management Classes and 1 Personality Development class per week. The picture below provided the curriculum duration along with the weekly division of the classes:

“

- Basic Computers- 120 Hours**
- Spoken English – 120 Hours**
- Basic and Retail Management- 45 Hours**
- Personality Development - 30 Hours**

”



The pictures below provide the glimpses of the regular classes conducted at the centers:

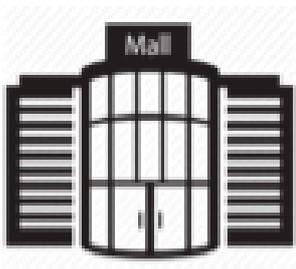


Through the English Bolo virtue English learning Platform, students practice English apart from the classroom session which helps them speak in English with confidence.

During the reporting period, 53 students were enrolled under the programme of which 11 dropped out due to and 42 students are currently undergoing training.



While the STeP Programme focuses on regular classroom training of the youth, it also ensures that the youth learn in different ways. To enhance their confidence and knowledge **Career Counseling Sessions** are organized every month. The counselor's advice the youth about possible career opportunities, developments and changes in different sectors which is discussed at length at the STeP centers.



Exposure Visit (EV) is also organized for the youth in the 3rd month of each term which is the most popular activity among the youth. Exposure visit enables the students to gain firsthand experience as to how the corporate functions and learn from the experiences of corporate. The youth are taken to retail outlets, shops, malls, etc. to understand from the employee's various job functions, roles, do's and don'ts at the workplace etc.

To set realistic expectations from entry-level jobs, salaries, etc. **Employee Engagement programme (EEP)** is also organized during the 4th month of the training where employers from retail, sales and hospitality sector visit the center and interact with the youth in an open platform. It enables the students as well as the employers to know each other well so that expectation gaps are reduced.





Career counseling helps the youth to ask career-related queries in an open forum. The students get career advice from the professionals' who assist them in taking their first step towards employment. In career counseling sessions, individual career choices are discussed, along with areas of strength and areas of improvement. Career counselor also clarifies the doubts and confusion regarding job profile, eligibility and skills required. These sessions help in boosting the morale of the students and help the students prepare a chart based on their skills. These counselors also provide help in identifying the professional goals, enabling the youth to make wiser decisions based on their skill set.



During the reporting period, 04 career counseling sessions were conducted at the STeP center where representatives from different organizations took the sessions. The discussion helped the students to build on their interpersonal communication and behavioral aspects which would assist them to secure the career opportunities in all their future endeavors. Below are few pictures of the activity:



Below are the details of the activity

Activity Date	No. of students participated	Session Taken by	Designation/Company/Employer	Topics Covered/Place Visited
12/18/2018	13	Ruchi Wadhwan	Certified Counsellor, Simple Shift	Career opportunities after training Introduction to Smile Shift
11/01/2019	20	Ruchi Wadhwan	Certified Counsellor, Simple Shift	Career opportunities after training Introduction to Smile Shift
1/30/2019	42	Altamash and Kuldeep	HR Executive, Karvy	Discussion about the work culture at Karvy Leave policy and career growth Interviewed 36 students, out of which 32 have been shortlisted for the job.
2/27/2019	9	Babita Nair	Trainer, Dominos	The work culture at Dominos Growth in the company



Exposure visits have been a vital part of the training programme, which provides a platform for the youth to prepare them for the corporate world. Through the visit to various workplaces like Malls, Food chains, Clothing stores, BPOs, etc. the students not only get familiar with the workplace environment but also get an opportunity to interact and learn from the employees. Through exposure, students get a better idea about the role and responsibilities they will have to take up in their first job. An open discussion between the students and the employees clarifies their doubts and provides the information they need about various jobs. During the reporting period, **01 Exposure** Visit was conducted at Motherson Sumi on 25th Feb'19 where Mr. Prashant oriented the students and briefed them about the company. He also explained the HR policies and various jobs available with the company. 32 students participated in the activity and asked various questions related to their career, first jobs and upcoming interviews which were answered by Mr. Prashant.

Exposure Visit

COMMON TOPICS DISCUSSED

1. Work Environment
2. Hierarchy and designations
3. Pay Scale
4. Growth Opportunities
5. Working Hours
6. Available jobs and requirements
7. Code of conduct
8. Interview procedures
9. Increments and bonus
10. Customer Handling

Below are few glimpses of the activity:





Employee Engagement Programme

The Employee Engagement Programme works as a means of interaction between the students and prospective employers. This interaction helps the students to participate in the discussion and ask their queries related to their careers and opportunities in the market. EEP gives firsthand experience on Retail, Hospitality, BPO sectors, and its functions. The key objective of the EEP is to help the students understand employer's perspective and their aspirations during recruitment of suitable candidates. Employee Engagement Programmes are important for both employers and employees as they help both the parties to have a better understanding of each other's perspective. The EEP is planned for the month of March'19.



Assessments

Assessments are an important part of the STeP programme as it helps the teacher to measure progress and improvement areas of the students. During the reporting period, two assessments were done i.e. Entrance Assessments and Mid Term Assessments along with the STeP Aptitude Test. The result and answer sheets were shared with the students after the evaluation so that they could identify the improvement areas as well. The End term examination will be conducted in the last week of March'19.





On 21st Feb'19 Ms. Bhavna and MS. Neha from AVO OIL visited the STeP Center. After an introduction session, students were asked about their training experience so far. The students expressed their wish to take up the job after the training and performed a sales pitch during the visit. Ms. Bhavna and Ms. Neha motivated the youth to take regular classes and become confident professionals in future. The lesson plans, assessments, beneficiary profiles, and teaching methodologies were also discussed with the teachers during the visit. The visit from AVI OIL team has helped in motivating the youth as well as the STeP Center team. Below are few pictures of the visit:



Placements

The STeP programme prepares the youth for various entry-level jobs available in the sector. During the reporting period, students were prepared for various job-ready skills with the help of classroom and outdoor exposure. The placement cell provides various job leads to the students based on their interest area followed by a job interview either at the center or at the employer's office.

The programme orients the students for the placement interviews by organizing mock interviews, career counseling sessions, employer interactions and engagement programmes which guides the youth in facing their first interview with confidence. During the reporting period, students appeared for the interviews in Kary Corporate, Speed X Call Center, Maruti Suzuki, Motherson Sumi, Wave Cinemas and results are awaited. The students will be placed after completion of the training in March'19.



The relevance of the STeP Programme is more reasonable in the communities where the youth have no facilities to learn and grow as a professional. The intense mobilization process and techniques were instrumental in reaching out to the youth in the community. 42 youth are currently undergoing training and will complete by end of March'19. 4 career counseling sessions and 1 exposure visit were also organized for the youth for their better understanding of job market. Employee Engagement Programmes are planned for the month of March'19 where the students will interact with various working professionals learn about employer expectations and interview preparations.

We at Smile Foundation are thankful to AVI OIL India Private Limited for believing in the STeP programme and providing a learning platform to so many youths in the country. The programme will continue to work towards its goal of empowering youth through a dignified livelihood.

Action Plan

- End Term Examination in the last week of March'19
- Identify placement opportunities for the term Dec'18-March'19
- Provide a certificate to the trained youth in the month of April'19
- Mobilization for the term starting from 1st April'19