

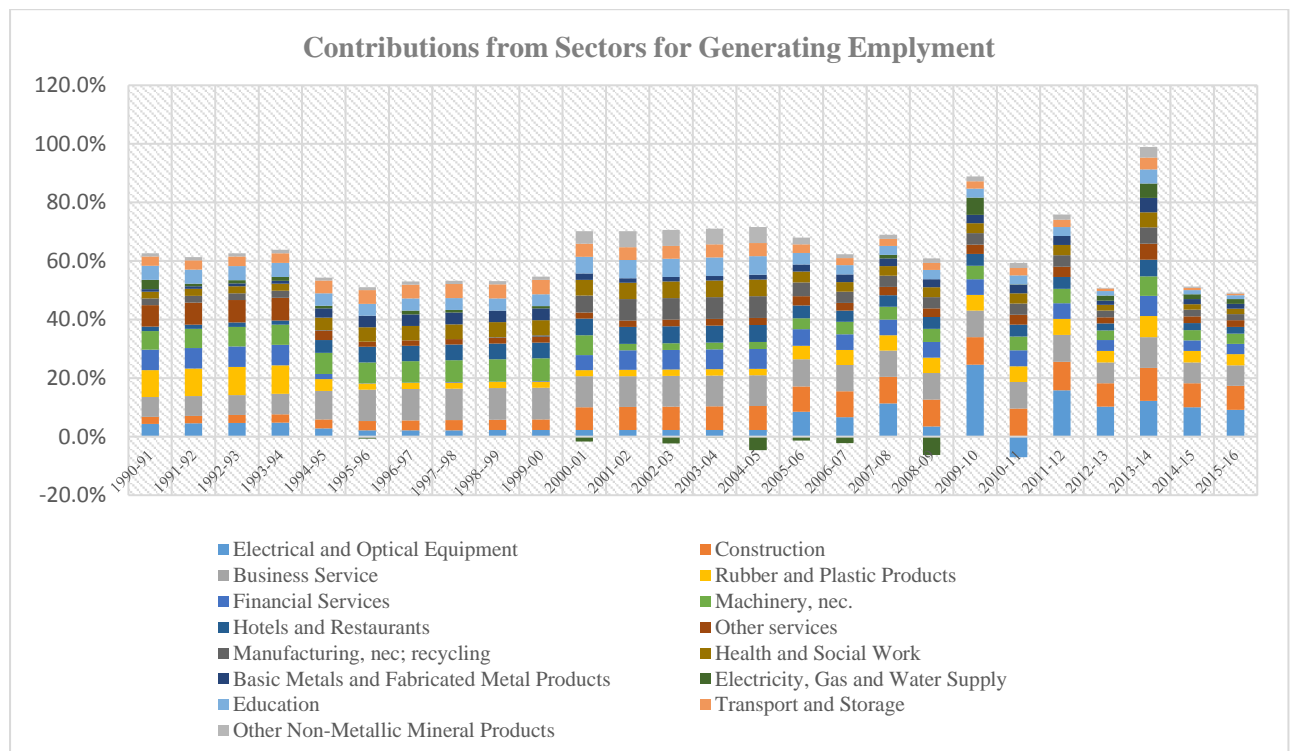
Contribution from Sectors in Generating Employment Opportunities for Skilled Youth

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Contribution from IT Sector

India's liberalization in 1991 was premised on the idea that it would make local industries more competitive, helping them capture world markets, which in turn would enable millions of Indian youth to move away from low-productivity farm jobs to high-productivity skill-based industrial jobs and service oriented jobs.

Data from the KLEMS India database on employment and productivity published recently by the Reserve Bank of India (RBI) shows the growth rate of employment contributed by the different sectors since 1990-91 till 2015-16.



Information Technology (IT) industry in India has been instrumental in making India a major player in the global horizon. IT has transformed India from an agriculture based economy to a knowledge based economy. Indian IT industry is known for its cost competitiveness and high quality services across the world and has been instrumental in transforming the perception of India in the global economy.

As an important growth driver, IT sector has contributed 7-8% to India's GDP. India's IT industry is increasingly focusing on digital opportunities as digital is poised to be a major segment in the next few years. It is also currently the fastest growing segment, growing over 30 per cent annually.

The schism between the skill demands of industry and the aspirations of the youth has widened leading to a paradoxical situation where industry is looking for skilled manpower and skilled youth are looking for jobs. The latest India skill Report indicates that only about 47% coming out of educational institutions are employable.

Skills and knowledge are driving forces of economic growth and social development for any country. If we have to move India towards development then skill development should be our mission. Adapting

this concept, **Anudip**, a non-profit organization with operations in India and USA, has been empowering motivated young job aspirants from difficult backgrounds since 2007.

As per the National Youth Policy, 2014 all young person in the age group of 15-29 years constitutes youth population which is a diverse group and with varying needs, aspirations and requirements. Anudip beneficiaries, youth and women, are from high-need, marginalized communities; they may be religious minorities, tribal, political refugees, people with disabilities or victims of trafficking. They are led through a process of continuous improvement, in-depth and diverse training and continuous mentoring.

| Target Group | Training | | Testing & Certification of Competencies |
|-------------------------------------------------------------------------------------------|-------------------|-------------------|-----------------------------------------|
| | Skill acquisition | Skill upgradation | |
| Less educated / Out of school youth unemployed | y | | y |
| ITI Graduates / Graduates | | y | y |
| Employed | | y | y |
| Women and youth from high need /marginalized communities / young people with disabilities | y | | y |

Anudip believes that digital skill and vocational training can create enhanced livelihoods for marginalized communities. Anudip’s mission is to generate sustainable knowledge-economy livelihoods for poor youth and women through market aligned skills training.

Driving of Scale and Impact

DIYA i.e. Digital Inclusion of Young Aspirants is Anudip’s mainstream technology-driven skill development program for at-risk youth, building a pathway to secure digital livelihood. DIYA trains unemployed youth on digital skills using innovative technologies in a blended learning environment. DIYA is designed for careers in e-commerce, logistics, retail, mobile payments, banking and finance, telecom and other sectors.

3D4D is an innovative and highly impactful program for creating prosthetic solutions for poor amputees using 3D Design and Printing technologies. Leveraging declining price-points, Anudip is creating lightweight, customized, 3D-printed prosthetics to needy amputees from slums and villages, by evaluating each patients-user’s unique situation and providing most effective and usable device.

The prosthetic devices developed and fitted on patients by Anudip are muscle-powered mechanical devices that have made major positive impact on lives of different categories of amputees like drivers, electricians, students, athletes, factory labourers and so on.

SAVE i.e. Speciality Abled Vocational Education offers IT-based vocational training and corporate job placement service to visually- and physically-challenged youth. Under this program, persons with disabilities are professionally trained and are facilitated by Anudip’s CRC to appear for mainstream jobs views and employment.

Anudip transforms lives by creating aspirational livelihoods through digital inclusion in emerging economies. Anudip’s Ethos are professional, inskillusive, immersive, empowering, courageous, optimistic, scalable, nimble, aspirational and modern.

Anudip provide 100% placement support to the beneficiaries. Anudip has 350+ national tie ups across industries and partnership with leading brands which helps Anudip to facilitate exciting career opportunities for their beneficiaries. Some of the current recruiting partners of Anudip are iMerit, TATA

Consultancy Services, Spencer's, Bata, Flipkart, Intelenet, Kotak, Lifestyle, Mobikwik, Pantaloons, Westside, ABP weddings, Domino's Pizza and so on.

| The Anudip Impact | |
|----------------------------------------------|-------------------------------|
| 75% Placement | 100 Skill Development Centres |
| 300% increase in beneficiary's family income | 85,000 individuals trained |

Not only by the numbers, the true impact is reflected when the students of Anudip, beneficiary of Anudip like Soumyashrri Samal from Odisha said *"I am the first girl of my village to step out and achieve my dreams; and I am sure that I am just the beginning...not the end. Thank you Anudip to help me dare a dream"*. Soumyashrri is now Customer Care Executive in First Source Solution Ltd. In Bhubaneshwar.

There are many young people like Sakil from Mograhat, West Bengal who has found a meaningful life and exciting career by getting placement in the corporates like iMerit Technologies Services and conveyed their sincere thanks to Anudip by saying *"Anudip has truly transformed my life"*.

Professor James Koch from Santa Clara University has rightly said that *"What is happening here is a small and quiet revolution of the human spirit and collective agency, people, local governance groups, partners, and inspired leadership with adaptive models of social change combined with imaginative organizations and business models to serve the poorest of the poor."*

References:

#Website: www.anudip.org

Data from the KLEMS India database on employment and productivity published by Reserve Bank of India

#National Policy for Skill Development & Entrepreneurship, MSDE 2015 and Global Education Digest, UNESCO