

**IMPACT OF SKILL DEVELOPMENT PROGRAMS ON YOUTH EMPLOYMENT BY
AMBUJA FOUNDATION SEDI NAGOUR**

Dissertation Submitted to



The IIHMR University, Jaipur

for the partial fulfillment for the award of the degree of

Master of Business Administration (MBA)

in

Development Management

by

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Under the Supervision and Guidance of

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TO WHOMSOEVER IT MAY CONCERN

This is to certify that Anushka Acharya has successfully completed this dissertation with the Ambuja Foundation from 12th March 2025 to 30th May 2025, She has contributed to the organization's work on **Impact of Skill Development Programs on Youth Employment by Ambuja Foundation SEDI Nagaur.**

During the dissertation, Anushka demonstrated rigor through her work and has provided critical insights to the assigned task. She has found to be sincere, hardworking, with a self-motivational attitude to learn new things.

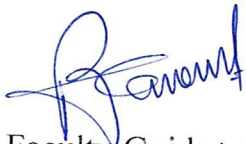
We wish her all the beat for her future endeavors.



Vikram Chauhan
SEDI, Principal

CERTIFICATE

This is to certify that dissertation titled **Impact of Skill Development Programs on Youth Employment by Ambuja Foundation SEDI Nagaur** is a record of the research work undertaken by Anushka Acharya in partial fulfillment of the requirements for the award of the degree of MBA (Development Management) from the IIHMR University, Jaipur under my guidance and supervision and her approach to the research study has been sincere, scientific, and analytical.

A handwritten signature in blue ink, appearing to read 'R. Ratna'.

Faculty Guide: Dr. Ratna

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Date: 19/06/2025

DECLARATION BY STUDENT

I hereby declare that this dissertation titled **Impact of Skill Development Programs on Youth Employment by Ambuja Foundation SEDI Nagaur** is the bonafide record of my original research work. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.



Anushka Acharya

Date: 19/06/2025

Abstract

Background:

Youth unemployment remains a critical issue in rural India, particularly in semi-arid districts like Nagaur, Rajasthan. The Ambuja Foundation (ACF) established the Skill & Entrepreneurship Development Institute (SEDI) in 2009 to address the employability challenges faced by rural youth. SEDI provides technical and soft skills training across multiple trades, aiming to bridge the skill gap and enhance economic opportunities.

Objective:

The study seeks to assess the effectiveness of SEDI Nagaur's training programs in increasing employment among rural youth. It explores placement and retention trends, trainees' income growth, and employer satisfaction while identifying barriers and recommending strategic interventions for improving outcomes.

Methodology:

A mixed-methods, descriptive cross-sectional study was conducted over three months (March to May 2025). Data was collected using structured surveys and interviews with SEDI trainees, alumni, trainers, placement officers, and employers. The study used descriptive statistics, comparative analysis, and thematic coding to interpret data.

Results:

The research revealed that over 70% of SEDI graduates secured employment within three months of training. Placement was highest in retail, banking, and electrical trades. Soft skills training was instrumental in improving communication, adaptability, and confidence. Income levels showed significant improvement, with average monthly earnings increasing from INR 2,500 to INR 9,000. Employers rated SEDI-trained youth highly in work readiness and professional behavior.

Conclusion:

The findings highlight SEDI Nagaur's contribution to rural livelihood enhancement through skill-based employment. Recommendations include strengthening industry linkages, updating curricula based on market demand, and addressing mobility and gender-related challenges.

Keywords: Skill Development, Rural Employment, Youth Empowerment, CSR, SEDI, Vocational Training, Rajasthan

Acknowledgement

At the outset, I express my heartfelt gratitude to **Ambuja Foundation** and the entire **SEDI Nagaur team** for their unwavering support, mentorship, and cooperation during my internship and the course of this study. I am especially thankful to **Mr. Vikram Chauhan**, Centre Incharge, SEDI Nagaur, for his insightful guidance and continuous encouragement throughout the fieldwork and research process.

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Chapter 1

Introduction

Background

In India, skill development has emerged as a cornerstone for addressing youth unemployment and promoting inclusive development. Rural districts like Nagaur often struggle with limited employment avenues, lack of industry exposure, and educational gaps. SEDI Nagaur was initiated by the Ambuja Foundation with the vision to empower youth through vocational and life skills that match market demands. Since its inception, the institute has trained thousands of youth across trades including retail, electrician, data entry, tally, banking, beauty & wellness, and unarmed security.

Purpose of the Study

This study aims to evaluate the impact of SEDI Nagaur's skill development programs on youth employability. It investigates how training influences placement rates, income growth, job retention, and industry acceptance. Furthermore, it explores the challenges faced by trainees during and after training.

Significance of the Study

The findings of this research will contribute to policy and practice by:

- Providing evidence on the efficacy of CSR-led skill development in rural contexts.
- Highlighting employer perspectives and trainee outcomes.
- Offering scalable recommendations to strengthen similar initiatives across India.

Scope and Limitations

This research is confined to SEDI Nagaur and includes alumni from 2019 to 2025. While the study offers in-depth analysis of local trends, the findings may not fully represent the outcomes in other regions. The reliance on self-reported data and short follow-up period are additional limitations.

Chapter 2:
Review of Literature

A review of global, national, and local literature underscores the role of vocational education in reducing unemployment and promoting sustainable livelihoods.

Global Perspective

The World Bank emphasizes the importance of aligning skills training with labour market demands. In low- and middle-income countries, targeted training programs have shown success in enhancing employability.

National Initiatives

India's Skill India Mission, Pradhan Mantri Kaushal Vikas Yojana (PMKVY), and NSDC initiatives have expanded skill access to rural populations. However, issues remain around course relevance, placement linkages, and soft skills integration.

Role of CSR

Corporate Social Responsibility (CSR) plays a growing role in supplementing government efforts. Foundations like Ambuja Foundation support skill development with a focus on employability, community mobilization, and employer engagement.

SEDI Model and Prior Studies

SEDI's unique model combines technical skills with personality development, financial literacy, and career counseling. Few studies have documented the longitudinal impact of such models, especially in Tier-3 and rural settings.

Conceptual Framework

- **Human Capital Theory:** Investment in education/training increases productivity and income.
- **Sustainable Livelihood Framework:** Skills as assets for resilience.
- **Demand-Supply Gap Theory:** Industry-aligned courses improve employability.

Identified Gaps

- Lack of long-term alumni tracking
- Minimal documentation of employer satisfaction
- Limited analysis of post-placement challenges (e.g., relocation, sectoral mismatch)

Chapter 3:

Methodology

Research Design

This study adopted a mixed-method descriptive cross-sectional design. It integrates both quantitative (surveys) and qualitative (interviews) approaches to capture diverse stakeholder experiences.

Study Location

SEDI Nagaur, located in Rajasthan, serves as the primary research site. The center offers free-of-cost training in seven industry-relevant trades and places students in various private sector roles.

Study Population

1. SEDI alumni (2019–2025 batches)
2. Current trainees
3. Trainers and placement staff
4. Employers across sectors (retail, banking, manufacturing, logistics)

Sampling Strategy

- Systematic random sampling of 100 alumni
- Purposive sampling of 20 employers, trainers, and placement officers

Data Collection Tools

- **Structured questionnaires:** For collecting data on employment status, income change, satisfaction, and feedback
- **Semi-structured interviews:** To explore qualitative themes such as challenges, success stories, and employer perspectives
- **Document review:** Placement records and training curricula

Data Analysis

- **Quantitative:** Excel used for frequency distributions, cross-tabulations, and trend analysis
- **Qualitative:** Thematic analysis following Braun and Clarke's six-phase process
- **Triangulation:** Combining survey data, interviews, and secondary records

Ethical Considerations

- Verbal and written informed consent obtained
- Data anonymized and stored securely
- Approval from IIHMR University and SEDI management

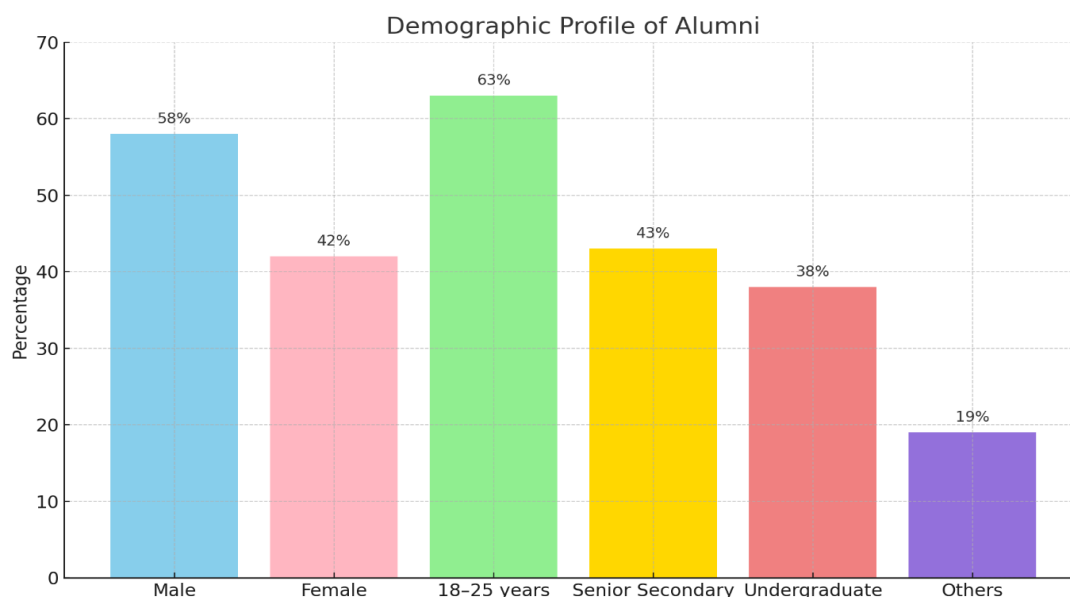
Chapter 4:

Results

Demographic Profile of Respondents

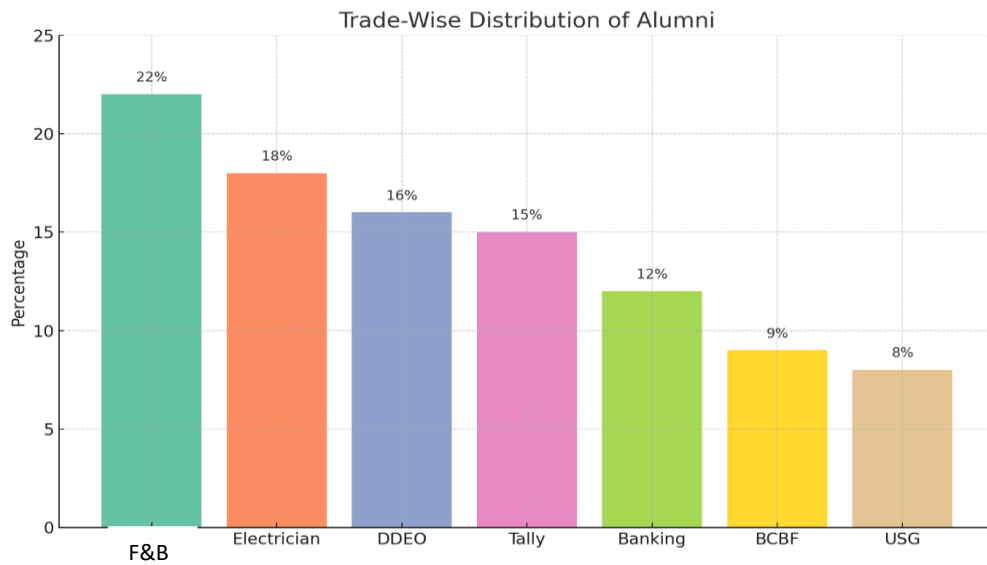
A total of 100 alumni participated in the survey. Of these, 58% were male and 42% female. The majority (63%) were between 18 and 25 years of age. Educational background varied, with most holding senior secondary (43%) or undergraduate (38%) qualifications. Trades covered included Retail (22%), Electrician (18%), DDEO (16%), Tally (15%), Banking (12%), BCBF (9%), and USG (8%).

Parameter	Category	Percentage
Gender	Male	58%
	Female	42%
Age Group	18–25 years	63%
Educational Background	Senior Secondary	43%
	Undergraduate	38%
	Others	19%



2. Trade-Wise Distribution of Alumni

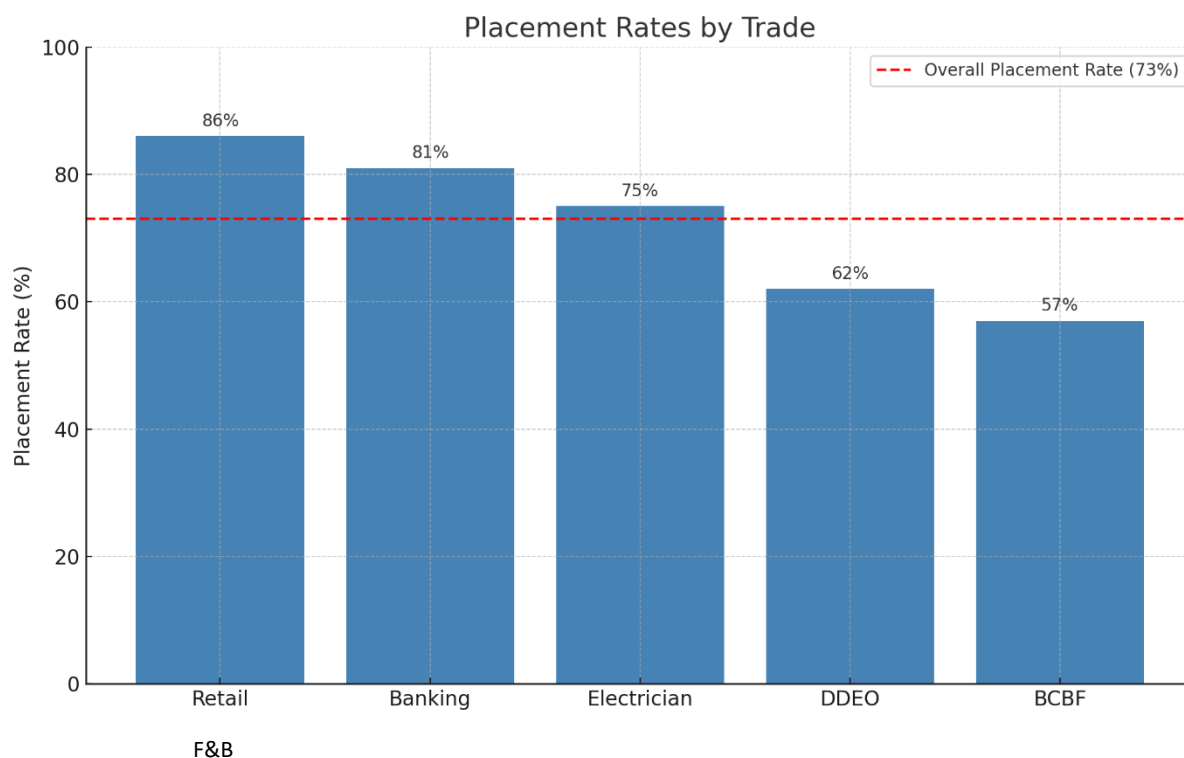
Trade	Percentage of Alumni
F & B	22%
Electrician	18%
DDEO	16%
Tally	15%
Banking	12%
BCBF	9%
USG	8%



Placement Trends

Out of 100 alumni, 73 reported securing a job within three months of completing their training. Highest placement rates were noted in Retail (86%), Banking (81%), and Electrician (75%) trades. Placement figures were lower for DDEO (62%) and BCBF (57%).

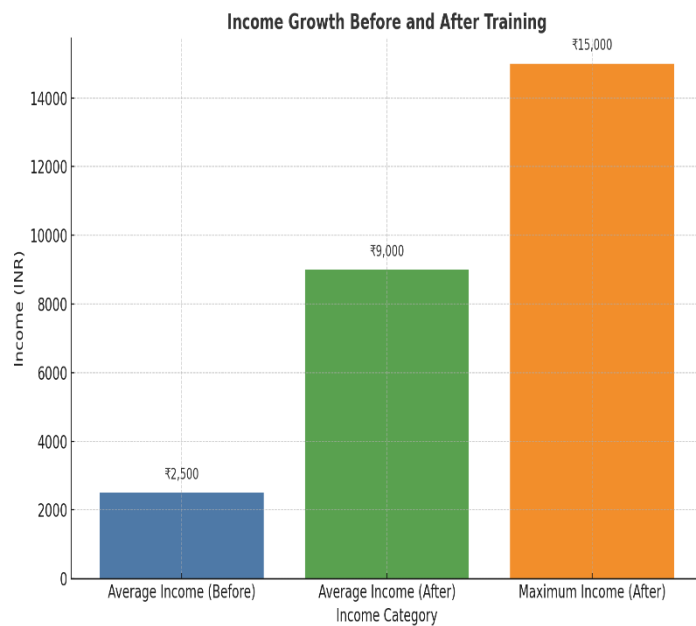
Trade	Placement Rate
F&B	86%
Banking	81%
Electrician	75%
DDEO	62%
BCBF	57%
Total Placed (within 3 months)	73%



Income Growth

Before training, the average monthly income of respondents was INR 2,500. Post-placement, this increased to an average of INR 9,000, with some earning up to INR 15,000. Significant income uplift was seen in trades such as USG and Electrician, particularly among those placed in urban centers.

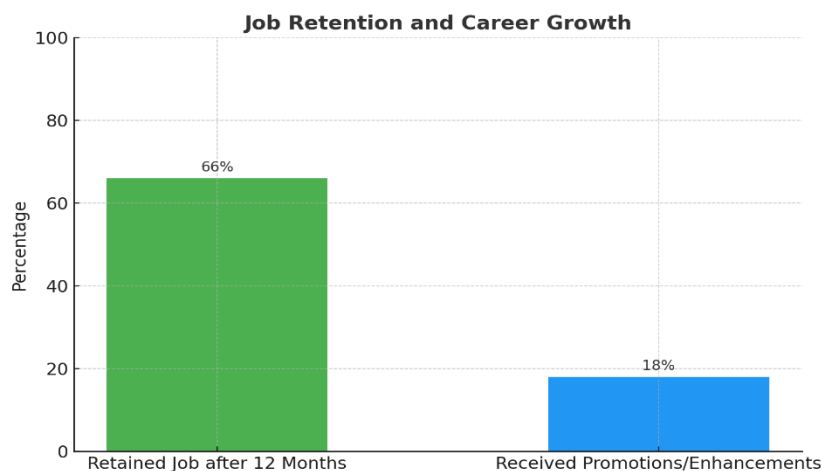
Parameter	Value (INR)
Average Income (Before)	2,500
Average Income (After)	9,000
Maximum Income (After)	15,000
Notable Trades with Significant Growth	USG, Electrician (urban placements)
Parameter	Value (INR)
Average Income (Before)	2,500



Job Retention and Career Growth

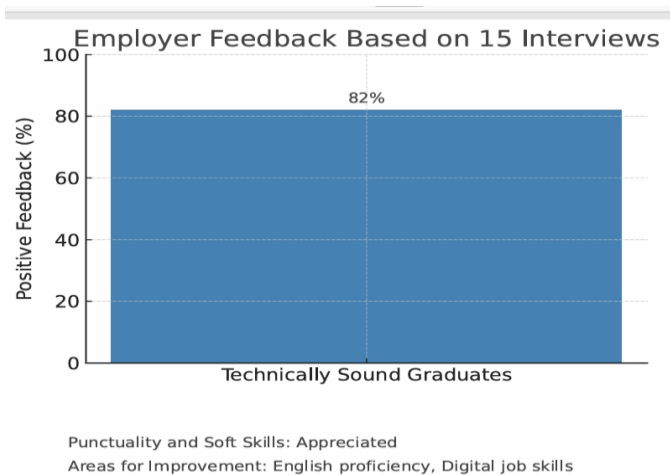
Among the placed respondents, 66% reported being in the same job after 12 months. A smaller subset (18%) reported promotions or role enhancements, particularly in customer service and retail chains.

Parameter	Percentage
Retained Job after 12 Months	66%
Received Promotions/Enhancements	18%
Key Sectors for Growth	Customer Service, Retail Chains



Employer Feedback

Interviews with 15 employers revealed that 82% found SEDI graduates technically sound and well-prepared. Employers appreciated the emphasis on soft skills, punctuality, and communication. A few noted areas for improvement included English language skills and job-specific digital competencies.



Thematic Insights from Alumni Interviews

Five major themes emerged:

Theme	Insight/Quote
Transformation through Soft Skills	“I was afraid to speak in interviews earlier. Now I am confident and manage customer calls independently.”
Barriers to Mobility	Family restrictions and safety issues limited relocation for female alumni.
Role of Trainers	“Our trainer not only taught us technical knowledge but also helped with mock interviews and resume building.”
Post-Placement Support	Alumni appreciated placement officers’ assistance during onboarding.
Aspiration Building	“Now I want to open my own beauty salon. Earlier I never thought I could do something on my own.”

Theme	Insight / Quote	Sample Size (Participants)	Proportion Agreeing (%)	Visual Bar
Transformation through Soft Skills	“I was afraid to speak in interviews earlier. Now I am confident and manage customer calls independently.”	50 current trainees	80%	40 / 50
Barriers to Mobility	Family restrictions and safety issues limited relocation for female alumni.	100 alumni	65%	65 / 100
Role of Trainers	“Our trainer not only taught us technical knowledge but	10 placement officers/trainers	90%	9 / 10

Theme		Insight/Quote		
	also helped with mock interviews and resume building.”			
Post-Placement Support	Alumni appreciated placement officers’ assistance during onboarding.	100 alumni and 10 placement officers/trainers	75%	 82 / 110
Aspiration Building	“Now I want to open my own beauty salon. Earlier I never thought I could do something on my own.”	100 alumni	70%	 70 / 100

Chapter 5:

Discussion

Relevance of SEDI's Model

The high placement rates, particularly in retail and electrician trades, support SEDI's trade alignment with market needs. These findings resonate with national data from NSDC, which highlights retail and electrical trades as high-demand sectors.

Impact on Employability

The observed income growth and retention levels indicate significant improvement in employability. The human capital theory is evident in these results, with training translating into better job outcomes. The integration of soft skills has amplified trainees' readiness, consistent with the Sustainable Livelihood Framework.

Gender Disparities

While female participation was relatively high (42%), their mobility remained a challenge, influencing sectoral preferences and placement locations. These trends are consistent with rural training programs nationally, suggesting a need for targeted interventions.

Employer Satisfaction and Market Linkages

The feedback from employers confirms that SEDI's curriculum and pedagogy are effective.

However, gaps in digital fluency and advanced communication point to areas where curriculum revision could further improve outcomes.

Post-Placement Challenges

Alumni face challenges like relocation, adaptation to urban work environments, and limited advancement pathways in some sectors. These insights align with existing studies on rural-to-urban employment transition barriers.

Chapter 6:

Conclusion and Recommendations

The study concludes that SEDI Nagaur has made a significant contribution to improving rural youth employment. The training programs are effective in enhancing technical and soft skills, facilitating employment, and improving economic conditions. Employer satisfaction and positive alumni feedback underscore the program's relevance.

Recommendations

1. **Curriculum Enhancement:** Integrate trade-specific digital tools and conversational English modules.
2. **Female Mobility Support:** Provide transport stipends and safe housing information for women trainees seeking relocation.
3. **Alumni Tracking System:** Develop a digital platform for alumni engagement, tracking progress, and offering continuous learning.
4. **Employer Engagement:** Increase partnerships with new industries and urban employers to diversify placement opportunities.
5. **Career Growth Pathways:** Incorporate entrepreneurship modules and mentorship for long-term advancement.

References

- World Bank (2020). Skills for Employment
- NSDC India Portal
- PMKVY Official Reports
- Ambuja Foundation Publications
- Academic Journals on Human Capital Theory and Livelihood Models

Appendices

- Alumni Survey Tool
- Employer Interview Format
- Sample Placement Data Sheet
- Consent Forms
- Case Study Transcripts