

Impact of Skill Development Programs on Youth Employment by Ambuja Foundation SEDI Nagaur, Rajasthan

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Background Overview

Skill development in India plays a key role in tackling youth unemployment and promoting inclusive development.

Rural districts like Nagaur face challenges such as:

Limited employment opportunities

Lack of industry exposure

Gaps in educational access

SEDI Nagaur was established by the Ambuja Cement Foundation in year 2009 to:

- Empower rural youth
- Provide vocational and life skills aligned with market demands

Since its inception, SEDI Nagaur has trained **thousands of youth** in various trades, including:

Food & Beverages

Electrician

Data Entry

Tally

Banking

Beauty & Wellness

Unarmed Security Guard (USG)



Literature Review



Global Perspective: Role of vocational training

National Initiatives: NSDC, PMKVY

CSR Role: CSR initiatives support government programs by enhancing training quality and outreach.

Foundations like Ambuja Foundation focus on employability, community mobilization, and employer linkages.

SEDI Model and Research Gaps:

SEDI combines technical skills with personality development, financial literacy, and career counseling.





Research Question

To what extent does SEDI Nagaur's training model help young people get employment?



Objectives of the Study

1. To evaluate how SEDI Nagaur's training affects young people's employment.
2. To examine trainees' career development, pay ranges, and placement statistics.
3. To research the difficulties that students encounter after training.
4. To make recommendations for ways to enhance SEDI's hiring and training procedures..



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

SEDI alumni (2019–2024 batches)



Current trainees

Trainers and placement staff



Employers across sectors (retail, banking, manufacturing, logistics)

Sampling Strategy



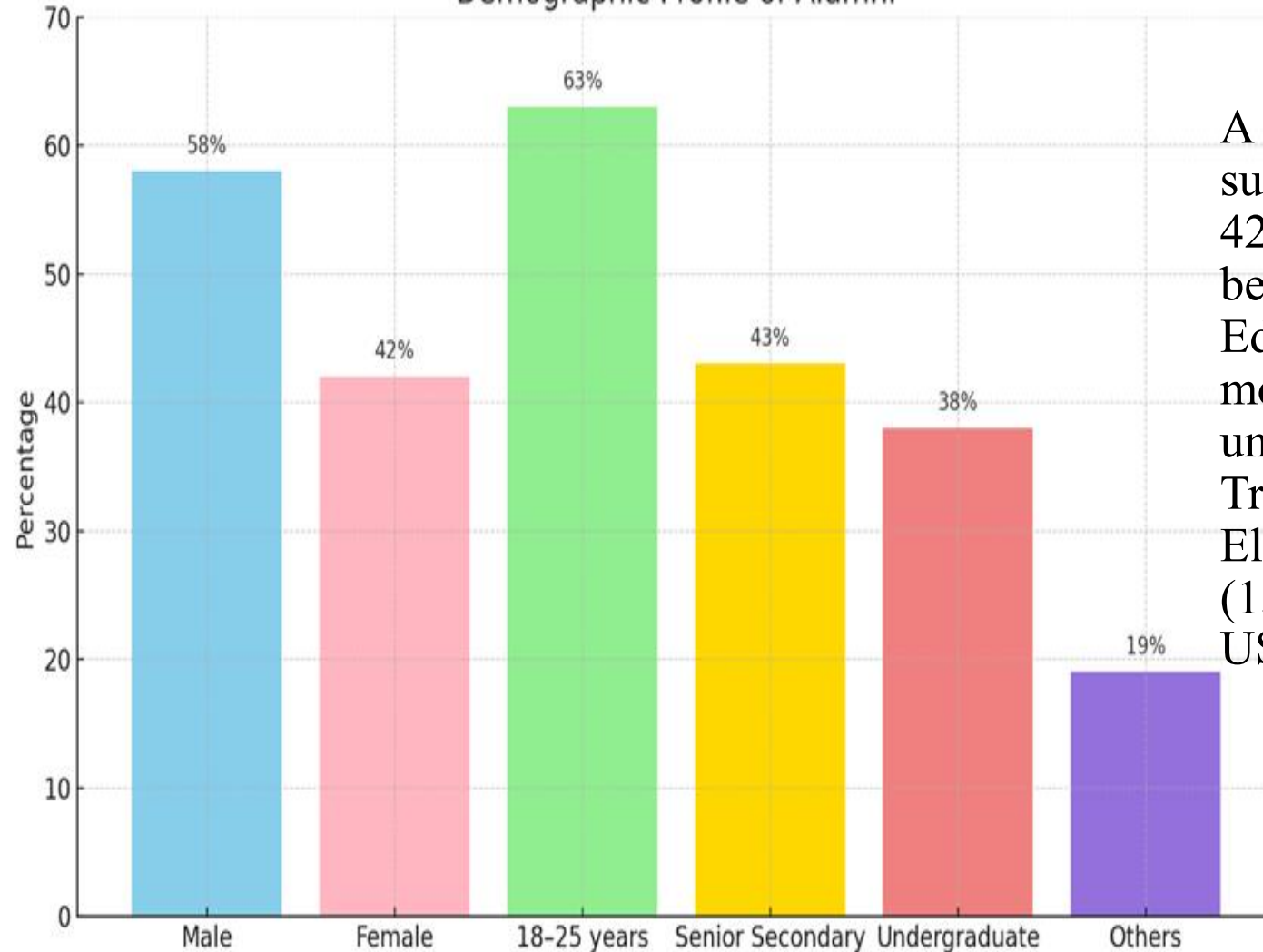
Systematic random sampling of 100 alumni



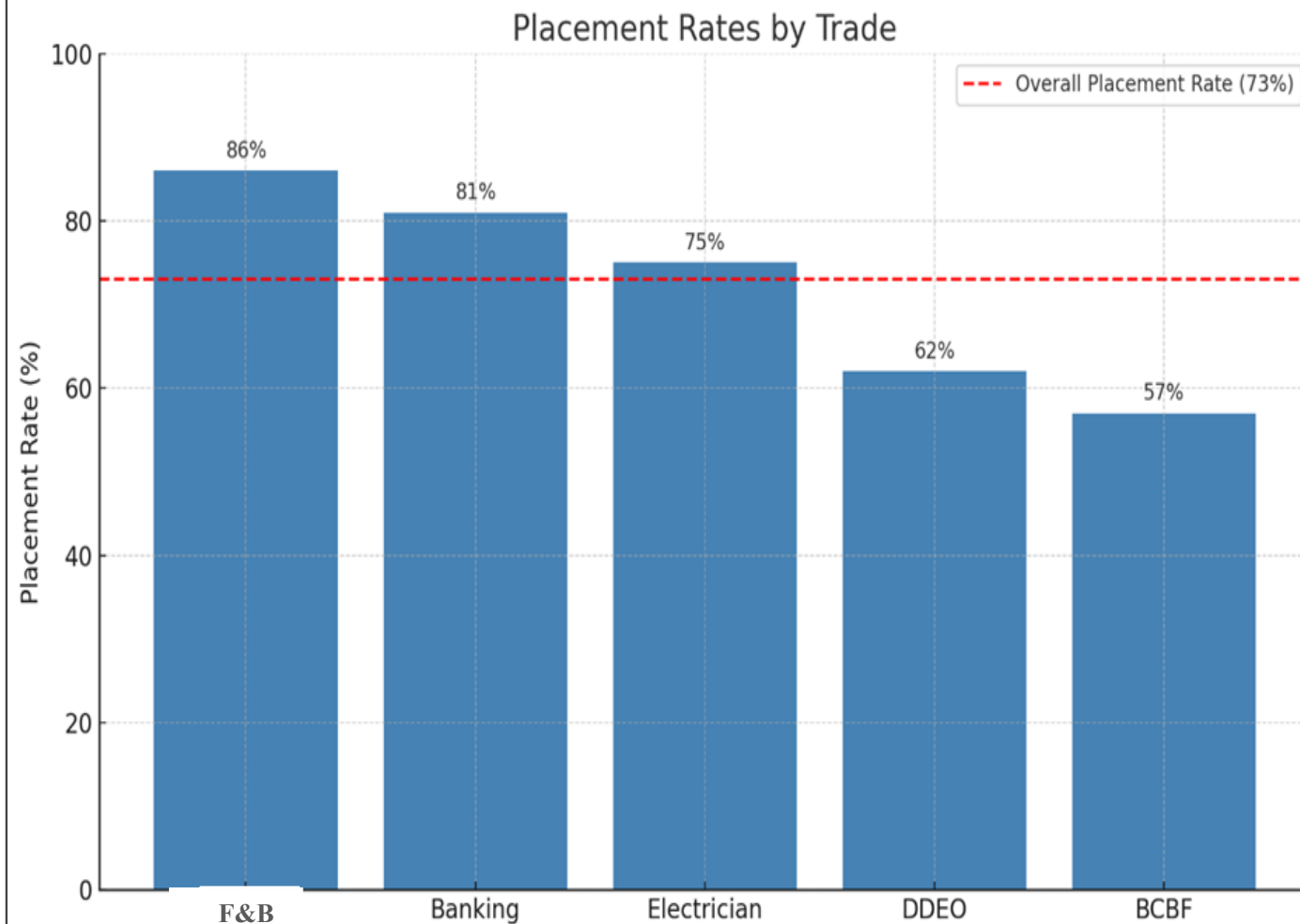
Purposive sampling of 20 employers, trainers, and placement officers

Results:-

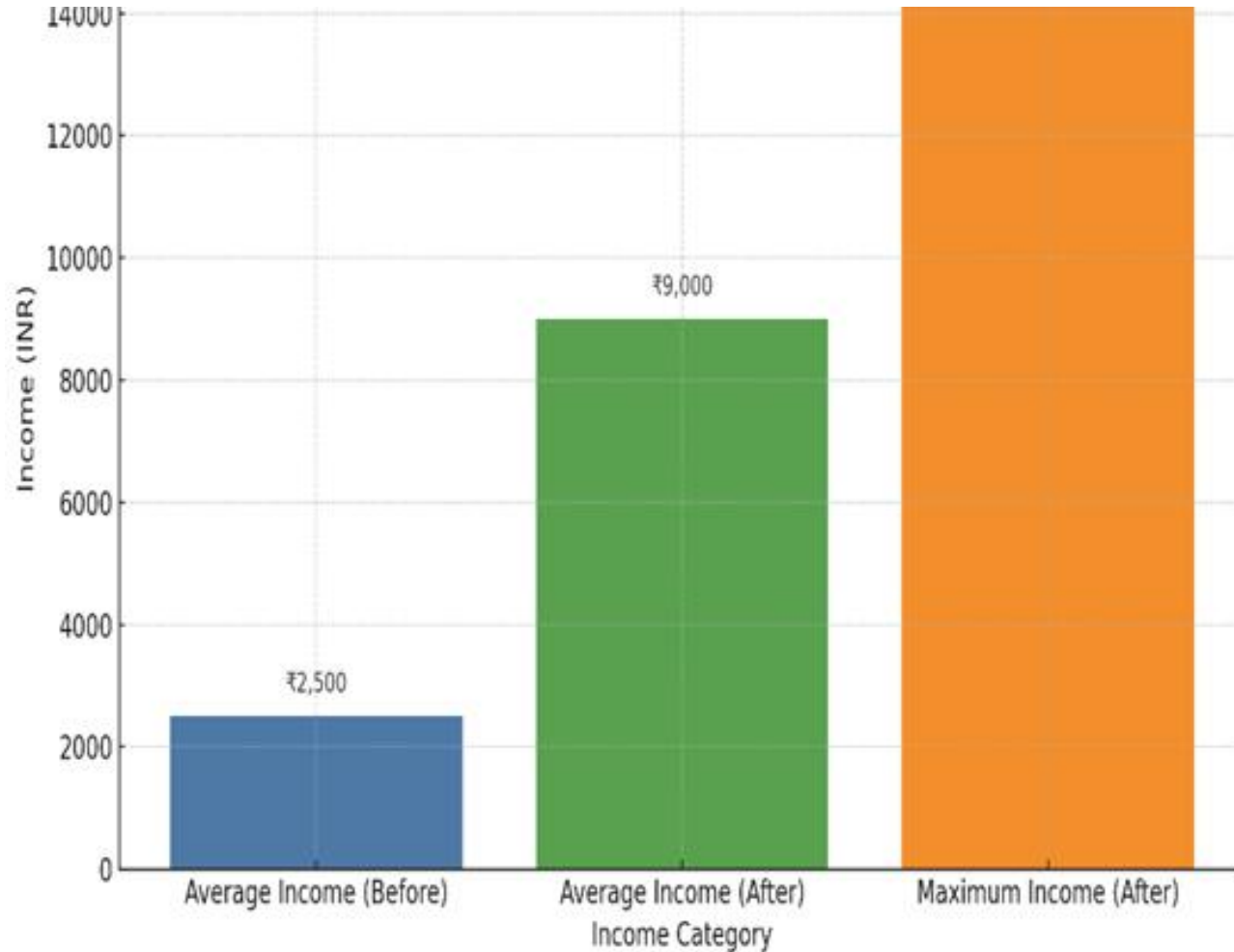
Demographic Profile of Alumni



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 F&B (22%), Electrician (18%), DDEO (16%), Tally (15%), Banking (12%), BCBF (9%), and USG (8%).



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



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.

Thematic Insights from Alumni Interviews

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 also helped with mock interviews and resume building.”	10 placement officers/trainers	90%	9 / 10
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

Key Findings:-

Relevance of SEDI's Model

High placement rates in F&B and Banking trades reflect strong alignment with market demand. This aligns with NSDC data identifying these as high-growth sectors.

Impact on Employability

Improved income and job retention suggest enhanced employability. The impact of soft skills and technical training.





Employer Satisfaction and Market Linkages:

Employers appreciate SEDI's effective curriculum and teaching methods. However, gaps in digital skills and advanced communication highlight the need for curriculum enhancement.

Post-Placement Challenges:

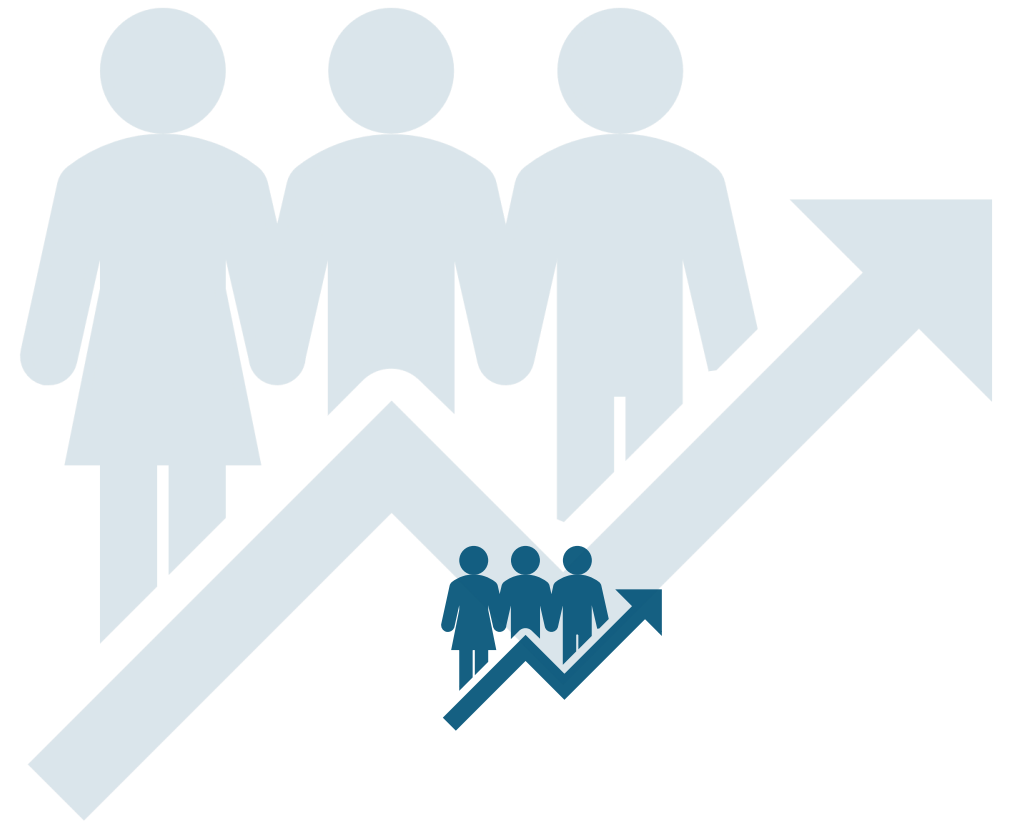
Alumni face difficulties with relocation, adapting to urban work culture, and limited growth opportunities—reflecting common rural-to-urban transition issues.

Gender Disparities:

Female participation is commendable at 42%, but mobility challenges affect their placement and sector choices, calling for focused gender-based interventions.

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

Female Mobility Support: Provide transport stipends and safe housing information for women trainees seeking relocation.

Alumni Tracking System: Develop a digital platform for alumni engagement, tracking progress, and offering continuous learning.

Employer Engagement: Increase partnerships with new industries and urban employers to diversify placement opportunities.

Career Growth Pathways: Incorporate entrepreneurship modules and mentorship for long-term advancement.



Success Story

- 2024-25
- 20,000/+Food and acc.
- Della Resort
- Lonavala
- Trade- Account Assistant
- **Bajrang Jangid** , a native of Bhadana, Nagaur, scripted his success after completing the Account Assistant course in collaboration with SEDI, Nagaur. Today, he excels as a Account Assistant at Della Resort, drawing a substantial salary of 20,000. Bajrang's journey highlights the transformative potential of skill development initiatives, showcasing how determination and learning opportunities can pave the way for a rewarding career in the banking sector.





Thank You.