



SREI SAHAJ E-VILLAGE LTD:  
PLACEMENT LINKED SKILL DEVELOPMENT PROGRAMME: SGSY

*The rural world is changing rapidly, and young people need to be prepared to rise to the new opportunities. Agriculture is also changing, with new technologies, products, markets, and business environments. And many rural people will need to become engaged in nonfarm activities or migrate to urban areas. To seize these opportunities, all will need skills that differ from those of their parents—but education and training systems are not ready to face the challenge.- World Bank*

Placement linked skill Development Programme is a Special Project under the governments SGSY scheme. SREI Sahaj e-Village Limited was proposed for the Implementation of Placement Linked Skill Development Special Protect under SGSY. The approval was granted for the training and placement of 7,800 beneficiaries. As of October 2011, 7326 youth have been trained out of which 5674 have been placed and 300 are undergoing training. Sahaj takes the responsibility through its training division, the Sahaj Academy and associates, to impart the Demand Based Skill Development Training to these people belonging to the poor strata of the society.

Sahaj is proud to be associated with this initiative of the Government which has the potential of

bringing up millions of Indians above poverty line besides checking rural-urban migration and spreading well-being into rural households of India. Under the SGSY, full assistance is given to the poor families living below the poverty line in the rural areas for taking up self employment. The persons taking up self-employment are christened as “*Swarozgaris*”.



In this program, the assisted families, known as “*Swarozgaris*” either

individuals or groups are selected from the BPL families identified in periodic BPL census. Selected individuals or groups are imparted meaningful skill development, afforded sustainable self-employment opportunities to assist the families pull out of their impoverishment. As part of this effort, the training needs of the target group or individuals are ascertained with reference to Minimum skill Requirement (MSR) laid down in the Program.

As part of this remarkable endeavor, Sahaj takes the responsibility through its training division, the SAHAJ Academy and associates to impart the Demand Based skill Development Training leading to placement of rural BPL population under SGSY project. SREI Sahaj e-Village Limited is responsible for suitably placing the trainees after successful completion of the Demand Based Training program. Our aim is to train 7,800 by the end of September 2011.



List of Trade activities approved by MoRD for placements to be made by Sahaj under SGSY Special Project:

- Basic Computer Education,



- MS Office Package,
- Rural BPO,
- DTP,
- Digital Photography,
- Security Guard,
- Welder,
- Office Assistant,

- Insurance Agent,
- PC Assembling,
- Retail sales & Service,
- Soft skill,
- Smart Financial Accounting course and course on Banking& Financial Services.



### News Paper Reports:

## श्रेइ सहज द्वारा निःशुल्क प्रार्थक्षण सत्र का आयोजन

(विचार परक प्रतिनिधि द्वारा)

बस्ती 26 अगस्त, भारत  
सरकार के ग्राम्य विकास  
मंत्रालय की महत्वाकांक्षी  
स्वर्णजयंती स्व रोजगार  
परियोजना को क्रियान्वित करने  
के क्रम में श्रेष्ठ सहज ई-विलेज  
लिंग के तत्वाधान में बस्ती  
जनपद के स्थानीय सहज  
कौशल विकास केन्द्र में बीपीएल  
श्रेणी के युवकों के लिए  
सेक्युरिटी गार्ड के पद हेतु  
प्रशिक्षण सत्र का आयोजन  
किया गया। इस एक मासीय  
प्रशिक्षण सत्र में सैद्धांतिक वर्ग  
के साथ साथ कार्यशाला का  
भी आयोजन किया जायेगा।  
साथ ही जीव ट्रेनिंग का भी  
प्रावधान है। इस प्रशिक्षण का  
मुख्य उद्देश्य ग्रामीण युवाओं  
विशेषकर गरीबी रेखा के नीचे  
जीवन यापन कर रहे परिवारों  
के युवाओं को प्रशिक्षित कर

उचित नौकरी उपलब्ध कराना है। इस लिहाज से प्रशिक्षण के उपरांत युवाओं को एक टेस्टिंग के बाद सेक्युरिटी गार्ड के पद के लिए चयनित कर लिया जाएगा। इस प्रशिक्षण हेतु युवाओं की न्यूनतम शैक्षिक अर्हता हाई स्कूल पास होना रखी गई है।

प्रशिक्षण सत्र का उद्घाटन करते हुए मुख्य विकास अधिकारी हमीदुल्लाह ने किया। उन्होंने प्रशिक्षण हेतु आये हुए युवाओं को केन्द्र सरकार द्वारा लागू की गई इस परियोजना का भरपूर लाभ उठाने का सुझाव दिया। उन्होंने युवाओं को स्व रोजगार और उचित नौकरी द्वारा अपने जीवन स्तर को बेहतर बनाने का आव्हान करते हुए कहा कि श्रेष्ठ सहज का इस दिशा में चल रहा प्रयास न सिर्फ प्रशंसनीय है बल्कि जनपद के

सर्वांगीण विकास में महती रूप से सहायक भी है। हमीदुल्लाह ने बीपीएल श्रेणी के युवाओं को कर्मठ होने का संदेश दिया तथा जीवन क्षेत्र में अपने क्षेत्र के अन्य युवाओं के लिए उदाहरण बनने के लिए जोर दिया।

जिला विकास अधिकारी उग्रसेन पाण्डेय ने युवाओं को समयबद्धता तथा अनुशासन के प्रति संवेदनशील होने की सलाह दी। श्री पाण्डेय ने इस परियोजना की रूपरेखा के बारे में बताया। इस समारोह में श्रेष्ठ सहज के बस्ती तथा गोरखपुर क्षेत्र के रीजनल मैनेजर नवीन पटवर्धन की उपस्थिति भी महत्वपूर्ण रही।

कार्यक्रम के संयोजक  
जिला समन्वयक अनुराग  
श्रीवास्तव ने अतिथियों के प्रति  
आभार व्यक्त किया !

## Placement

Steps to be taken for ensuring the placement of the trainees:

- Identifying the potential employers in the catchment area
- Tie-ups with the potential employers
- Imparting training based on the requirements of the employers
- Placing the trainee with not less than the minimum wages of the concerned State Govt.



#### Program Statistics (Since January-11)

Month	Trained	Placed	Placed %
Jan	215	345	160.47%
Feb	178	113	63.48%
Mar	340	42	12.35%
Apr	504	101	20.04%
May	699	631	90.27%
Jun	493	310	62.88%
Jul	1102	970	88.02%
Aug	1132	770	68.02%
Sep	1165	1065	91.42%
Oct	707	705	99.72%
Since Jan	6535	5052	77.31%

Trade wise distribution of Trained Candidates till date

Row Labels	Values	June-10	July-10	August-10	Sept-10	Octo-10	Nove-10	Decm-10	Janu-11	Febr-11	March-11	April-11	May-2011	June-2011	July-11	August-11	Sept-11	October-11	Total
	June-10	July-10	August-10	Sept-10	Octo-10	Nove-10	Decm-10	Janu-11	Febr-11	March-11	April-11	May-2011	June-2011	July-11	August-11	Sept-11	October-11		
BPO													303	91	190	60			644
DTP												81	131	115	80				407
Financial A/c												19	25	0					44
Office Mgt												16	50	19	25	15			125
Security Guard		23	290	126	88	252	265	200	111	157	291	215	227	819	1047	715	705	5531	
Welding			14	15	50	79	20	17	84	183	91	15	5					573	
Grand Total		23	304	141	138	331	285	217	195	340	482	705	488	1108	1132	730	705	7324	

## Security Guard Training Glimpses:



- We have also tie-up with G4 (or security operations which is based in West Bengal and TOPS Security - Odisha, Premier Shield in Delhi for the training and placement of 3000 persons.
- We have Security Guard Trainings in West Bengal, Odisha, Uttar Pradesh, and Bihar & Assam.
- We have tied up with SS Computer Company in Tamil Nadu for providing training in computer related jobs.
- We have also placed candidates with Diamond Industry Chennai .

**Recent MoU entered:**

- MoU with SIS for training and placement in security guard trade in the state of Bihar. (May, 2011)
- MoU with Legend security and Placement of Assam for training and placement in security guard trade. (June, 2011)
- MOU signed with OHTC for placement in domestic BPO activities ( May 2011 )
- Industry scouting done in states of Maharashtra and Punjab.

**BPO Training Glimpses @ Skill Development Center**





## Our infrastructure and facilities:

- We have well furnished, well equipped, prime located Skill Development Centres with a capacity of minimum 30 peoples' comfortable sitting arrangement.
- We have experienced manpower in every District level Regional Control Centers headed by Central Control Centres located in Kolkata.
- We have residential training capacity, which also has medical check-up facility and emergency medical facility.

- Training is given by industry's leading trainers and training institutes like G4s Training Section, ESAB Welding institutes with all modern equipments.

### Kolhapur Initiative



Trained factory or office assistants are in much demand in the organized sectors due to poor availability of skilled or semi skilled employees, especially in Industrial Development Corridors.



The MIDC (Maharashtra Industrial Development Corporation) in Miraj in Sangli district, in the proximity of Kolhapur city, is an industrial hub. Some contractors who are responsible to supply man-power to these units approached us. The first batch of 47 candidates from Sahaj-UP is sent on trial basis which are already settled there.

HR updated the vacancy of **approximately 500 skilled and semi skilled assistants** to start with.

**The requirement details he provided as follows :**

1. Day shift spans up to 10 hours, evening shift spans upto 8 hours and the night shift upto 6 hours.
2. Shifts are assigned to the candidates on weekly basis.
3. Payment is made for 10 hours for all shifts irrespective to the working hours.
4. A candidate earns Rs. 25/- per hour for ten hours, i.e. Rs. 250/- for per shift.
5. It makes,  $250 \times 26 = \text{Rs. 6500}$
6. If a candidate goes for 30 day work, he earns  $6500 + 1000 = \text{Rs. 7500/-}$
7. Then, management has a policy of giving encouragement bonus of Rs.1000/- to those candidates who go for 30-day duties in a month. That makes the entire monthly income to be Rs.8500/-
8. **Means one candidate, after all required expenditure, saves Rs.5500 to Rs.6000 per month which is substantial with several aspects and satisfying to the candidate.**

**Requisites for a candidate:**

1. The candidate should be having sound health.
2. He should be hard working and can adopt the shift duties.
3. He should not be having any contagious or chronic disease.
4. He should be minimum eighth pass.
5. He can withstand the atmosphere of a factory.

**Some more event moments captured:**



## HUSK Power Initiative

In continuation of its effort to provide local placement to minimize the iteration rate of BPL candidates nature as observed in the current project implementation Sahaj was looking for those industries where there is an opportunity to train and place candidates locally. In this endeavour SAHAJ has recently partnered with the Husk Power Systems ("HPS"). based in Bihar. As a trial it has initially in the district of Muzzafarpur trained 100 candidates.

### About the Husk Power Systems ("HPS")



Husk Power Systems ("HPS") established 100% biomass based power plant that uses discarded rice husks to generate electricity. It has installed 60 mini-power plants that power ~ 25,000 households in more than 250 villages and hamlets and impact lives of approximately 150,000 people in rural India.

HPS installs decentralized generation and distribution systems at the low capital cost. At ~\$1/W of generation, distribution and installation cost, HPS plants are cheaper than the mega-size Thermal Power Plants.

By 2014, HPS plans to serve ~ 6,500 villages, save 750,000 tons of CO<sub>2</sub>, create 7,000 local jobs and save \$50M in cash for over 5 million people by replacing kerosene and diesel with its proprietary renewable energy technology.

### Partnership with Husk Power

Trainees who were groomed by SAHAJ in soft skills were paraded in front of HPS officials and are getting 45 days residential training by professional trainers at Barauri. The training methodology involves a proper combination of theory and hands on practical test on the plant site. After completion of the training, trainees are placed at the nearest villages to their home-town with a salary range Rs 4,000 to Rs 5,000 as a junior fitter (based on their performance in the training).

Placement status: - The first batch of 100 candidates is now being allotted the respective village nearer to their residence.

#### Junior Mechanic

- The plant's junior mechanic is the overall manager of the plant. They start, stop, oversee, and maintain the equipment.

#### Mechanic

- A mechanic operates the unit with the appropriate raw-materials

#### Electricity generation: -



**Maintenance of the machines: -**



**Collection of Bills: -** Door to door collection of bills is one activity which is an opportunity available as part time/over time work for the mechanics.



Sahaj is continuously exploring opportunities to provide better training and placement at nearest to native place of trainees. It has envisaged partnership with more than 25 industries in facility management, construction, retail and hospitality sector to provide 40,000 candidates in next two years.

