



Youth and Employability Study

By:

Youthreach

March 2009

Youthreach



Building Bridges

Youthreach



VISION

- We seek to inspire individual and collective transformation to create positive social change.

MISSION

- Youthreach creates awareness on social and ecological issues to inculcate a culture that is rooted in self reflection, sensitivity & participation. We create opportunities for individuals and organisations to contribute time, energy, skills, materials and financial resources in response to critical community needs.

Youthreach- Target Areas



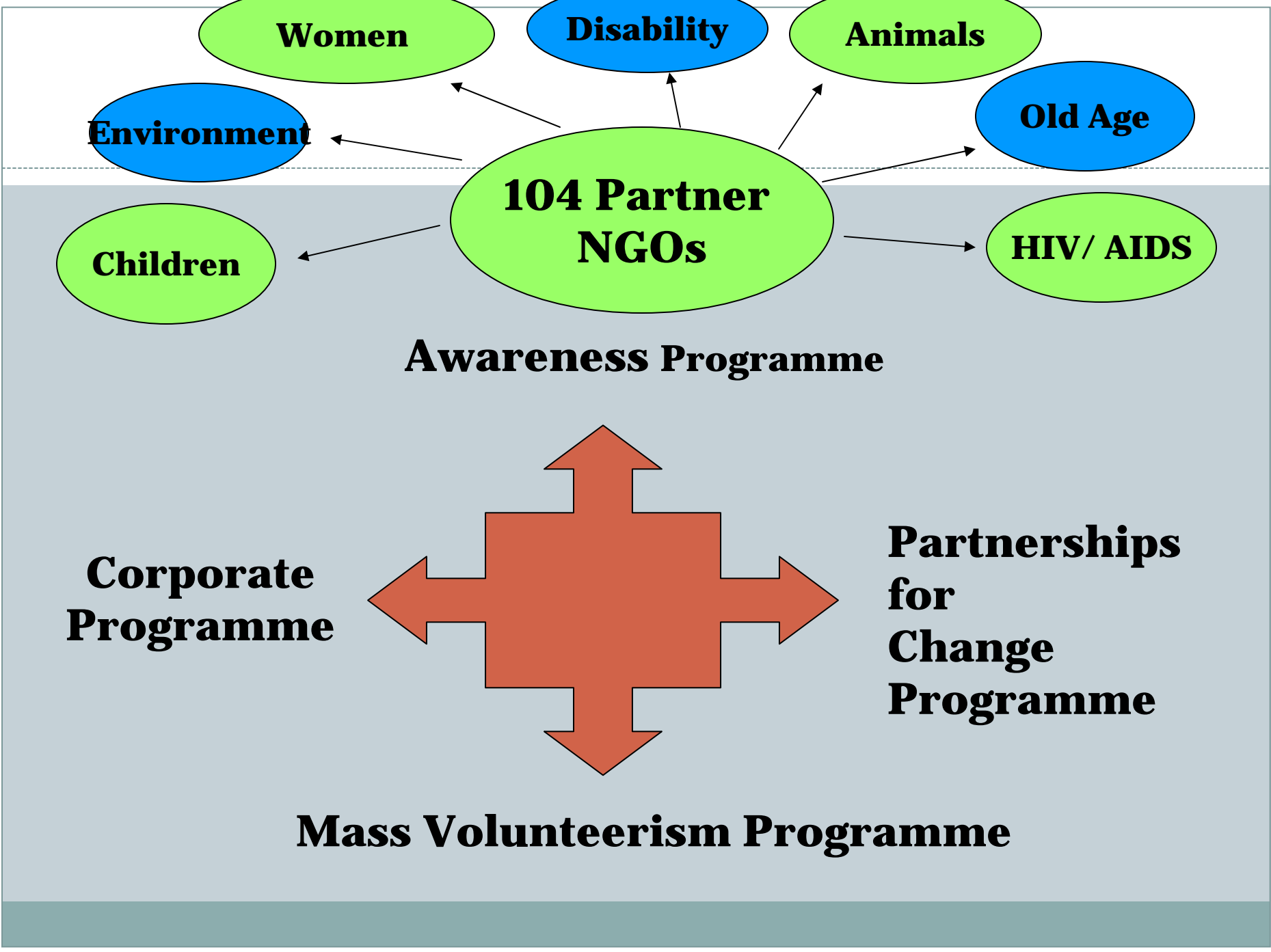
Civil Society

Youthreach

Social Sector

- Individuals from diverse backgrounds
- 25 years- 60 years
- Companies and institutions

- Grassroots Organisations**
- Disadvantaged Children
 - Disability
 - Environment
 - Disadvantaged women
 - Animals
 - HIV/ AIDS



Women

Disability

Animals

Environment

Old Age

**104 Partner
NGOs**

HIV/ AIDS

Children

Awareness Programme

**Corporate
Programme**

**Partnerships
for
Change
Programme**

Mass Volunteerism Programme

Youthreach: Programmes



- Awareness Programme: To inform, sensitise and enable introspection and action.
- Mass Volunteerism Programme: To promote high scale volunteerism by engaging with and sensitising individuals.
- Corporate Programme: Bring together companies and community organisations in order to create high impact and sustainable projects at the grassroots.
- Partnerships for Change Programme: To create and strengthen partnerships with grassroots organisations for two key purposes: 1) To analyse critical needs of partner NGOs and 2) To provide training, capacity building, develop community based projects with a diversity of people, volunteers, institutions and private sector stakeholders.



Trainees with their mentors at Maurya Hotel & Taj Mansingh Hotel



ENTREPRENEURSHIP PROGRAMME

Manoj..runs a newspaper agency!!



Meenu..a mehndi artist has set a stall at Dilli Haat!!



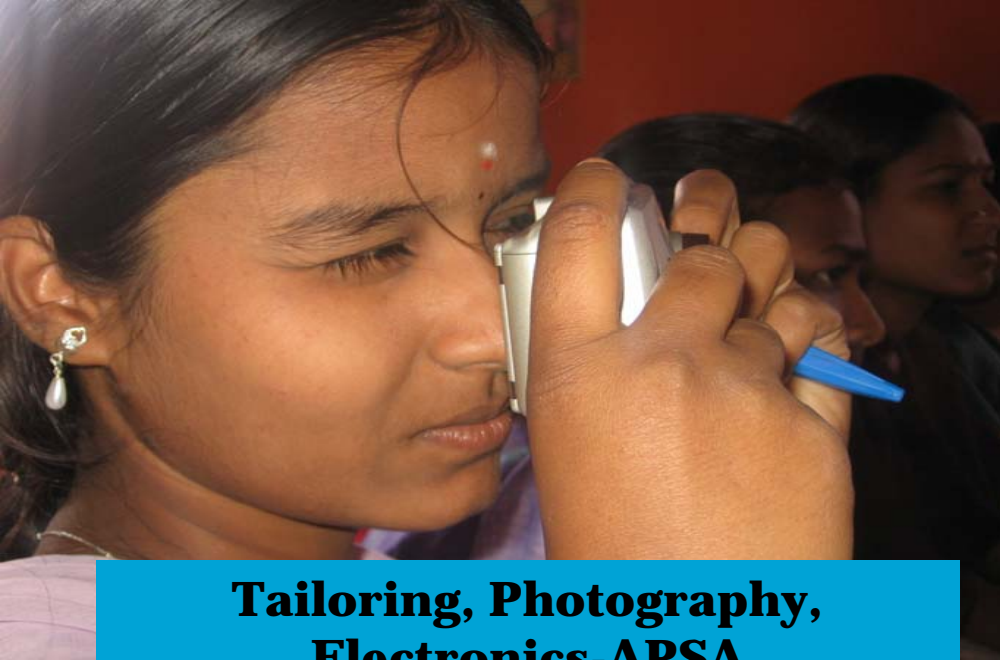
**Children from Vidya & Child,
Employees of Sapient**



**Children from Adhaar, employees
from RMSI**







**Tailoring, Photography,
Electronics-APSA**





Employees of JLLM Volunteering with Udayan Care



Youth & Employability: Research Study



- Youthreach has been working in the area of youth & employability & found there was scope to support its partners especially in the areas of quality training, soft skills and placement.
- To explore & understand the various stakeholders- their strengths and limitations and to design the most suitable programme to address this issue, Youthreach conducted a research study. This was supported by Sir Ratan Tata Trust under their initiative of Youth & Civil Society.
- Duration of the study: 3 months (April-June 2008)
- Location: Delhi NCR

Objective of the study



- To map potential high growth sectors in Delhi NCR.
- To particularly explore the creative /art sector for possible opportunities.
- To identify opportunities in these high growth sectors with non-English/ bilingual opportunities.
- To gather information from the companies on their employment policies & processes and CSR programs they have engaged themselves in so far and plans for the future.



- To profile workforce context in Delhi NCR and identify specific gaps between the needs of the specific sectors that will have been identified and the available workforce.
- To present an overview of the existing skills and the gaps among the youth; Expectations of the youth vis-à-vis jobs and salaries and needs analysis in the areas of career counseling, IT, communication, technical skills, life skills & self awareness work
- To identify & document lessons learnt and best practices/ learning's in the area of youth training and employability, including from the nodal centers if any

Methodology



- Secondary data review for the identification of major growth sectors and verification from the sector managers
- Primary data collection through interviews and using Participatory appraisal methods from different stakeholders including the following:
 - Youth
 - Sector Managers including those in the creative fields
 - Workers in the high growth sectors
 - Best Practices Institutions and training Institutes
- No. of youth interviewed: 539
- No. of sector managers: 22

Employment Scenario



Delhi:

- Number of unemployed persons in June 2003 was 1078062
- 638818 out of the above were undergraduates
- Manufacturing and repair services (41%) and retail trade (15%) constituted major chunks of employment

(Source: report on socio economic profile of Delhi, 2003 -04, Planning department, Government of NCT of Delhi)

Sectors of growth



Sectors of growth:

- Tertiary - Service Sector—77%
- Secondary - Industry—22%
- Primary - Agriculture—1%

(Source: Report of the Government of Delhi)

Sub Sectors of growth:

- Retailing & Leisure
- Travel & Tourism (Hospitality sector)
- Health Care
- Apparels
- Other sectors: such as Food Processing, Telecommunication, Beauty culture & Automotive – service and repairs were also explored
- Creative options such as Gems & Jewellery, Theatre, Music, Dance, Puppetry, Photography and Visual arts were also explored

Status of Youth: Areas explored

I Education



II Employment/ other engagements

III Occupations

IV Skills put to use (for income generation)

V Aspirations: job opportunities

VI Factors influencing aspirations

VII Other influencing factors

VIII Mobility Patterns

IX Credit/ loan requirement

X Expectations from NGOs

Status of Youth living in Bastis, slums and villages



- **Education**

- While there are not so many illiterate persons (only 10%) most young people have studied up to:
 - Secondary (57%)
 - Higher secondary level (25.9%)
 - Number of graduates is quite low (8.1%).

Employment

- Out of 539 youth interviewed, only 13% youth in the age group of 18 to 25 are employed



Occupations

- There are no youth employed with physical labor and base level skilled workers such as electricians, plumbers, mechanics
- Male youth are:
 - Retail sales executives (15)
 - Data entry operators (6)
 - Engineers (2)
 - Photographers (2)
 - Private tutor (3)
 - Owning a business (6)



- There is a clear gender stereotype attached to the occupations practiced. Only about 5 girls (12%) girls are working as retail sales executives, which is the only common occupation between males and females.
- Other girls are working in the following areas:
- Sewing and tailoring (12)
- Beautician (10)
- Teacher (10)
- Nurse (2)

Salaries are generally in the range of 1000 – 6000 rupees

Percentage of skills that are put to use for income



- While only 46% of skills gained from sources other than NGOs are put to use, as much as 71% cases of skills acquired through NGOs have been put to use.
- But the proportion of people who are trained by NGO is only half of what has been trained from other sources

Aspirations



- Aspirations of youth are very high. They no longer aspire for jobs of mechanics, electricians, plumbers, drivers
- Large number of male youth aspire to be computer engineers. However largest is the number of those youth who have not yet thought about what to do
- The aspirations may even be unrealistic, considering their education profile which is only in some cases up to graduation
- Gender stereotypical career aspirations are again visible here, large number of girls preferring to be teachers, tailors, beauticians and fashion designers.

Factors influencing aspirations



- Family background
- Influence from family
- Influence from siblings
- Influence from parents
- Information from parents about people who are well placed
- Influence from Peers
- Influenced by actor / film star
- Any kind of career counseling is totally missing and the youth do expect that from NGOs

Major stakeholders who influence life



- **Positive influences**

Parents, friends, teachers, siblings, Doctor, neighbor, NGO, coaching influence

- **Negative influences**

Unsocial elements, country wine shops, some staff in NGO (example: Mali), Gambling groups, Local political leaders, drug peddlers, boys who do not go to work or study, neighbors or relatives who try to influence the parents

Mobility Pattern



- **Females – rural**
- Restricted mostly close to home – to friends places and neighborhood market
- Accompanied by someone, even when going to daily market
- No mobility for recreation
- **Up to 90% girls do not work outside of home in rural areas**
- **Females – urban**
- Mobility to colleges and work areas – distance up to 10 to 20 Kms
- Go alone to above places on daily basis
- No mobility for recreation
- **Mobility is less of a concern for Urban girls for trainings or jobs, unless lack of public transportation hampers the mobility**



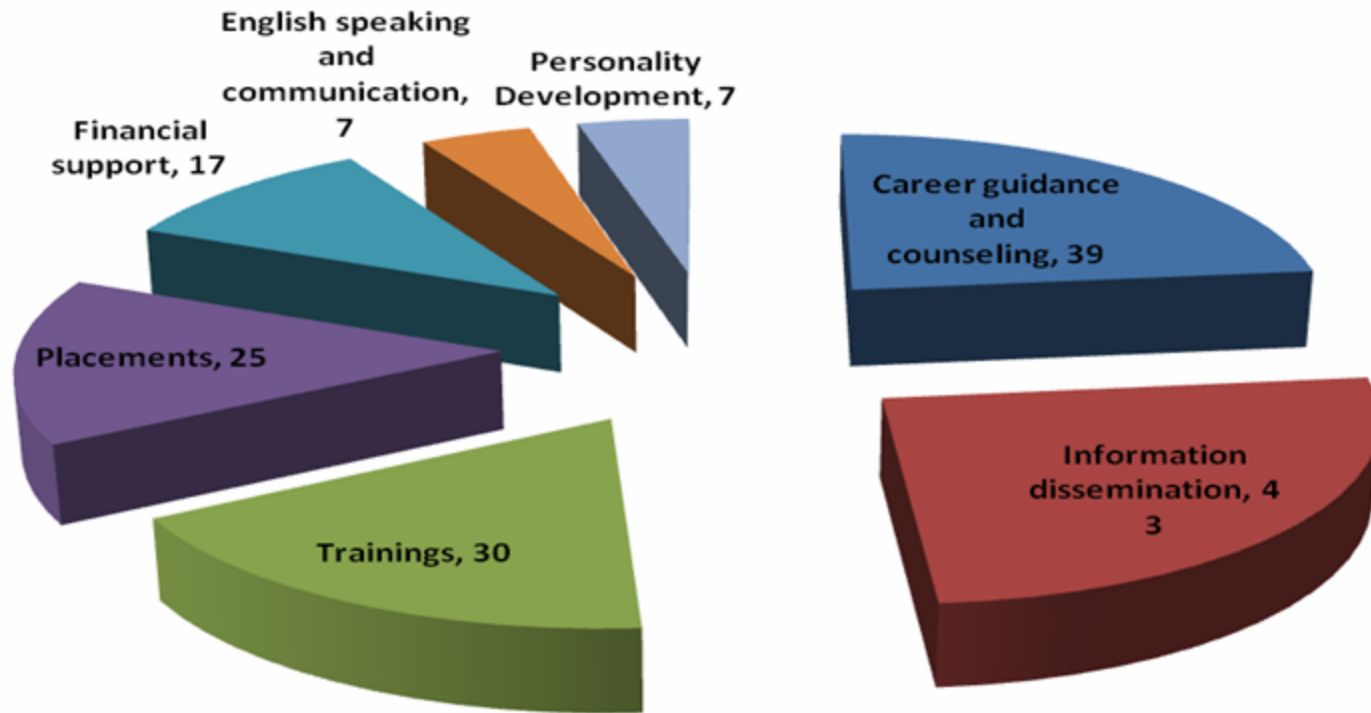
- **Males**
- Much higher in males – unrestricted mobility
- Willing to travel throughout Delhi and outside for work

Credit / loan requirement



- Most Youth receive money or borrow money from parents, friends up to Rs. 1000/-
- Selling household waste is a source of income for the young
- Amounts borrowed are small
- Some youth get stuck with neighbors, jewelers who have to borrow money from them on high interest in urgent situations
- Most youth do not borrow money on interest
- Those who have begun to work borrow money for purchase of vehicles, mobiles, household goods but have difficulty in getting it from banks

Expectations from NGOs



Extectations of youth group from NGOs

Gaps between aspirations and jobs done/ jobs available & skills provided by NGOs



- As has been highlighted earlier, there is a huge gap between the aspirations and the actual preparedness of the youth.
- Not many youth have skills related to job opportunities or aspirations.
- 29 % say they have received no training at all
- Almost 20% perhaps consider computer basics as a skill that can fetch them employment.
- Very few youth do have skills related to Hospitality management, photography, customer relation etc.

Gaps between demand and supply



- 100 % sector managers said that their requirement of Human power is met
- But out of those who responded to this question, only 5 (about 22%) sector managers said they are able to employ the youth from marginalized communities. Rest 17 (about 88%) said they did not

Preparedness of youth



- Similarly only 5 sector managers said that the youth from bastis and slums are prepared and capable for working in their company on middle level positions (Sales executives, trained technicians)
- All the sector managers perceive the youth from slums and bastis to be suitable for jobs in the housekeeping, security and skills such as electricians, plumbers, mechanics



The missing aspects found in the youth, even the ones that are employed are the following:

- **Personality**
- **Communication**
- **English language**
- **Computer skills**
- **Personal hygiene**
- **Calm attitude**
- **Flexible**
- **Stable personality**

Vocational training Institutes are inaccessible



- The Vocational training Institutes run by the NGO do cater to the Youth from low income groups but do not always offer courses related to growth sectors which also offer a movement up in the social ladder.
- Also, the coverage by NGOs is small
- Most of the youth covered in the study had learnt some skills but from local level Institutes or on the job training
- The jobs in the growth sectors are available to youth with training from specialized Institutes. Some such Institutions contacted during the study are Institute of Paramedical technology, College of Vocational studies, Institute of Jewellery design, Diamond Bureau

Possible employment opportunities



- Jobs of sales executives and customer care executives in the Retail sector, particularly in those chains where requirement of English is not high
- Retail sector has high requirement, youth are trainable in reasonable time (60 days) training courses are available (also with NGOs), salary (3500 starting) and working conditions are fine
- It also matches the aspirations of youth
- But computer knowledge and life skills are important to be provided



- **Other possible jobs are:**
 - Customer relations in hospitality sector, although level of English is a concern. But there is a precedence of youth being trained and placed in organizations like Café coffee day and Hotel Maurya etc.
 - Gems and Jewellery should be strongly explored considering short training time and quite high demand. But no training is provided by NGOs on this.
 - Jobs in Electronic and telecommunication sector for jobs of Service technicians, Collection staff, mobile repair technicians with telecom and electronics companies and their franchisees

Challenges- at the level of Youth and at the level of the NGOs



- Reform of NGO training programs
- Setting standards for training and other processes
- Preparedness of the youth
- Finalizing of curriculum including computer training, language skills and soft skills
- Linkages and working relations / negotiations with the Corporate sector
- Possible tie ups with private run vocational / technical training institutes to ensure access to Youth with strategies to meet requirement of fees etc?



- **Strategies to ensure that Young women have a facilitative rather than inhibitive conditions and also benefit from employability programs**
- **Linkages be established with the creativity sectors**
- **Ensuring placement and follow up after placement**
- **Possibilities of supporting and encouraging entrepreneurial initiatives of the youth**

Best practices in the sector



- Approaching youth and employability program with a business outlook
- Making the trainer responsible for employment of the students and incentivizing the trainer
- Identifying the trades suitable for a given location
- Sourcing the trainees in an aggressive manner
- Yet screening the candidates thoroughly
- Inducting the candidates systematically
- Career counseling



- **Setting clear and professional standards of training**
- **Ensuring quality of trainers and trainings**
- **Monitoring quality of training**
- **Life skills, language and computer skills**
- **Engaging with potential employers during and after the training – dealing with them in a business like manner**
- **Post placement follow up**
- **Students alumni**
- **Website for employer employee interface**