

# From Exclusion to Empowerment

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*Meera Shenoy, Founder Youth 4 Jobs*



# Vision & Mission

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We believe in

- Transparency
- Potential of the poor
- Converting “I Can’t” to “I Can”

**Vision:** A Better Future for Young India

**Mission:** Help Companies Build an Inclusive Workforce

# The Numbers talk

- **Population 1 Billion**
- **500 Million youth**
- **All companies chase the same million**
  - **“WARFARE FOR TALENT”**



- In India 20 million disabled . Actually 3 times more
- 70% are in the rural areas; 65% are poor
- 2% are educated and barely 1% employed
- If capacities are built, PwD could be an alternative labour force for companies

# Challenges : Deep set attitudes

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## Mindset of the companies

- ❑ What jobs can the disabled do
- ❑ Can the disabled be as productive as a normal person
- ❑ Hiring disabled is expensive – Providing Accessibility
- ❑ Can a visual impaired person operate computer
- ❑ Can they cope with work pressure
- ❑ How to access them - Is there a centre from where I can source PwDs
- ❑ Are they well educated
- ❑ Unwillingness / Unawareness

## PwD Youth Challenges

- ❑ Lack of Awareness about various Job Opportunities
- ❑ Lack Employability Skills
- ❑ Low self-esteem
- ❑ Mindset of Govt. Job
- ❑ Parents over protective
- ❑ Inaccessible hostels
- ❑ Each PwD youth has different need
- ❑ Putting effort in 1 Pwd youth = 10 abled youth
- ❑ No proper Assistive Device

# I Can't to I Can

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- ❑ Combined experience of over 20 years of working with Govt, companies, community and training agencies
- ❑ Built the country's first Jobs mission for underprivileged youth from scratch and taken it to scale (till May 2010)
- ❑ Built a transaction based Software for AP Jobs Mission which won several awards
- ❑ Large network of over 200 companies
- ❑ Recognized expertise in market linked trainings for the entire vulnerable spectrum - PwD, Rural, Tribal and other underprivileged youth
- ❑ Won several awards like Manthan award. Work featured in national/international publications including Learning note of World Bank and Wall street Journal

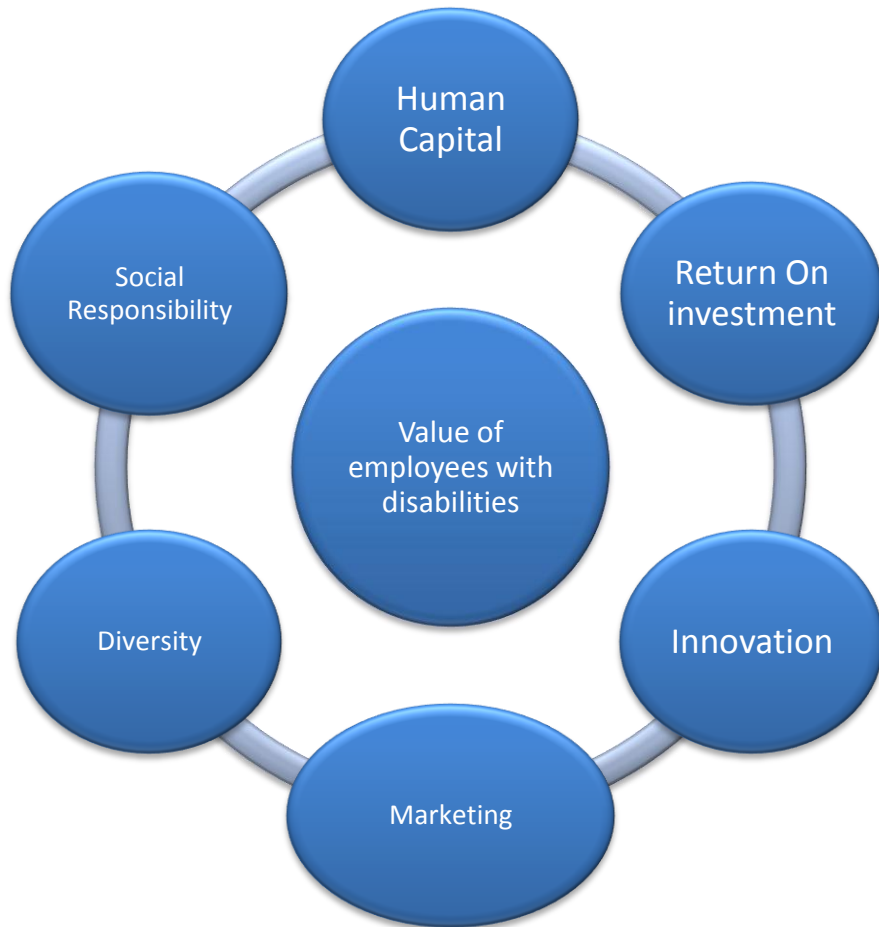
“We don’t hire people who are disabled because it is nice thing to do we hire them because it is a right thing to do from a business perspective”

**Outreach program Project ABLE  
Global Leadership Forums**



# Mantra of Youth4Jobs: Hiring Persons with Disability Makes Business Sense

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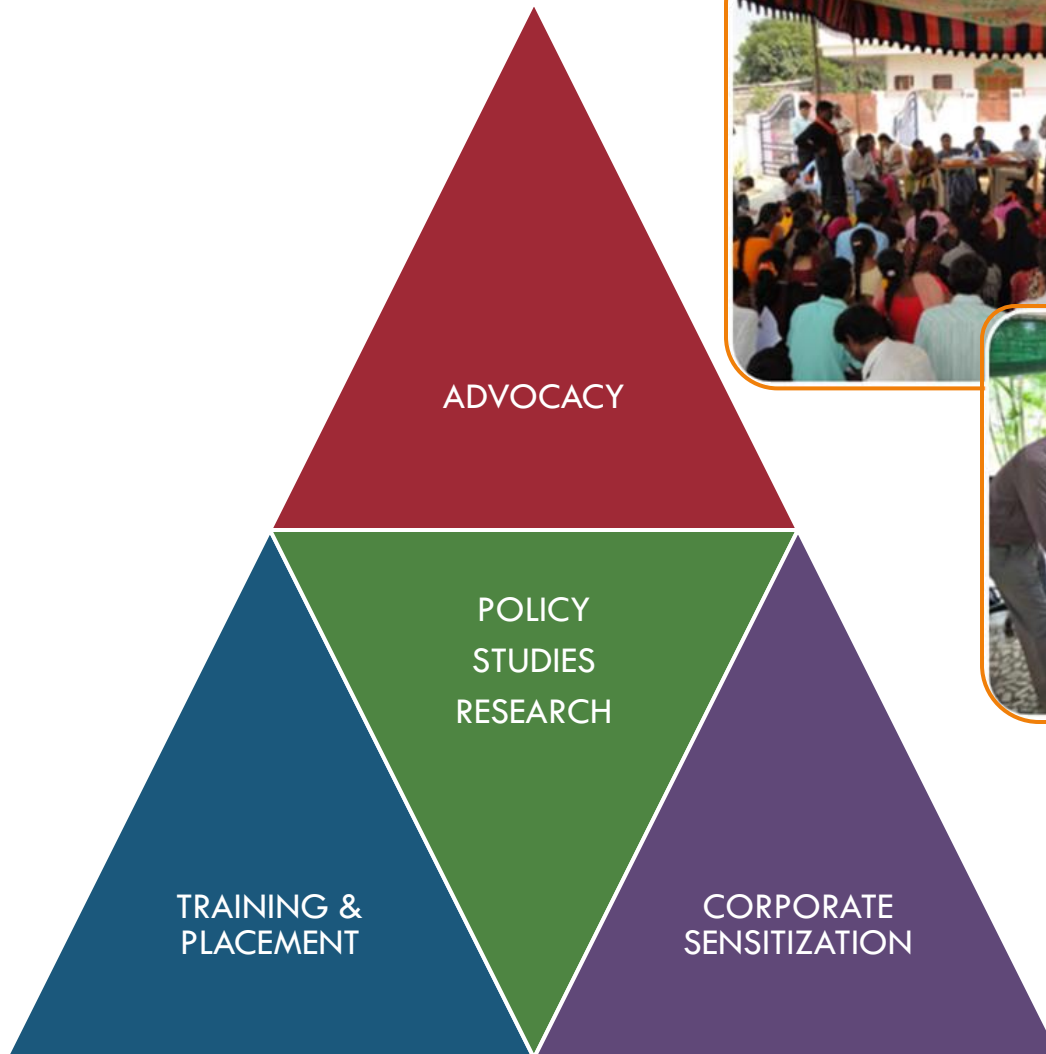
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The objective is to make employers understand hiring underprivileged & PwD and including them in their work-force is not only ethically and morally correct, but it is a sound business practice

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# YOUTH 4 JOBS APPROACH

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# Training & Placement

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Role Mapping to check  
JOB compatibility with  
the PwD Candidate

- 2 months intensive training in
  - English
  - Soft Skills
  - Computers
  - Retail & QSR process
  - \*We also do customized trainings as required by the Cos.

Step 2

- 1 Week OJT (on the job training)
  - Live experience
  - Product Knowledge
  - Adaptations on the Job
  - Leads to Final Placement

Step 3

- Joinings
- Regular Feedback on performance
- Productivity analysis

Conduct sensitization & Sign  
Lang workshop for the  
company staff along with  
working out workplace solution

# Explore New Markets

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- Working with the MSME \_partnership with FAPCCI
- ITI candidates with Speech-Hearing Disability
- Helping companies become inclusive:
  - \* Google, Amazon - Hyderabad
  - \* Clarkes hotel, Rajasthan
  - \* Valeo, Chennai
  - \* Work with GOI on policy

# Top 20 Employers

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- Retail:

- ▣ HyperCity
- ▣ Auchan
- ▣ Tanishq
- ▣ Total Mall
- ▣ Heritage
- ▣ Landmark Group



- IT/ITeS:

- ▣ Tata Teleservices
- ▣ Aegis
- ▣ Hinduja
- ▣ Brigade
- ▣ HDBFS
- ▣ ADFC



- Hospitality:

- ▣ Mc Donald
- ▣ KFC
- ▣ Dominos
- ▣ Café Coffee Day
- ▣ Sub-Way



- Animation & Media

- ▣ Prasad EFX

- Manufacturing

- ▣ Gitanjali Jewellery
- ▣ Apparel/Garment



Companies don't employ them for pity but gainfully employ them for  
Productivity ~ Retention ~ Inclusion

# Use of IT

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- All youth go through a basic computer course
- Co-create curriculum for the IT industry
- Course content is multi-media to reduce teacher dependance
- Pedagogy is interactive and fun
- Improve english through mobile open source material after class
- IT is used for monitoring to ensure quality; for measuring outcomes



- Project HOPE
- Job: Restoring old film
- Nature of Job and Problem:
  - ▣ Repetitive work – High attrition
  - ▣ Hyderabad : Accessible work place
- Wheelchair supervisor
- Currently 55 PwDs are employed in Hyderabad and 45 in Chennai
- Begun with locomotor disability; now hearing impaired

# MAX Stores (LANDMARK GROUP)



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- Project SWABHIMAAN
- Job: Customer Service Associates
- Nature of Work:
  - Highly focused job with 7,000 SKUs
  - High attrition
  - Hyderabad, Bangalore: Entire Store Staff trained in Sign Lang
- Each store with 4-5 candidates with hearing impairment
- Currently 48 PwDs are employed in Hyderabad and 27 in Bangalore

# Case Study : Gems & Jewellery SEZ

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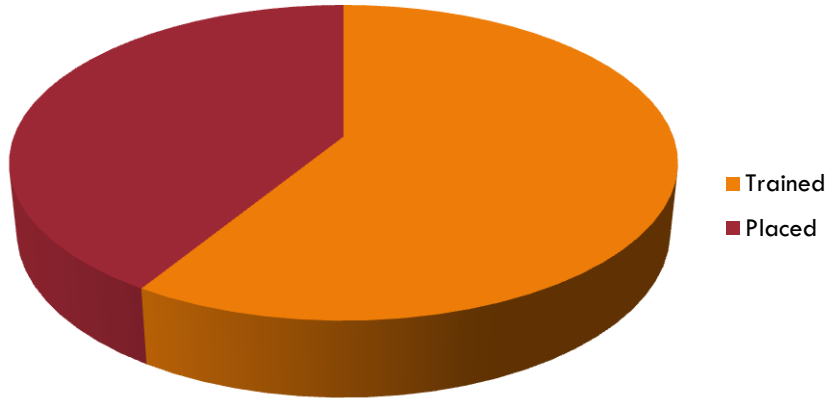
- Rs. 5,000 crores company with 150 locations retail outlets globally
- Large polishing and jewellery manufacturing unit in SEZ
- 10% of 2000 workforce are PwD and plan to step this number to 800 in expansion plans
- Says Mehrul Choksy, “ AP has no skill base unlike Gujarat. PwD recruitment means less attrition and higher productivity. We showcase this to all customers”.
- Entire factory is made accessible



# I. Impact

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## Trained Vs Placed



← Before Training

Mr. Sankarappa,  
a Job Aspirant,  
from Chittoor

In the Training →



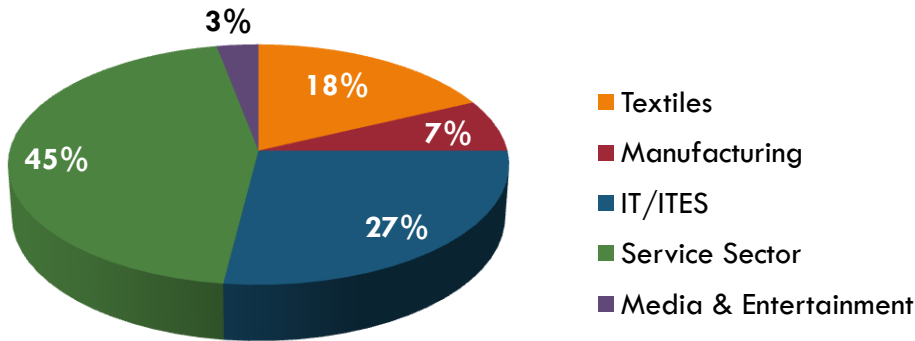
40% of the PwD trained  
are Girls

70% of the PwD trained  
are placed



# II. Sector-wise Achievements

### Sector wise no of Youth Placed



Hospitality	Retail	Banking & Finance	BPO	Textiles
IT/ITeS	Travel & Tourism	Telecom	Health Care	Manufacturing

# Sensitization Workshop for Corporate

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- Key to inclusion begin with sensitizing the corporate on how employing PwD makes business sense and not just a way to achieve its CSR goals
- Peers, Supervisors and Store managers go through an experiential one day workshop which creates awareness, understanding and ways to work with PwDs by appreciating their abilities
- Bringing awareness about various Govt. incentives are also part of the sensitization program
- Each program ends with a basics of Sign Language to make people comfortable communicating with the Deaf PwDs.



# IV. Impact to date

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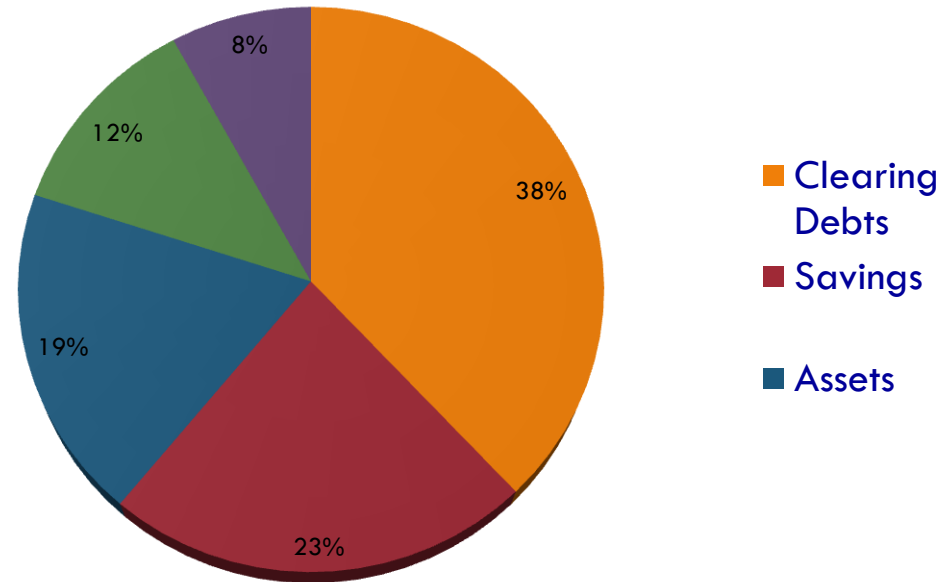
- \* **Reached 100,000 rural households**
- \* **Counseled 35000 Persons with disability**
- \* **5500 PwDs trained**
- \* **70% placed in organised sector jobs**
- \* **40% are girls**
- \* **100 companies sensitised who are first time employers of Persons with Disability**
- **25 workshops for Capacity Building of Government staff**
- **Scale : 1 state to 7 states; 1 training centre to 16 training centres in 3 years**

# VI. Impact

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## Use of Youth's disposable income

Nature	%
Clearing Debts	38
Savings	23
Assets	19
Education	12
Others	8



A job to a young member of a poor family takes the entire family out of poverty in a sustained manner

# Recognition and Awards

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- Featured in Harvard Business review & Stanford Social Innovation Review(SSIR) blog
- The Fetzer Institute, USA
- NCPEDP-Shell Helen Keller award
- Nominated as best practise by UNDP & world bank publications
- Winner of the Bihar Innovation Forum II Award under Skills Development category
- Several media articles have appeared in newspapers and journals



Winner of the Bihar Innovation Forum - II  
Skill Training Category

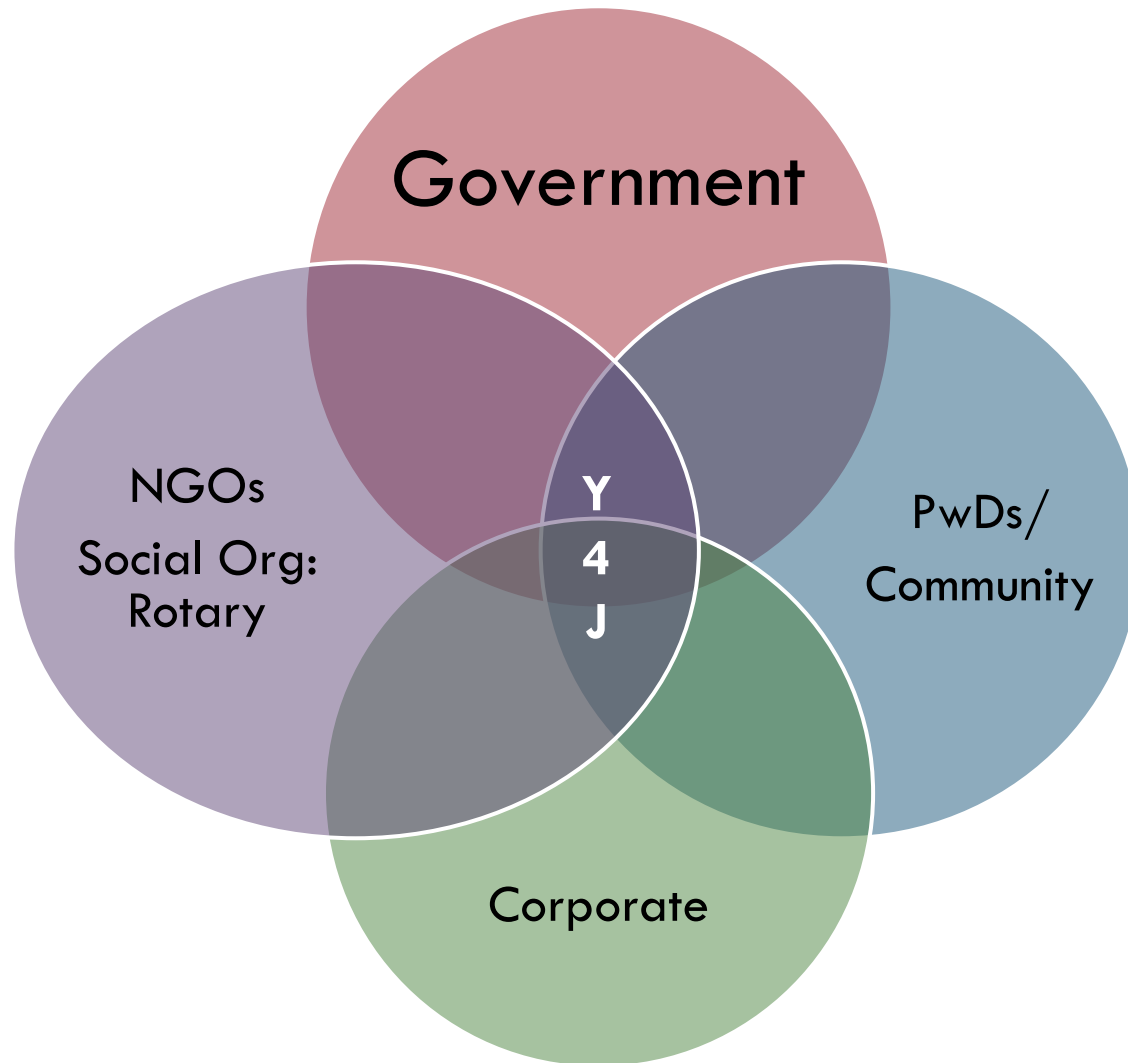


# Time is Now

- India will be the youngest country by 2022 versus the rest of the world with an ageing population
- Youth, when trained well, can serve not national employment needs but part of the global workforce
- Demographic dividend will not be met if the vulnerable sections of the pocket are not touched
- UN MDG goals

# Y4J Model of Synergy Among All Stakeholders: Active participation and role of each stakeholder is important in the entire value chain

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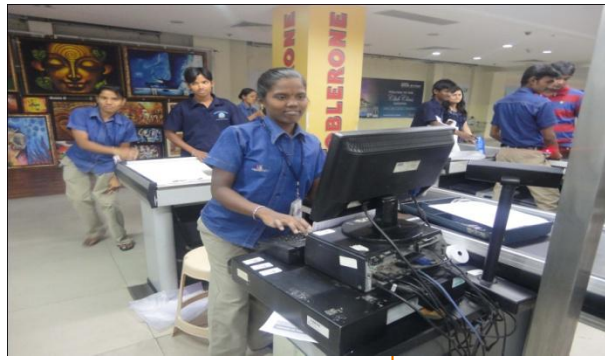
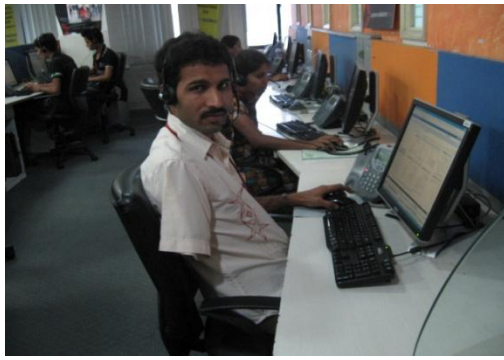


- 24 year old Rafiuddin born with motor disability
- Son of a daily wage agricultural labourer from Warangal .Worked part time in a local school to fund his studies.
- “I kept studying, yet even B.Ed and MA did not give me a job. I was totally depressed, "he says
- Now works as a instructor for new recruits at TBSS tele-calling centre.
- Income of Rs 1,80,000 per annum (US\$ 4000)
- “At last, people look at my Ability,” he says



# Way Forward...





*Thank You*



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